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Six Steps to Evaluating and Improving Branded Experiences through your *Women's HeartAdvantage* Program

Consumers have shifted their expectations from "hearing" about your organization's features and benefits to "experiencing" your brand on an emotional level. How does your patient experience your brand; does the actual patient experience support your brand promise? The Strategy Group™ brand strategy experts Robin Segbers and Anne Theis discussed the importance of "Branded Experiences" during our last *Women's HeartAdvantage* webinar. To implement the strategy recommended in the webinar, utilize one of your *Women's HeartAdvantage* team meetings to work through the following six steps.

Step 1: Get the Patient Perspective

A brand is not what you say you are; it's what your customers - your patients - believe about your organization. To determine what patients believe about your brand, put yourself in their shoes. As a group work together to answer the following questions:

- a. Who does your audience think you are?
- b. How do you want them to think of you?
- c. Why is this important to you?

Step 2: Evaluate your Service Line Brand Support

What is your organization's "master brand?" Does your cardiac service line brand support the promise of your master brand and if so, how? Does it elevate the master brand? Does it provide a consistent experience to support the promise? Does it create a memorable and "talkable" experience that makes the brand promise more tangible?

Step 3: Investigate your Brand Delivery

Does your patient experience live up to your brand promise? This portion will take some "out of meeting time" to complete. Identify those touchpoints that make up the cardiovascular service line brand experience, such as:

- Encounters with staff
- Encounters with clinical staff
- ED visits

- Scheduling
- Technology used
- Facilities, amenities

Step 4: Evaluate Touchpoints

Create an evaluation process that measures the following for each "touchpoint" your group has identified that can, or should, support your brand promise. Use the "Quality Measurement Tool" located in Chapter 6 as well as the "Competitive Snapshot" and "Competitor Assessment Worksheet" located in Chapter 3 of your Implementation Guide and Tool Kit to assist you with this Process.

- How does this touchpoint impact the customer's overall perception of their brand experience?
- How likely will customers discuss this touchpoint with friends, family, co-workers and other prospective customers?
- How likely are your customers able to compare this touchpoint to that of your competitors?
- How many people are impacted by this touchpoint?

Step 5: Prioritize Brand Experience Aspects

Once the above steps have been completed, prioritize all aspects of the brand experience that need to be improved in order of importance. Which need to be addressed first?

Step 6: Create a Plan

Use the information you have gathered and create a plan to fine-tune and re-tool your cardiovascular service line brand experience at each patient touchpoint. Plan as a group how and when you will assess the impact of touchpoint improvements.

[Download a PDF copy of the webinar](#) and contact your *Women's HeartAdvantage* consultant to discuss ways that you could implement Robin and Anne's suggestions to create a differentiated, branded experience for your patients.

Congratulations!

- to [St. Bernard's Medical Center](#) (Jonesboro, Arkansas) for receiving a \$25,000 grant from the Arkansas Department of Health to promote their Women and Heart Disease program through *Women's HeartAdvantage*
- to [Clarian Health - LaPorte](#) for renewing their participation in the *Women's HeartAdvantage* program

We look forward to sharing more about how both hospitals are growing their business and making positive changes in their communities through *Women's HeartAdvantage*.

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