

Brand 101

What is a brand?

- Brand is one of an organization's best assets.
- Essentially, brand is another word for reputation — what people think when they hear the name of the University of Maryland Medical System and all of the entities that comprise our organization.
- Ultimately, branding is less about what we say in advertising than what we do every day, for every patient.
- It's the stance we take, the promise we make, and therefore, the promise we must keep. At the heart of all of this: those we serve, and those who serve them.
- Every action, communication and behavior must be consistent with what we want our reputation to be.

An Out-of-Industry Example to Define Brand

Many people think Nike's brand is "Just do it." In reality, that is just the Nike tagline. Sometimes this is called the brand essence, which is a summation of what the brand represents. Nike's true positioning is "Bringing innovation and inspiration to every athlete." This positioning is the foundation of all of Nike's activities, whether it is strategic planning, human resources, or how they choose the next advertising campaign.

Our system brand essence is "Be a part of something greater." Our brand positioning is: "We are powerfully connected to deliver accessible excellence. Fueled by passion, our staff and physicians collaborate across a network of hospitals, outpatient care centers, physician practices, and health insurance plans to deliver the highest caliber of care throughout the state of Maryland."

Things to Know about our Brand

- Our brand is a foundation of the work we do every day to improve the health of Maryland.
- The brand is what leadership believes the organization must align behind to drive growth. It is the baseline for strategic planning and goal setting and the filter for all decision-making.
- Our employees are working every day to collaborate and be a part of something greater to make our strategic goals achievable. The newly defined brand will help us gain competitive advantage and fuel business growth.
- We all "own" the brand and will only be successful if we are all responsible for bringing the brand to life. We are all brand ambassadors.
- A brand is much more than a logo or a marketing campaign. It is our reputation. It is a promise we make and therefore, a promise we must keep. We can proactively manage our brand by ensuring that everything we do and everything we say is aligned with what we want our reputation to be.
- This is an evolutionary journey. While much of what we have in place supports our brand, to gain the reputation we want, and to drive more business and more loyalty from our patients and all our key stakeholders, we must raise our bar.

**Be a part
of something
greater**