


Getting the Board on Board

A CEO and CMO Perspective on Enabling Change through Politics,
Policies and People

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**Let's start by introducing you to
an extraordinary brand and the
people that built it**








We've got three objectives for today's chat

- Practical learnings focused on bringing Board-level individuals through business—and brand-based change management processes
- Tips and tactics for maintaining strong alignment between the CEO, CMO and marketing teams
- An approach for ensuring that you can maintain momentum through rebranding processes



**This is not your ordinary brand, and
we don't want this to be an ordinary
session—please ask questions and
share thoughts at any point**

Leaders across the organization saw the opportunity for us to evolve

49%

of stakeholders view our 'young system' as a key differentiator

41%

mentioned that people need to know who we are as LCMC Health and what we do

33%

believe people in the community need to know more about the patient focus at LCMC Health

70% of stakeholders feel that there is an overall lack of awareness about LCMC Health

LCMC Health made a strategic decision to transform the organization and what we stand for

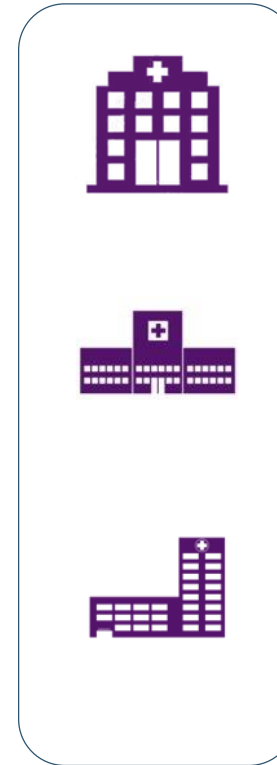
Healthcare organization with disconnected hospital locations

Several different entities, names and brands, each with distinct logos and experiences

TODAY



FUTURE→



One brand, one system, one team, one experience

Having one brand where people receive their health care creates clarity among communities and reinforces our integrated health system

The objectives were clear


1. Unify the system

Communicate we are one, integrated system to reinforce ease of accessing quality care, when and how people want it

2. Reintroduce who we are

Reinvigorate pride in LCMC Health and in our communities, promoting our differentiated culture and our system of care





**“Simply being ‘not our competitor’
is not enough.”**

Monigle led us through a process with three main steps, each answering a core question along the way

Build the brand foundation

What do we stand for and why should anyone care about it?

- Project Governance
- Stakeholder Alignment
- Research and Insights
- Brand Platform
- Brand Architecture

Express visually and verbally

How do we unify the organization through logo and voice?

- Creative Assessment
- Logo Exploration
- Design System Exploration
- Voice Principles
- Messaging Framework
- Guidelines

Activate with efficiency

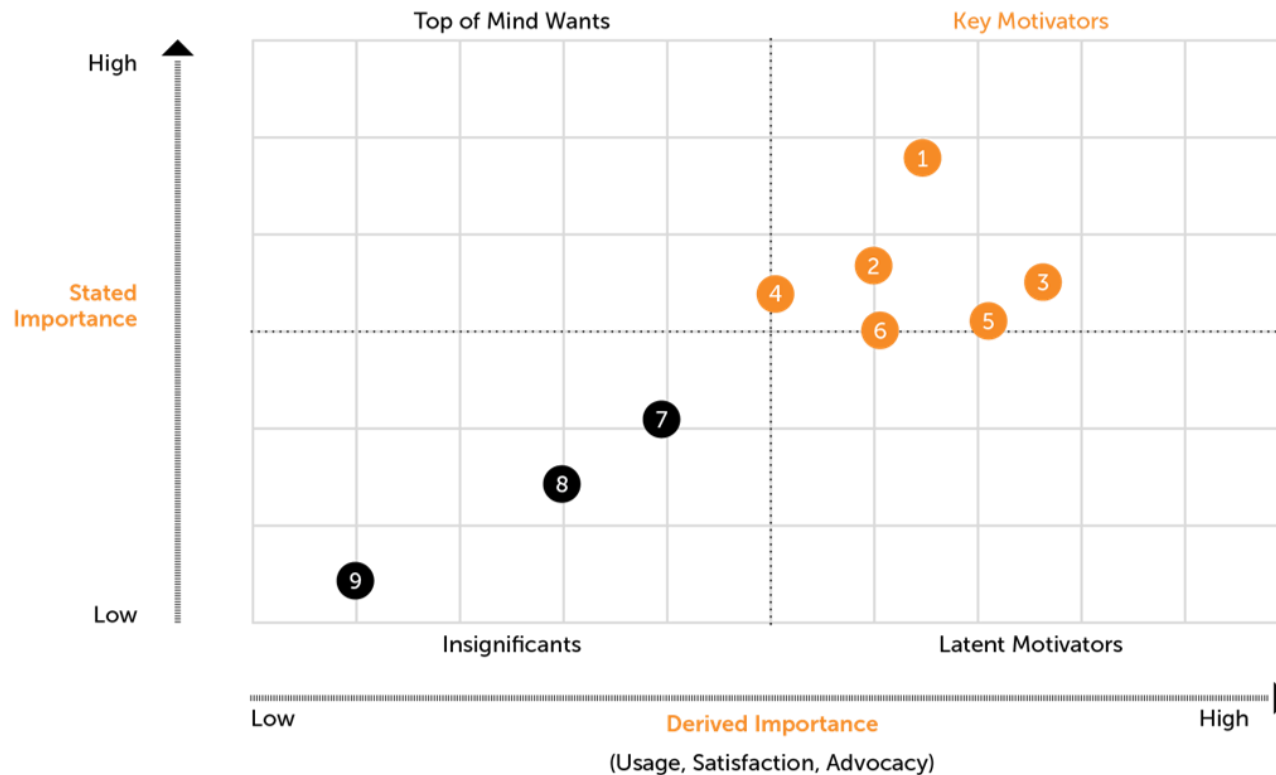
How do we build the systems, processes and tools to maximize the impact of this brand change?

- Implementation and Conversion
- Launch Planning and Execution
- Employee Engagement
- Governance
- Measurement
- Advertising

One big change was re-orienting the enterprise to starting with research and insights to guide decision-making

Importance of Health Care Emotional Motivators

Stated vs. Derived Importance: Consumers



Ranked by stated importance

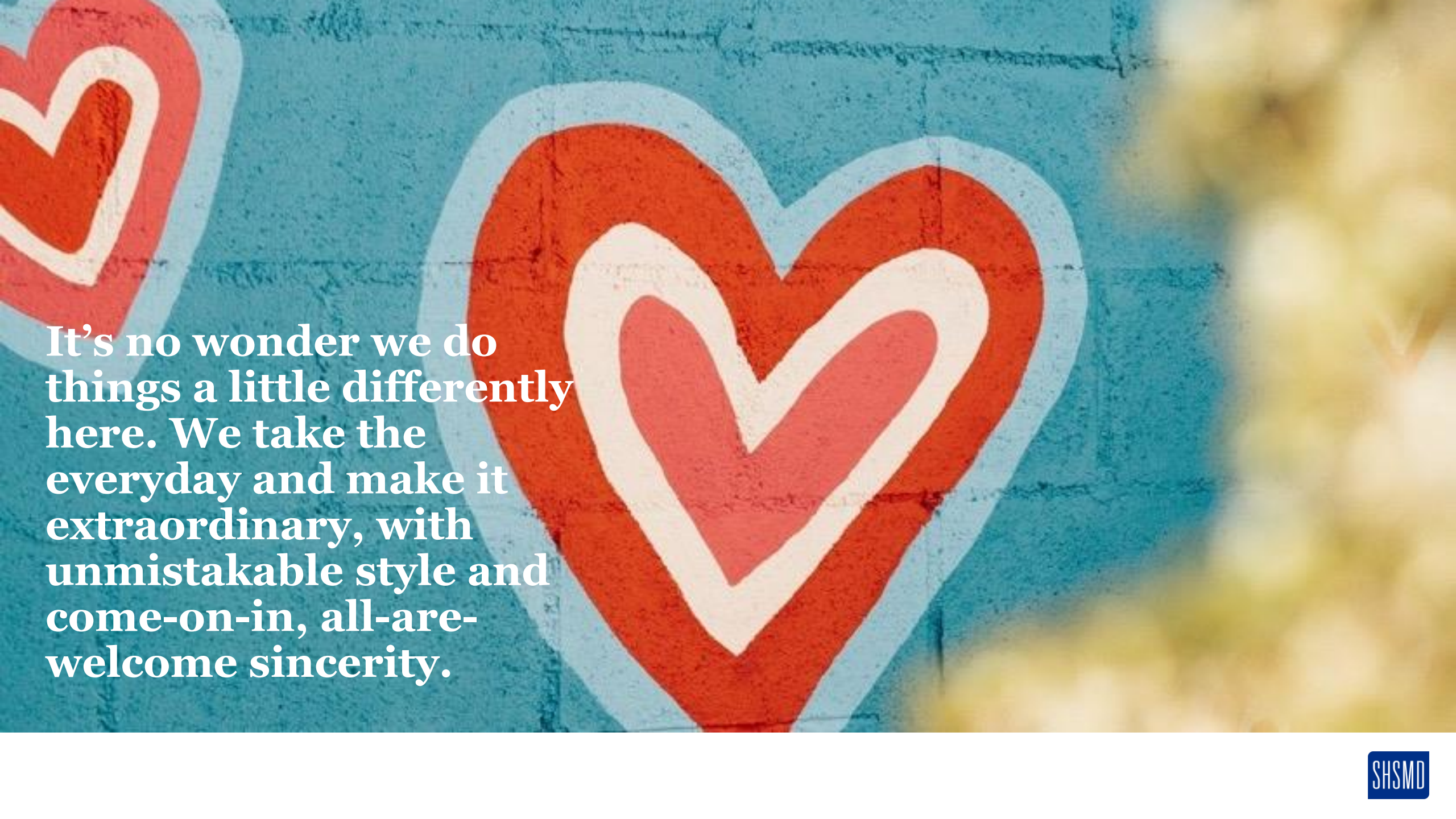
- 1. Individualization
- 2. Well-being
- 3. Freedom
- 4. Success
- 5. Security
- 6. Confidence in future
- 7. Self-actualization
- 8. Belonging
- 9. Excitement



We anchored to a compelling and authentic brand—this was the soul of LCMC Health that hadn't been articulated



When you think of LCMC Health, you think of
New Orleans. And you think of people committed
to going above and beyond.



It's no wonder we do things a little differently here. We take the everyday and make it extraordinary, with unmistakable style and come-on-in, all-are-welcome sincerity.

What's unexpected for most, is perfectly at place here—because a little extra-extraordinary is just who we are.



**We celebrate extraordinary
in a world of ordinary.**

A group of diverse young adults are celebrating on a rooftop. In the foreground, a woman with dark hair and a wide-brimmed hat is shouting with her mouth open, holding a silver party horn. To her right, a man with a beard and a denim jacket is also shouting with his arms raised. Further right, another man with a beard is laughing heartily. In the background, a woman with long blonde hair is cheering. The air is filled with colorful confetti (pink, orange, yellow, green). The background shows a city skyline with buildings and trees under a bright sky.

**We're celebrating everything
that makes our people, work
and care at LCMC Health so
extraordinary.**

**We smile a little
bigger, hug a little
tighter, laugh a
little harder, and
always bring a
little extra
personality to
work with us.**



We celebrate extraordinary in a world of ordinary.

Being authentically New Orleans

The NOLA way is to take care of our own—and that's our way too. We're committed to treating our people, patients and communities like family because they are our family. So whenever you see our heart, you know you're home with people who truly care.



Championing originality

We love what makes you, you! From our patients to our people, we believe everyone has something extra-special to bring to the table—and we're committed to helping that individuality shine! There's no such thing as one-size-fits-all here, and that's just the way we like it.



Always looking forward

We're committed to leading the way to a healthier future for the Gulf Coast by bringing the latest and greatest in treatments, technology and medicine to our local communities. It's how we're making health a reason to celebrate in NOLA and beyond.



A little something extra



**Here's our brand video—the distillation
of who we are**










Our updated visual identity is

Fresh
Flexible
Bright

Open
Cohesive
Energetic



Welcome to the
**LCMC Health
Culture Leader
Orientation**



The ‘little extras’ guided every aspect of the experience, including launch day activities, and has been transformative for people across the organization

Key to success was
starting with our
own people



One of our extraordinary employees

“ Healthcare can be a very difficult industry to work in every day. During the really hard days, I try to make my team laugh and smile. Whether it’s bringing in a king cake or telling a funny story about my boys, those light moments help us get through the day. It’s truly a family atmosphere. ”

Lovie Rodgers

Clinical Pharmacist at LCMC Health



Cindy Hebert, Surgical Coordinator

West Jefferson Medical Center

I keep M&M's
& peppermints
on my desk so my
co-workers so they can
grab a few and enjoy.
I love seeing the smile it
adds to their day!



Cindy Hebert

Chief of Sweets, LCMC Health

Jennifer Charbonet, Coding Specialist

LCMC Health



Jennifer Charbonet

Sparkle Specialist, LCMC Health

*My favorite quote is, "She who leaves a trail of glitter is not forgotten."
I'm always adding something **SPARKLY** to the work day for myself and my colleagues.*



A little book of **extras**

LCMC Health

A little extra
is the difference
between
ordinary and **extraordinary**



At LCMC Health, we're all about the little extras. We smile a little bigger, hug a little tighter, laugh a little harder, and always bring a little extra personality to work with us. What can we say? We're from New Orleans—a little extra is just part of life here.

This book is a celebration of the little things and one-of-a-kind people that make the care at LCMC Health so extra-extraordinary. Take a read, share with a friend, get inspired.

How will you bring a little something extra to life today?

Materials for teaser are accompanied by a dedicated microsite—LittleExtras.com—along with our Little Book



"Leaving someone a note of nice-ness to find in a place they wouldn't expect."

First Last
Nurse, LCMC Health Children's Hospital

"Pretium lectus quam id leo in vitae turpis massa. Pulvinar pellentesque habitant morbi tristique senectus et. Amet massa vitae tortor condimentum lacinia quis vel."

First Last
Job Title, Hospital Name

"Tortor at risus viverra adipiscing at in tellus integer feugiat. Sed blandit libero volutpat sed cras ornare arcu dui vivamus."

First Last
Job Title, Hospital Name

"Quis varius quam quisque id diam."

First Last
Job Title, Hospital Name

Submit your little extra!

Full Name

Job Title

Hospital Name

Message



This focus on the inside-out enabled an exciting and inspiring brand launch



raordinary!













**Remember that Board group we
told you about?**

extraordinary!




PORT &
COMPANY



**The expression of the brand
externally has reset expectations,
connected communities and led
to meaningful growth**





Portia Wilson
Lactation Consultant
Born and raised in NOLA

Under every lab coat is an expert **human being.**



Respected physicians. State of the art facilities. An impressive reputation. You expect these things from a health system, but it takes something else to make a health system extraordinary. It takes caring about people. And that is something we do with all our hearts.

Learn more at [LCMchealth.org](https://www.lcmchealth.org)

A photograph of Derrick O'Neil, a Black man with glasses, wearing a light-colored suit jacket, a blue shirt, and a red patterned tie. He is smiling and has his hands clasped in front of him.

Derrick O'Neil
Magnet Program Director

Healthcare
with heart.







Cure them **with kindness.**



Children's Hospital
New Orleans
LCMC Health

Expertly Human.





CJ Nicholson-Uhl - Nurse Practitioner, Father of Two



Dr. Prasad - Pediatric Oncologist, Music Enthusiast

Under every lab
coat is an expert
human being.

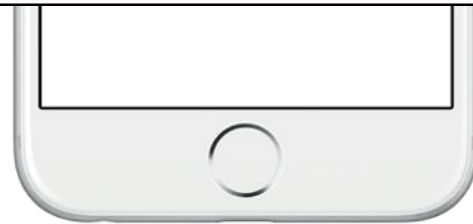
Meet some of the remarkable
people at LCMC Health.



Portia Wilson - Lactation Consultant, Born and Raised in NOLA



Greta Hayes - Physical Therapist, Festival Professional



Learn
More

The doctor will see you
as a **person now.**



Learn
More

We believe a hospital
should **be hospitable.**



Learn
More

Under every lab coat is an
expert **human being.**



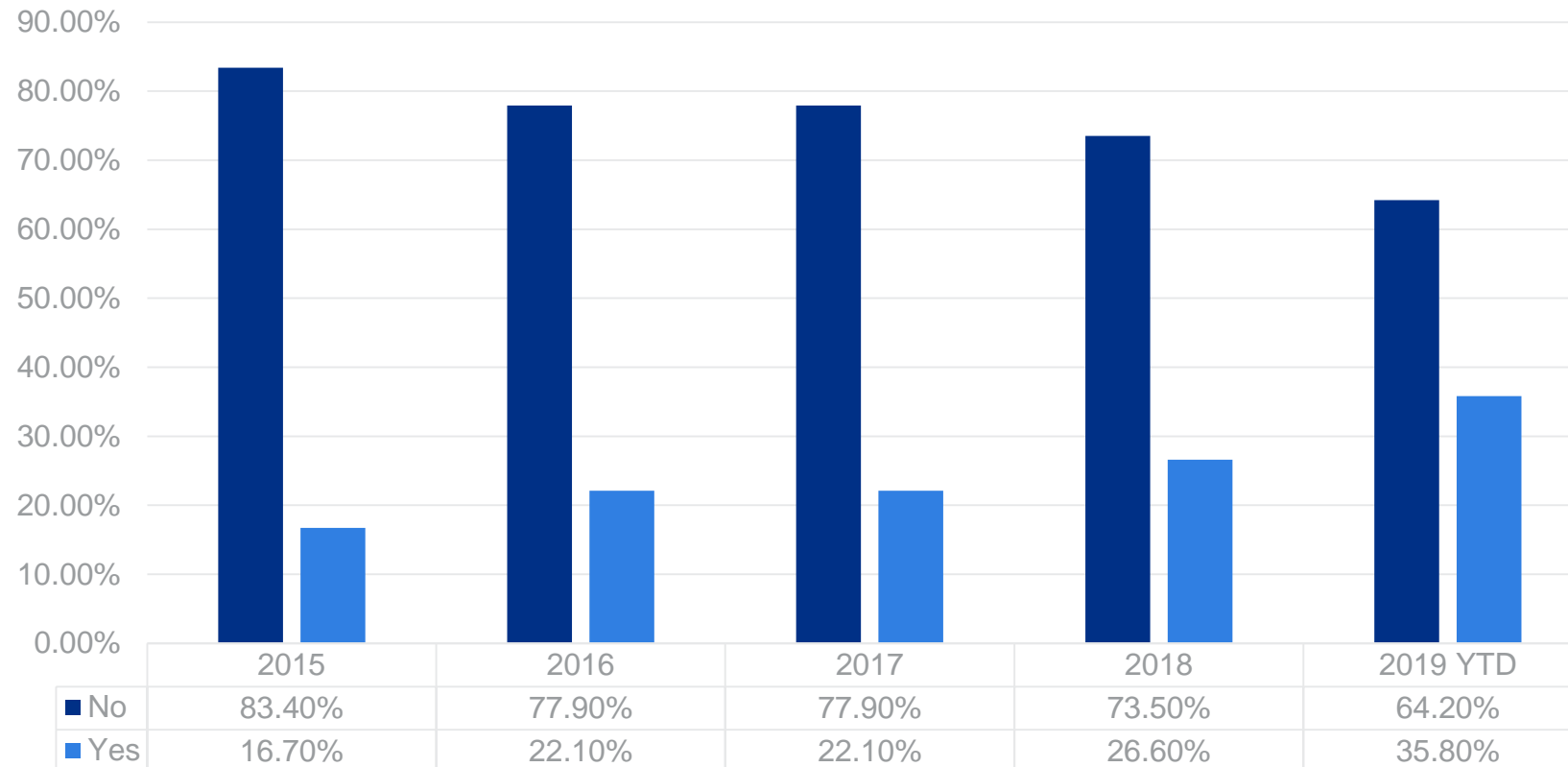
Learn
More

Under every lab coat is an
expert **human being.**



LCMC Awareness – New Orleans, CBSA

Have you heard of LCMC Health?



LCMC seeing nice continued gains in awareness; it will be interesting to watch that light blue bar over the coming months following the brand launch.

This increase IS statistically significant



If we did it all over again...

How did we do against our objectives?

1. Practical learnings focused on bringing Board-level individuals through business- and brand-based change management processes
2. Tips and tactics for maintaining strong alignment between the CEO, CMO and marketing teams
3. An approach for ensuring that you can maintain momentum through rebranding processes

Questions?

Please be sure to complete the session evaluation on the mobile app!



Society for Health Care
Strategy & Market
DevelopmentSM