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.
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.
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  Open
Flexible  Cohesive
Bright  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 for my co-workers so they can grab a few and enjoy. I love seeing the smile it adds to their day!
Jennifer Charbonet, Coding 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 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.
This focus on the inside-out enabled an exciting and inspiring brand launch
Remember that Board group we told you about?
The expression of the brand externally has reset expectations, connected communities and led to meaningful growth
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
Healthcare with heart.
Cure them with kindness.
Under every lab coat is an expert human being.

Meet some of the remarkable people at LCMC Health.

C.J. Nicholson-NM - Nurse, Pricklesower, Father of Two
Dr. Pressel - Pediatrician, Dinoologist, Music Enthusiast
Perla Wilm - Lactation Consultant, Born and Raised in NOLA
Greta Hayes - Physical Therapist, Fashion Enthusiast
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?

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<thead>
<tr>
<th>Year</th>
<th>No (%)</th>
<th>Yes (%)</th>
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<tbody>
<tr>
<td>2015</td>
<td>83.40%</td>
<td>16.70%</td>
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<tr>
<td>2016</td>
<td>77.90%</td>
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<tr>
<td>2017</td>
<td>77.90%</td>
<td>22.10%</td>
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<tr>
<td>2018</td>
<td>73.50%</td>
<td>26.60%</td>
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<tr>
<td>2019 YTD</td>
<td>64.20%</td>
<td>35.80%</td>
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This increase IS statistically significant

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.
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!