



Missouri Hospital Association November 5, 2009

Steps to Creating a Hot Hospital Brand

- Understand ___**Employer**_____ Benefits of Branding
 - Lower _____**recruiting**_____ costs
 - Easier to get _____**donors**_____ **E**
 - Lower _____**costs**___ for health care
 - Fewer _____**sick**_____ days
 - _____**Increased**_____ Productivity
 - Longer ___**tenure**_____
 - ___**Increased**_____ customer Loyalty
 - Better _____**patient**_____ experience
 - Better _**financial**_____ picture
 - Become ___**hospital**_____ of choice

- Articulate Employee Benefits of Branding

- Lower _____ **stress** _____
- Higher job _____ **satisfaction** _____
- More satisfaction with _____ **personal life** _____

- 5 Steps to Creating the Brand _____ **promise** _____

1. Know what your brand _____ **isn't** _____

- Create _____ **sacred** _____ commandments

2. Create it _____ **consistent** _____ with the brand personality

- Act as if it were a _____ **friend** _____
- Develop _____ **traits** _____

3. Dare to be _____ **authentic** _____

- _____ **Infuse** _____ your brand with Passion
- Answer to a higher _____ **cause** _____

4. Create an _____ **emotionally** _____ and rationally based promise

- Working together produces highest amount of commitment and **_commitment_** _____

5. Must be _____ **compelling** _____ and believable

- _____ **Back Up** _____ up your facts
- Create _____ **behaviors** _____ Consistent with Brand Promise
 - Ensure _____ **stakeholders** _____ play a role
- _____ **Communicate** _____ to employees
 - Find myriad ways to _____ **get the message out** _____
- Provide Key _____ **Tools** _____
 - Think beyond _____ **typical** _____ training
- Start with a _____ **benchmark** _____ measure
 - Qualitative and _____ **quantitative** _____

- Reward/ **penalize** _____ employees
 - Part of **accountability** _____

- Continually **promote** _____ and
 _____ **reward** _____, recognize achievements by groups and
 individuals
 - Develop **standards** _____ of recognitions

- _____ **Measure** _____ Results
 - _____ **Share** _____ the learning

- Create and Implement a **recovery** _____ Program
 - Need _____ **corrections** _____

Completed handouts and reference materials are posted at
www.redfirebranding.com; click on “attendee firehouse”

**For Further Information About How Liz Can Work With You and Your Firm To
 Achieve Sizzling Results,**

Please Call her at 858-550-7000

www.Redfirebranding.Com

Liz@Redfirebranding.Com