A Tale of Two Re-Brands
(The Good, the Bad and the Ugly)

Jason Brown, CEO, Brown Parker & DeMarinis Advertising
Joshua Cowan, Vice President, Strategy & Communication, Adventist Health
Sharon Line Clary, Vice President of Marketing, AdventHealth (Central Florida Division)
Brandon Murphy, President and CSO, 22squared
Good Morning, Nashville!

Joshua Cowan
VP Strategy and Communication
Adventist Health

Sharon Line Clary
Vice President of Marketing
AdventHealth, Central Florida Division

Jason Brown
CEO/Chief Strategy Officer
Brown Parker & DeMarinis Advertising

Brandon Murphy
President/CSO
22squared
With the new name, the faith-based health system says it will move to being one consumer-centric, connected and identifiable national system of care for every stage of life and health.

**KEY TAKEAWAYS**

- Rebrand reflects transition to consumer-focused healthcare.

---

**Today's Daily Briefing**  View the Archives  Print Today's Stories

**Around the nation: Why HCA Holdings just rebranded as 'HCA Healthcare'

**Bite-sized hospital and health industry news**

**3:33 PM - May 4, 2017**

- Arizona: Banner Health has tapped Hoyd Skelton to serve as CEO of Sterling Regional MedCenter. Skelton, who previously served as CEO of Banner Churchill Community Hospital, succeeds Jeff Shelton, who stepped down from the role because of a “personal matter.” In his new role, Skelton will also oversee hospital operations in the health system’s rural communities, including California, Colorado, Nebraska, Nevada, and Wyoming (Journal Advocate, 5/1).

- New Jersey: Fraternal twins Danielle Grant and K M Abraham have given birth to baby boys on the same day, just one month apart at Ocean Medical Center in Brick, New Jersey. While the twins said they didn’t intentionally get pregnant around the same time, they did opt to induce their pregnancies on the same day, April 28, after their correspondence matching due dates—April 22—came and went. Grant gave birth to her second child, Roman, at 1:42 p.m. ET, and Abraham, a first-time mother, gave birth to her son, Aaron, at 3:31 p.m. ET (Globe, USA Today, 5/3).

- Tennessee: HCA Holdings CEO Milton Johnson on Tuesday announced the health system has changed its name to HCA Healthcare, one of several rebrandings by the system over the years. The change, approved last week by the system’s board of directors, takes effect on May 8. “Our new name is more reflective of our mission and the broad spectrum of care we provide to our communities and the dedication of our caregivers to our patients in our vast network of hospitals and outpatient facilities across our 42 U.S. markets and the U.K.,” Johnson said (Johnson, Becker's Hospital Review, 5/3).

---

**HCA North Texas hospitals adopt the Medical City name**

By Steve Radomich
daromich@star-telegram.com

November 15, 2015 12:45 AM, UPDATED November 15, 2015 04:45 AM

HCA hospitals in North Texas are getting a new name.

The expansive healthcare network, which has operated as HCA North Texas, will now be known as Medical City HealthCare. And the company’s 23 area hospitals, which have operated under a variety of monikers, will all adopt the Medical City name.

---

**Adventist Health unveils new branding, logo, mission statement**

By Jill Barnes Nelson jnelson@theadventistnews.com  Feb 2, 2017

---

**Q&A: North Shore-LIJ Health System Rebrands as Northwell Health in 2016**

Posted January 7, 2016 by R.John Ridder

---

**Ascension rebrands six markets to streamline care**

Tuesday, February 24, 2015 09:00 AM

---

**Announcement**

North Shore-LIJ is now

---

**Healthcare Finance**

Why branding in healthcare is more important than ever, and how to connect with consumers

A simple message can be key from boarding passes, and websites, and respect for the consumer are all components of a successful branding strategy.

---

**Partners HealthCare**

Partners HealthCare plans to rebrand as it focuses on system integration

---

**About the Author**

David Eastman, interim president of Adventist Health Tehachapi Valley, shows off the new branding and sign in February. Jill Barnes Nelson / Tehachapi News

---

**HUB**

HUB in Life's moments

---

**Impotence, Incontinence Center**

Impotence, Incontinence Treatment, Cancer Detection & More!
organization

activating

the good

the bad
(and the ugly)

why
The Time Is Now!
Healthcare and community well-being in California, Hawaii, Oregon and Washington

Serving more than 75 communities, 20 hospitals, 250 clinics and 4,500 providers
ONE Adventist Health starts here.

Mission
Living God’s Love by inspiring health, wholeness and hope

Strategic Vision
“By the end of 2020, Adventist Health with our engaged physicians, workforce and community, will transform health...

Behaviors
Be Love | Be a Force For Good | Be a Mission Owner | Be Welcoming | Be Brilliant

Brand
At one with our mission
BRAND GOVERNANCE

Budgeting
Digital Properties
Service Line Campaigns
Research
Scalable Content

Market-Level Strategy
Creative Refinement
Media Buying
Service Line Promotions
Events

System-Directed, Regionally Deployed

Adventist Health
PACIFIC NORTWEST
NORTHERN CALIFORNIA
CENTRAL CALIFORNIA
SOUTHERN CALIFORNIA
Wholeness
Terry Shaw Named CEO
Spiritual Care in the Outpatient Setting

Care Navigation

Consumer Engagement Tools

Unified Cultural Framework
Wholistic
Exceptional
Connected
Affordable
Viable

Mission
Extending the Healing Ministry of Christ

Values
Quality & Service Excellence
Community Wellbeing
High Ethical Standards
Stewardship
Inclusiveness

Vision
Wholistic
Exceptional
Connected
Affordable
Viable

Keep Me Safe
Every Person
Every Time

Own It
Make It Easy

Love Me

Service Standards

OUR PURPOSE
OUR DIRECTION
OUR BELIEFS
SENIOR BRAND GOVERNANCE

BRAND COLLABORATIVE

Best Practices | ROI | Ignite/Foster innovation | Creative Solutions | Inspire Leadership Growth

National Branding

Market Volume Driving
Wholeness
Wholeness as a cultural movement

#feelingwhole
Video 2
AdventHealth
“Launch Commercial 60-Seconds”
feel relief by monday
#1 ER nearby

feel better
by tomorrow morning

Just left Centra Care. Feeling better already.
#UrgentCare
Living God’s love
by inspiring health,
wholeness and hope.

AdventistHealth
Inspired by your quiet courage.

Adventist Health
Together inspired.
Inspired by your extra mile.
360-Degree View

Source: The Wallpaper
Help your ❤️ in <3 minutes: Speed walk, jog, or sprint for 15 seconds, rest 45 seconds, and repeat 3x. #AmericanHeartMonth

AdventHealth
Positive feedback

91%

Karia Leibham: I am never inclined to communicate with a business, but I emailed Advent Health to applaud their commercial! So positive!

John Clark: Yay! The new sign is here!

Karen Gill: I find this ad the most uplifting, inclusive ad that I have ever seen. The song accompanying it is a perfect match. I have to stop and watch and listen every time I hear it. Just how care and caring should be.

Kimbii Ruth Ayers: Our CEO said that once we look at the logo and see the Cross, we can never see it.

Mary Reinemeyer: AdventHealth Kansas City

Love your new TV commercial❤️

Erica Poole: I LOVE this commercial! Undoubtedly, one of the best commercials I have ever seen.

Michelle Andolino: A great name!! Wonderful staff!!

Greg Carroll: One of my favorite commercials ever!
The Good, The Bad & The Ugly
Here are my alternative corporate logos (pardon...
Adventist Health Human Performance

Our associates are inspired to strive for optimal human performance by contributing in roles that align with their purpose, talents, passions and the mission of Adventist Health. We promote daily practices that support life work integration and create a culture of learning that will nurture personal and professional well-being.

This site provides all associates with:
- Information on Adventist Health’s Human Performance departments
- Resources for personal and professional well-being

Resource Links
- Health Plan
- Resources for Living
- Human Performance Leadership (Resources)
Putting A Bow On Today
Start With Why

Go All-In

Go All-Out

Stay Strong
What’s Next?
Video 8
Adventist Health
"Women’s—She is amazing 30-seconds"
Questions?

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

- VP Strategy and Communication, Adventist Health
- CowanJR@ah.org
- Joshua Cowan is driven by a belief that healthcare must evolve as an industry to achieve its purpose. He is committed to expanding the scope of the healthcare industry from healing patients to transforming the health experience of communities. As the strategy/communication executive for Adventist Health, a faith-based, nonprofit integrated health system serving more than 80 communities on the West Coast and Hawaii, he led a 2017 initiative to align 20 hospitals, 350 clinics and all services under a shared identity. Joshua now leads system-directed / regionally-deployed marketing, communications and strategy functions to support the shared mission and brand.
Sharon Line Clary

- VP Marketing, AdventHealth Orlando
- SharonLine.Clary@AdventHealth.com
- For the past 23 years, Sharon has been with AdventHealth (formerly Florida Hospital) in various roles including marketing, strategic planning, business development, physician recruitment, community relations and philanthropy. Currently, she is Vice President of Marketing for the flagship of the organization in Orlando, Florida. Here, she oversees strategic marketing and sales for the nationally ranked health care system which cares for more patients than any hospital in the country. AdventHealth Orlando encompasses 10 hospitals, 11 emergency rooms, 24 urgent care centers, dozens of outpatient facilities/services, a 600+ employed multi-specialty physician practice and 2,500+ medical staff.
Jason Brown

- CEO & Chief Strategy Officer, Brown Parker and DeMarinis Advertising
- jbrown@bpdadvertising.com
- Jason Brown is co-founder, CEO and Chief Strategy Officer of Brown Parker & DeMarinis Advertising, an internationally-recognized healthcare marketing agency that works with healthcare systems to create brand lift, improve staff engagement, increase patient volumes across service lines, boost high-value payer mix and develop new physician-referral patterns. A pioneer in hospital marketing, Jason believes healthcare systems should be the most beloved brands in the world. (He knows they aren’t…yet.)
- Since the agency’s founding in 2002, Jason has successfully worked with more than 100 healthcare brands, including regional and national healthcare systems, community hospitals, academic medical centers and Fortune 500 companies.
Brandon Murphy

- President & Chief Strategy Officer, 22squared
- brandon.murphy@22squared.com
- Brandon’s personal mission is to use the power of ideas to change the world for the better. At 22squared, Brandon used this mission to reinvent, reposition and rename a decades old agency, positioning it for success in the modern marketing age while tripling the size of 22squared during his 14-year tenure. He oversaw strategy efforts on Effie award-winning campaigns for Costa Rica Tourism, Buffalo Wild Wings, Lincoln Financial, American Standard, and oversees strategy for Baskin Robbins and legacy client Publix Super Markets. Most recently, Brandon helped architect the rebrand of Adventist Health System and launch the AdventHealth brand.