Branding Your Medical Practice:
Own Your Individual Identity

Medical Group Management Association

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Begin with a Brand and Vision

Your Brand - Vision to Culture -

VISION What an organization aspires to become
MISSION How an organization intends to get there, to realize the Vision
VALUES What an organization must be and believe to achieve Vision and Mission
POSITIONING The core, central, differentiating message of an organization, product or service
IDENTITY What the organization is, where it is going, and what sets it apart—competitively and for the long-term
CULTURE The shared values, beliefs and behaviors of an organization as exhibited in actions of both internal and external publics

Vision to Culture

Each of these elements must build upon the other
Like a waterfall cascading downward
Like a pyramid growing upward
There can be no conflict among the messages
There can be no exceptions in the actions of the organization
Visionary and Cultural discipline is difficult
It is worth it — Brand identity depends on it
**Who Are Your Audiences?**

- Your doctors
- Your staff
- Patients -- Potential Patients -- Former Patients
- Referring Physicians
- Referring Physicians' Staffs
- Medical Community
- Community at Large

**The “W” Rule of Four**

- What
  - do they read, watch
  - drives where you target your message
- Where
  - do they go
  - drives your community events and sponsorships
- Who
  - do they support
  - influences who you might also support
- When
  - do they make a medical decision
  - requires a constant voice

**Marketing Spectrum**

**Marketing Musts**

- Social
  - The online conversation
    - Lead or follow, but don’t ignore
- Direct
  - Talk to audiences on their terms
- Consistent
  - Find a comfort level and stick to it
- Valued
  - Don’t contribute to information overload

**Vision – Mission – Culture**
**Marketing Musts**

- Integrated
  - Every platform feeds off the other
  - One brand, one personality, one tone
- Strategic
  - Who do you want to talk to?
  - Why do you want to talk to them?
  - What do you want them to know?
  - What do you want them to do?
- Measurable
  - Budget to measure, not just to do

**The Importance of Referrals**

Physicians receive, on average, 45% of new patients through referrals

More than 70% of patients depend totally on their primary care physician for a specialist referral

**Targeting Referrals**

- Personal Calls
- Personal Visits
- Speaking Engagements
- Collateral Materials
- Direct Mail
- Social Connections
- Online Social Connections – Linked In

Internal service and feedback is as important as outreach

**Keys to Ongoing Success**

- Take it Slow
- Define Your Audiences
  - You don’t have to target everyone at once
- Become a Storyteller
  - Successes, milestones, goals met, community, papers, hew hires, conferences
- Share Your Discoveries
  - If you find it interesting, so might others
- Be Friendly – SEO
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