Value of Brand in Healthcare Innovation

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Objectives

 To define key aspects of branding for physicians and healthcare organizations

 To present branding strategies to facilitate healthcare innovation

An identifying mark



- An identifying mark
- Non-generic name
 - Brand name
 - Proprietary name (e.g., branded drugs)
 - Implies some description of the <u>source or qualities</u> of product or service











Shell





- An identifying mark
- Non-generic name
- Brand = intangible sum of a product's attributes
 - Aim of creating a specific perception concerning qualities of a non-generic product or service

- An identifying mark
- Non-generic name
- Brand = intangible sum of a product's attributes
- The brand is the basis of the relationship formed between client/consumer and that product/service



Tr. Smith, M

But not anymore...

- Expectations have changed!
 - Many of us don't use lab coats
 - Traditional role of the physician has dramatically evolved (shared decision-making)
 - Numerous examples of organizations failing to meet the needs of the patient/client

But not anymore...

- Expectations have changed
- Advent of online and social medical platforms have democratized ability to review and judge your delivery of medical care and degree of innovation in healthcare organizations

Why do you need a brand?

- FOR PHYSICIANS
 - Your brand establishes trust with patients before they even come in to your office

Why do you need a brand?

- FOR PHYSICIANS
 - Your brand establishes trust with patients before they even come in to your office
- FOR HEALTHCARE ORGANIZATIONS
 - Brand aligns core competencies of organization with the desired aims of innovation

Why do you need an online & social media presence?

Online or social media brand is a symbol – a mark

 of the attributes that you can provide to
 facilitate your path to successful innovation

Branding Strategies

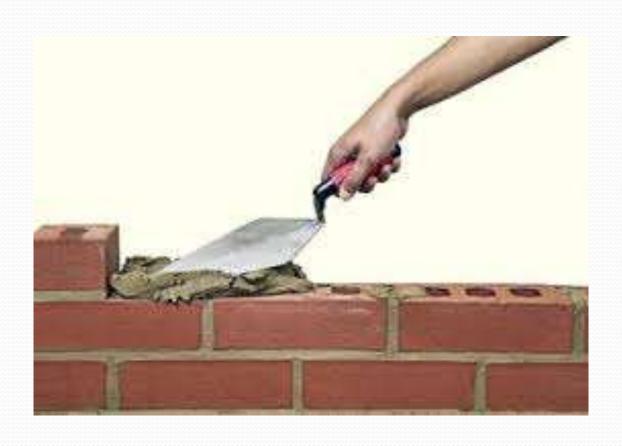
First part of brand building...

→ knowing you have a brand!

Content for Innovation

- Best strategy to succeed in a culture of innovation requires heavy focus on <u>content</u>
 - Examples of innovation
 - Technical expertise (e.g., publications) in the field you hope to innovative
 - Display the role of your organization as a healthcare leader (e.g., use of technology, patient care)

Bricks & Mortar



Pearls & Pitfalls

- What kind of brand do you want to be associated with?
 - Let your content reflect this
 - OWN YOUR BRAND & MESSAGE!

Pearls & Pitfalls

- Don't "hand over the keys" to someone else
 - Own your brand, content and message

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Thanks!



A Clear Vision of Excellence



David Almeidamp.com

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