

Frequently Asked Questions

Why does the University of Maryland Medical System need a “brand refresh”?

- Around us, and across the country, more and more hospitals are aligning into systems. In addition, many health insurance plans offer narrow networks where consumers must decide which health care system they will select for all of their health care needs. We must position our organization to differentiate UMMS from other organizations in the marketplace.
- To maintain our financial strength, it is important that we maintain our market share and grow inpatient and outpatient services across the system.
- With more than 150 locations across the system, we must deliver a consistent experience to ensure brand preference and loyalty.

How did we determine the new brand positioning?

We held focus groups with leadership and employees at every system site in collaboration with our marketing and branding agency. These focus groups helped to define our system goals, attributes and vision for the future. These findings were then tested with consumers across the state to validate our findings and ensure our messaging reflected what consumers want from their health care providers.

What is our brand position?

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. Our tagline is “Be a part of something greater.”

How is this unique and differentiating in the marketplace?

We believe that we are uniquely positioned against the other large systems in the state. We are Maryland’s Champion – not just because it is in our name, but because it is our mission to serve communities across our state by offering access through a university-based health system. As a system we provide accessible excellence through all of our partnerships, collaborations and affiliations.

My local organization has a unique heritage - how does this impact what my organization stands for?

By being part of something greater, our individual hospitals, physician practices, health plans and all other entities are able to continue to articulate their unique ability to deliver on this promise. For example, UM St. Joseph Medical Center has a long heritage of compassionate, faith-based care in their community. UM SJMC will continue to deliver on this mission, while also articulating that it is part of a larger system that is providing greater access to university-based medicine through partnerships with University of Maryland Medical Center (UMMC).



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How can we be a system if we don't have the same employer?

Each UMMS affiliate is its own employer, and most decisions that affect your employment are made at the local level. This allows us to serve our common mission while recognizing the unique communities in which we operate.

Does the system brand mean we will all receive the same benefits?

Although some UMMS affiliates have adopted standardized benefits, most employment decisions, including those regarding pay and benefits, are made by each local hospital. This allows each facility to make decisions that best reflect local business in the best interest of employees and patients.

What does the icon in our logo mean?

The icon that we all wear proudly is a representation of Davidge Hall. Davidge Hall is the oldest building used for continuous medical education since 1813, training physicians at the University of Maryland School of Medicine. This icon connects us to the innovation and discovery happening every day at UMMC and the School of Medicine, and to the highly-skilled and committed physicians caring for our communities.

What's in it for me? Why is it important to align behind the brand?

Our brand is the promise we make, and the promise we keep to all of our stakeholders. Our employees are the face of our brand, and it is our expectation that everyone lives up to our brand and strives to provide accessible excellence every day. In a time of increased competition, it is imperative that we deliver an exceptional experience to our patients. As the UMMS family grows, we will be looking for employees who believe in and will deliver on our brand promise.

How will we communicate this externally?

In March, we will launch a system brand campaign on television, print and radio. We will highlight the accessible excellence of the system and how we are uniquely positioned to deliver this care throughout our state. We will share the creative with all employees across the system before we launch. Stay tuned to announcements and updates on the system brand intranet page at intra.umms.org/spirit.

There is a new "look" for the system. How do I incorporate that look into my collateral and marketing?

In an effort to create a comprehensive and cohesive look across the system, we are introducing new graphic elements to use in internal and external communications. Please work with your local marketing and communications team for help in implementing this new look.



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What are we doing consistently today that supports our brand?

Every day, we increase communication and collaboration across the system to share best practices, research and learnings. By working together, we continually find ways to leverage our resources and deliver an outstanding experience to all of our patients.

What should we do differently on a day-to-day basis?

While we may sometimes feel like we all work in a bubble — whether it is in our unit, in our office, or in our practice/hospital — we should remember to start thinking about the impact on the system overall. We should continually look for ways to improve and deliver on our promise of accessible excellence.

How do we know if we're making on-brand decisions?

When making decisions, ask “Is this helping me/us be part of something greater? Are we delivering on our promise of accessible excellence to our patients by creating a friendly and transparent user experience?”



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