



# Surviving Branding

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# I Need Another Logo ...No you don't

- How we got where you might be
- How we figured it out
- What we did & Why we did it
- What we did wrong & what we did right
- Steal our stuff

# Branding in Healthcare

- Leveraging Branding in Healthcare
- Need for “Re-Branding”
  - Rapid growth
  - Mergers & Acquisitions
  - Separation of Resources
  - Repositioning in the market place

All can lead to a “Branding Accident”

# Logo Soup



Idaho Elks  
Rehabilitation  
Hospital



St. Luke's · Idaho Elks  
REHABILITATION SERVICES

**Hearing and Balance Centers** *at the Elks*  
IDAHO ELKS REHABILITATION HOSPITAL



The Center For  
Wound Healing And  
Hyperbaric Medicine



A PARTNERSHIP OF IDAHO ELKS AND ST. LUKE'S HOSPITALS



Therapy Staffing Services  
Physical • Occupational • Speech

# The Process Begins

- Let's get us one of them "consultants!"
- Confusion among employees, stakeholders, customers, patients, referring physicians and we couldn't even get the consultants to understand
- We don't need a System logo  
...we need a System BRAND

# Branding

- Not a logo, product or service
- Collection of perceptions in the mind of a consumer
- Intangibles = Sum of experiences with our people, services, public relations, community outreach

# The Work

- Interviewing stakeholders
  - Focus Groups
- Identity (logo)
- Branding Pyramid
- Brand Conversion Applications
- Rollout

# Interview Stakeholders

- Physicians
- Board of Directors
- Administration
- Clinical Leadership
- Marketing & PR
- Employees
- Community Leaders



# Identity - Logos

- We are united as one organization with one brand. However, we have business units, partnerships and a variety of services offered under that brand. Just as our organization has a defined structure to manage these relationships, our brand must have a structure to communicate them to our internal and external customers.

# Brand Architecture

- Tier 1 – System
- Tier 2 – Elks Business Units
- Tier 3 – Co-Brand with Elks dominant
- Tier 4 – Co-Brand with Partner dominant

Maximizing dollars – Halo of Brand Loyalty

 **Elks** REHAB  
SYSTEM

 **Elks** REHAB  
HOSPITAL

 **Elks** HEALTHCARE  
STAFFING

 **Elks** INTERNAL  
MEDICINE

 **Elks** HEARING & BALANCE  
CENTER

 **Elks** WOUND  
CENTER  
IN PARTNERSHIP WITH  St Luke's

 **St Luke's**  
 **Elks** REHAB

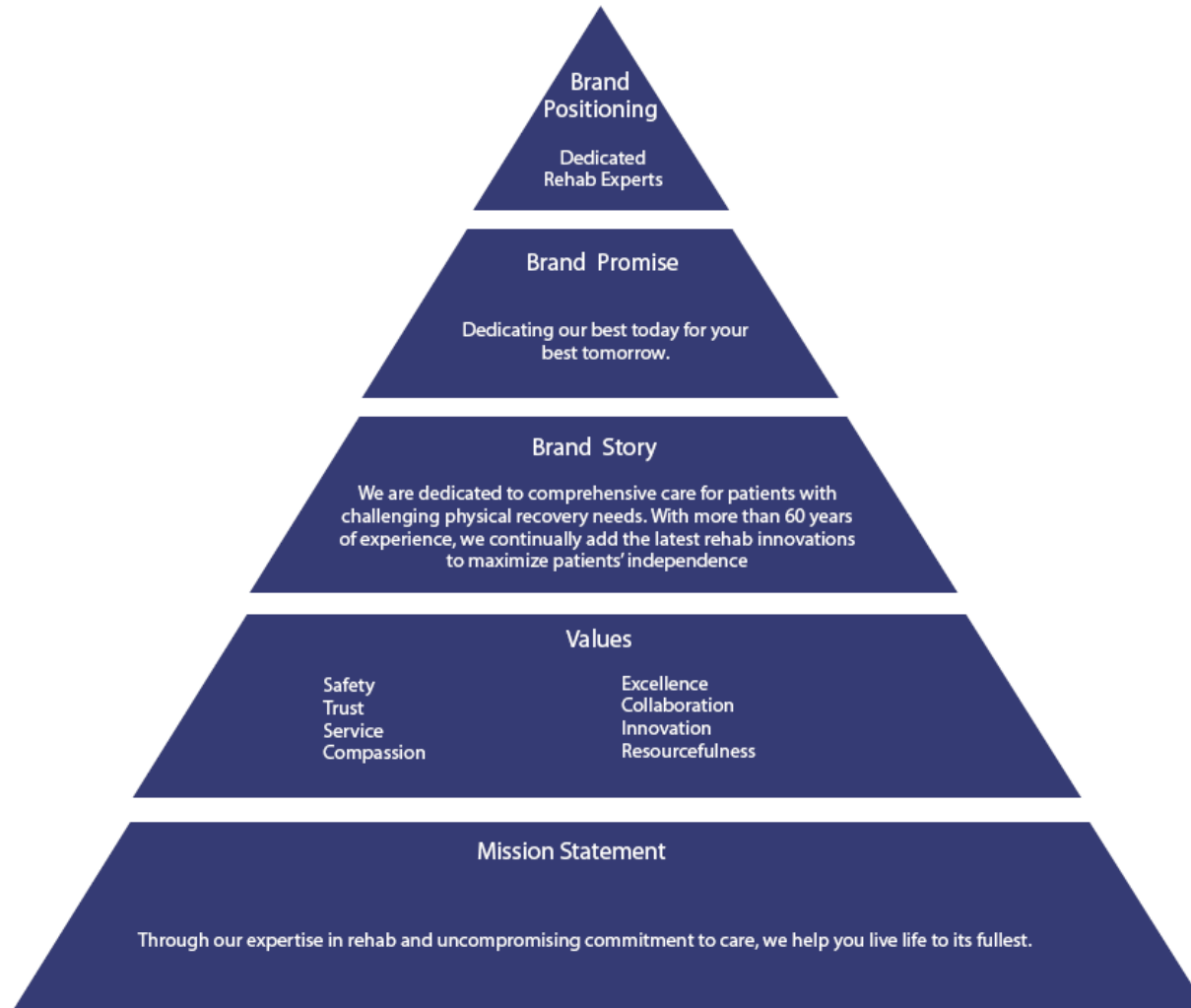
 **St Luke's**  
 **Elks** CHILDREN'S REHAB

# Graphic Guidelines

- Subgraphics
- Corporate Colors
- Imagery - Photos/Clip Art
- Violations

[www.elksrehab.org](http://www.elksrehab.org)

# Branding Pyramid



# Brand Applications

## Starter List



[www.elksrehab.org](http://www.elksrehab.org)

# Teachable Moments

- Engagement of employees
  - Buy-in, support, VANS!!
- Background & Research
- Budget
  - Respectful, fluid decision making, recession impact both negative & positive, partner driven
- Values – lack of input, alignment?
- Media Control
- Loose cannons

“No One Died”

# Employee Rollout



# More Rollout



“SOS”

Steal Our Stuff

<http://www.elksrehab.org/Media.aspx>

Password: Rehab2010