

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!

AdventistHealth 



Joshua Cowan
VP Strategy and Communication
Adventist Health

AdventHealth 



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

bpd
BROWN PARKER & DEMARINIS



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

22
SQ



Brandon Murphy
President/CSO
22squared

ANALYSIS

ADVENTIST HEALTH SYSTEM REBRANDS AS ADVENTHEALTH

BY JOHN COMMINS | AUGUST 15, 2018



TOPICS

- Workplace
- Wellness
- Business Strategy
- Consumers
- Patient Experience

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.



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

Bite-sized hospital and health industry news

10:29 AM - May 4, 2017

- Arizona:** Banner Health has tapped Hoyt Skabelund to serve as CEO of Sterling Regional MedCenter. Skabelund, who previously served as CEO of Banner Churchill Community Hospital, succeeds Jeff Shelton, who stepped down from the role because of a "personnel matter." In his new role, Skabelund 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 Kim Abraham have given birth to baby boys on the same day, just one room 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 coincidentally matching due dates—April 22—came and went. Grant gave birth to her second child, Roman, at 11:42 a.m. ET, and Abraham, a first-time mother, gave birth to her son, Aaron, at 3:21 p.m. ET (*Carino, USA Today*, 5/1).
- 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 inpatient and outpatient facilities across our 42 U.S. markets and the U.K.," Johnson said (*Ellison, Becker's Hospital Review*, 5/3).

HEALTHCARE FINANCE

REIMBURSEMENT REVENUE CYCLE MANAGEMENT STRATEGIC PLANNING CAPITAL FINANCE SUPPLY CHAIN ACCOUNTING & FINANCIAL MANAGEMENT MORE

NOV 08, 2018 MORE ON STRATEGIC PLANNING

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

A simple message, buy-in from leadership and stakeholders, and respect for the consumer are all components of a successful brand strategy.

Jeff Lagasse, Associate Editor

Advent Health

What's in a brand? A lot, as it turns out, and the importance of branding is only growing in the healthcare space, particularly in an era defined by consumerism and choice.

It's a new world for many providers, who typically haven't had to put much thought into their public image and outreach. But the healthcare industry of old is evaporating, making way for a marketplace that looks more like retail.

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Health Care

Partners HealthCare plans to rebrand as it focuses on system integration

Email Share Facebook Share LinkedIn Share Twitter Save Print Order Reprints

HUB Advocacy | Patient Insurance Solutions

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

Posted January 7, 2016 by R. John Fidelino

f t in

North Shore-LIJ is now

Home > Providers

October 24, 2017 01:00 AM

Ascension rebrands six markets to streamline care

ALEX KACIC

TWEET SHARE IN SHARE EMAIL PRINT

HCA North Texas hospitals adopt the Medical City name

By Steve Kaskovich

skaskovich@star-telegram.com

NOVEMBER 18, 2016 10:32 AM, UPDATED NOVEMBER 18, 2016 09:45 PM

Employees mark the rebranding of HCA hospitals in North Texas as Medical City Healthcare at Medical City Dallas. TERRY COCKERHAM / MEDICAL CITY HEALTHCARE

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 13 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 jbnelson@tehachapinews.com Feb 2, 2017

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

MORE INFORMATION

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The Stunning New 2019 Toyotas

Discover the incredible new 2019 Toyotas and their redesigns with these searches.

Toyota Vehicles

Tehachapi Impotence & Incontinence Center

Impotence, Incontinence Treatment, Cancer Detection & More!

organization

activating

the bad
(and the ugly)

why

the good



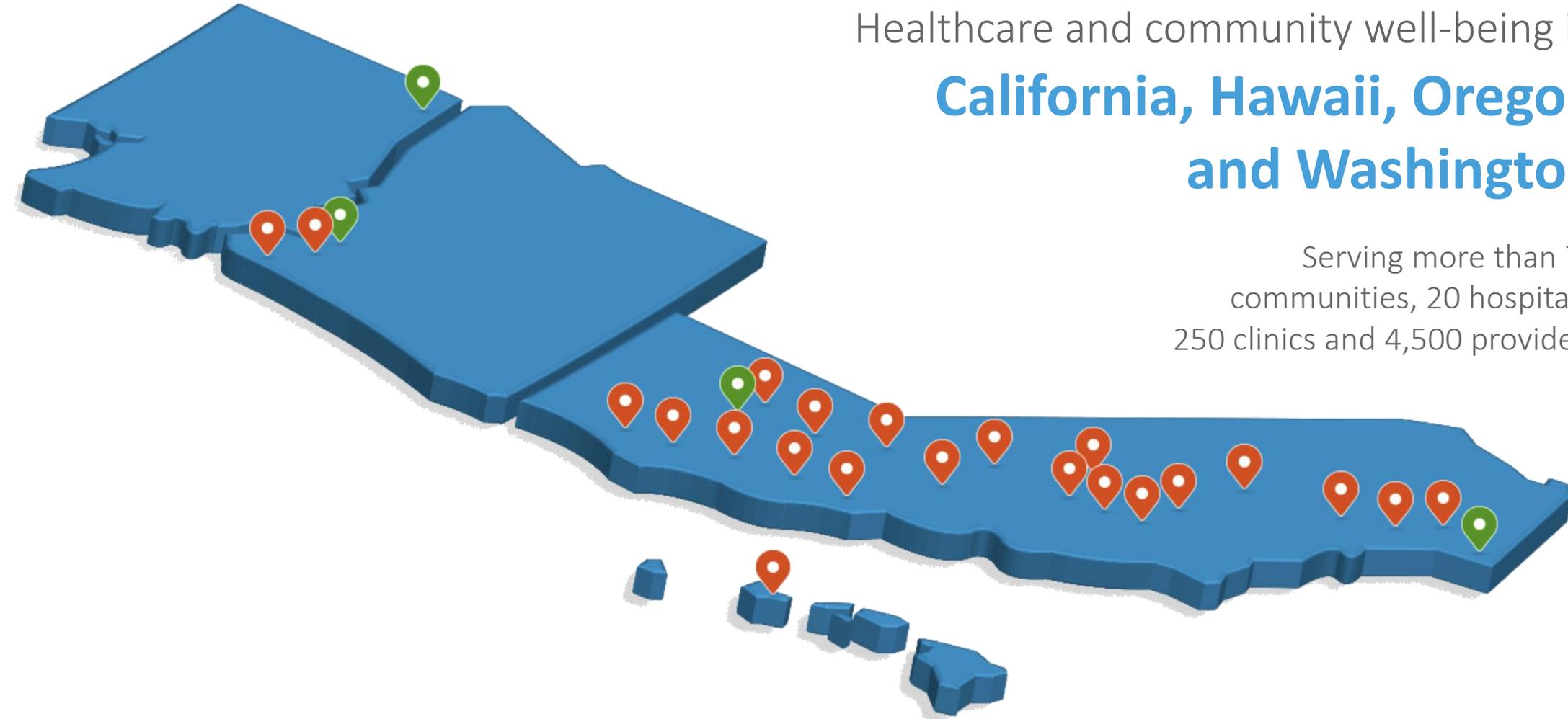
The Time
is Now!





Healthcare and community well-being in
**California, Hawaii, Oregon
and Washington**

Serving more than 75
communities, 20 hospitals,
250 clinics and 4,500 providers





Federated

Hospital

Fee For Service

Patient Centered

Sharing

Provider, Payer, Supplier

Operating

Health

Value/Risk

Patient & Population

Living

Partner



SYSTEM BOARD GOVERNANCE

Mission
Integration
Model

COMMUNITY BOARD GOVERNANCE

Health
Experience
Model

ONE
ADVENTIST
HEALTH

VALUES

Human
Performance
Model

Finance/Capital
Model

REGION/MARKET OPERATING GOVERNANCE

Operating
Model

SYSTEM OPERATING GOVERNANCE



ONE Adventist Health starts here.



Mission

Living God's Love by inspiring health, wholeness and hope

Strategic Vision

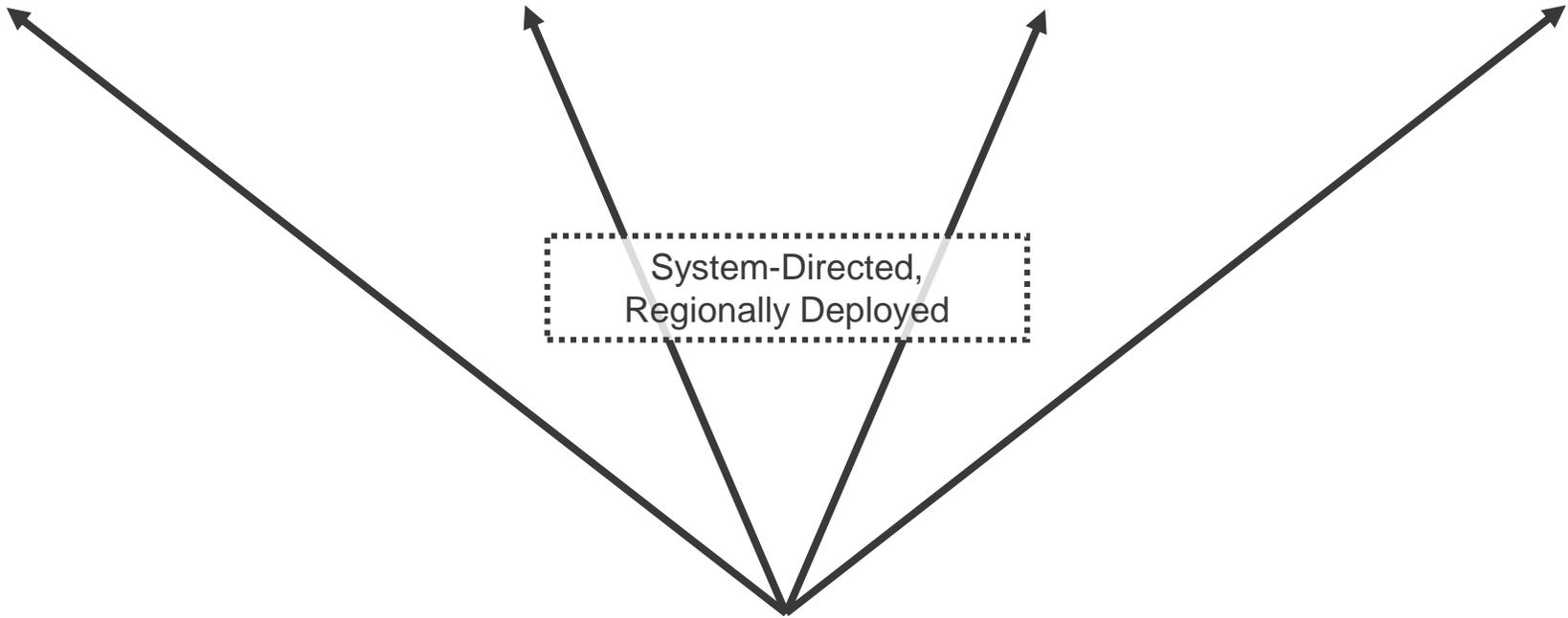
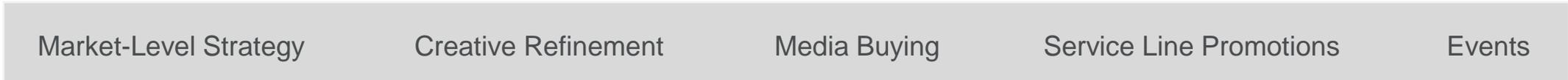
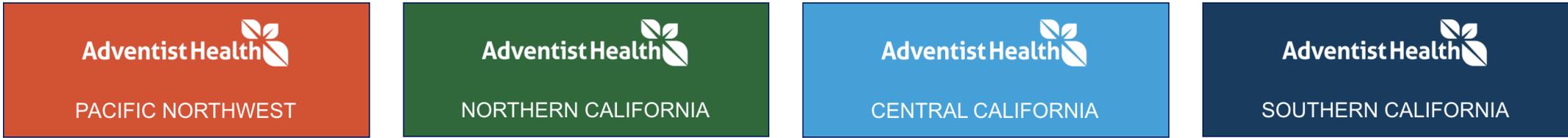
"By the end of 2020, Adventist Health with our engaged physicians, workforce and community, will transform health..."

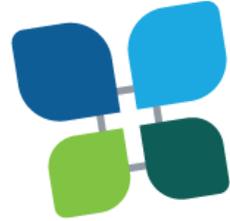
Behaviors

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

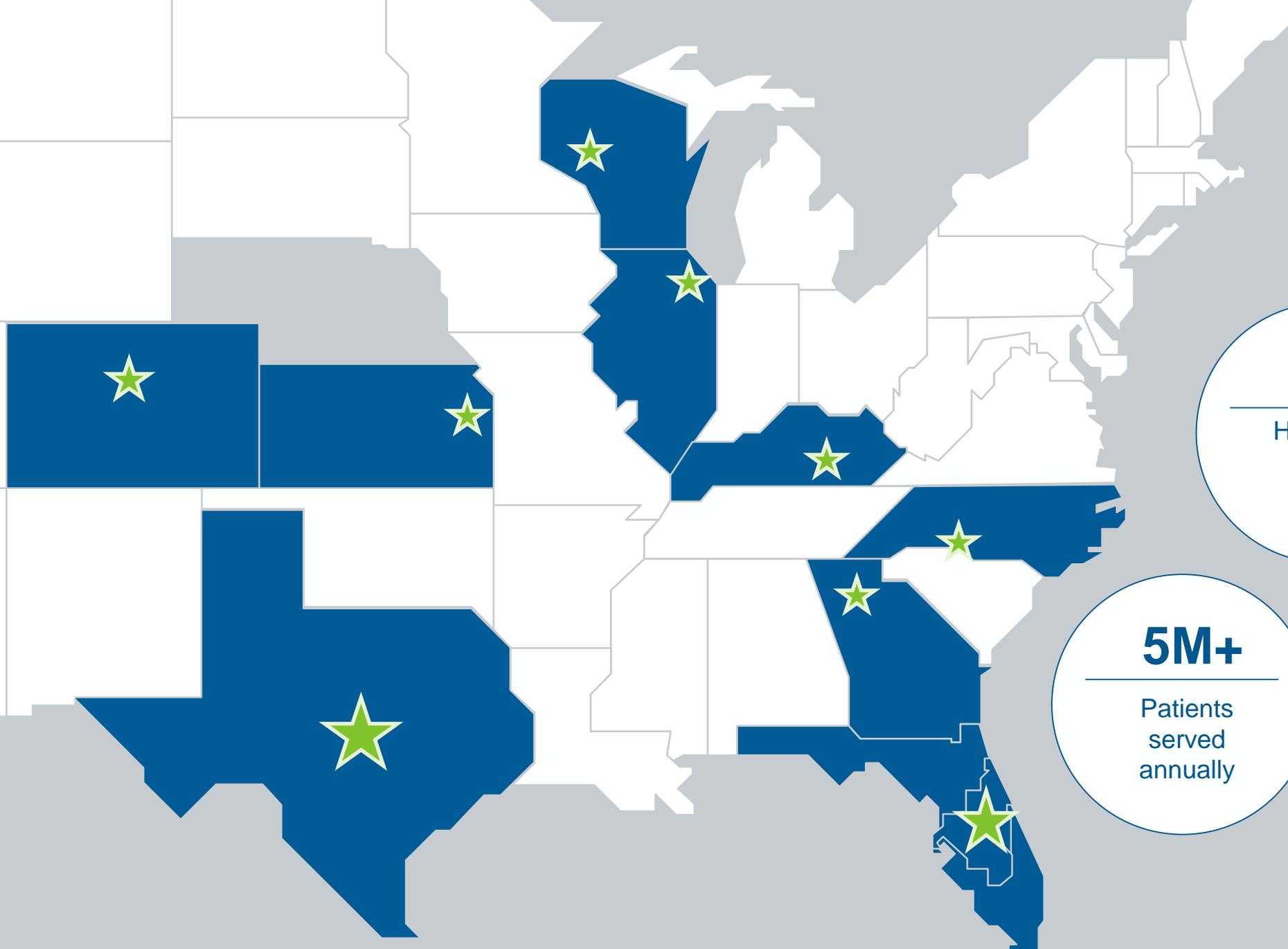
Brand

At one with our mission





Advent Health



50
Hospitals

\$12B
Revenue

5M+
Patients served annually

80K
Employees

Adventist HEALTH SYSTEM



Wholeness

Terry Shaw Named CEO





Spiritual Care in the Outpatient Setting

Care Navigation

Consumer Engagement Tools

Unified Cultural Framework

Mission
Extending the
Healing Ministry
of Christ
OUR PURPOSE

Vision
Wholistic
Exceptional
Connected
Affordable
Viable
OUR DIRECTION

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

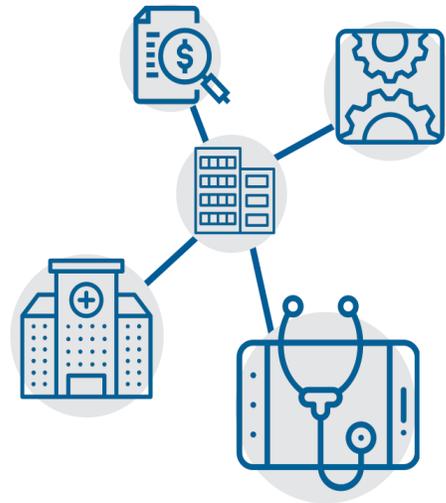
Keep Me Safe
Love Me
Own It
Make It Easy
Every Person
Every Time
Service
STANDARDS

SENIOR BRAND GOVERNANCE

BRAND COLLABORATIVE

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

National Branding

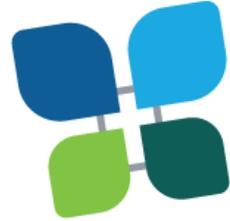


Market Volume Driving



Bringing Your Brands To Life





Advent Health

Wholeness



Wholeness as a cultural movement

#feelingwhole

feel whole™



Video 1

AdventHealth

“Transition Commercial 60-Seconds”

Video 2

AdventHealth

“Launch Commercial 60-Seconds”



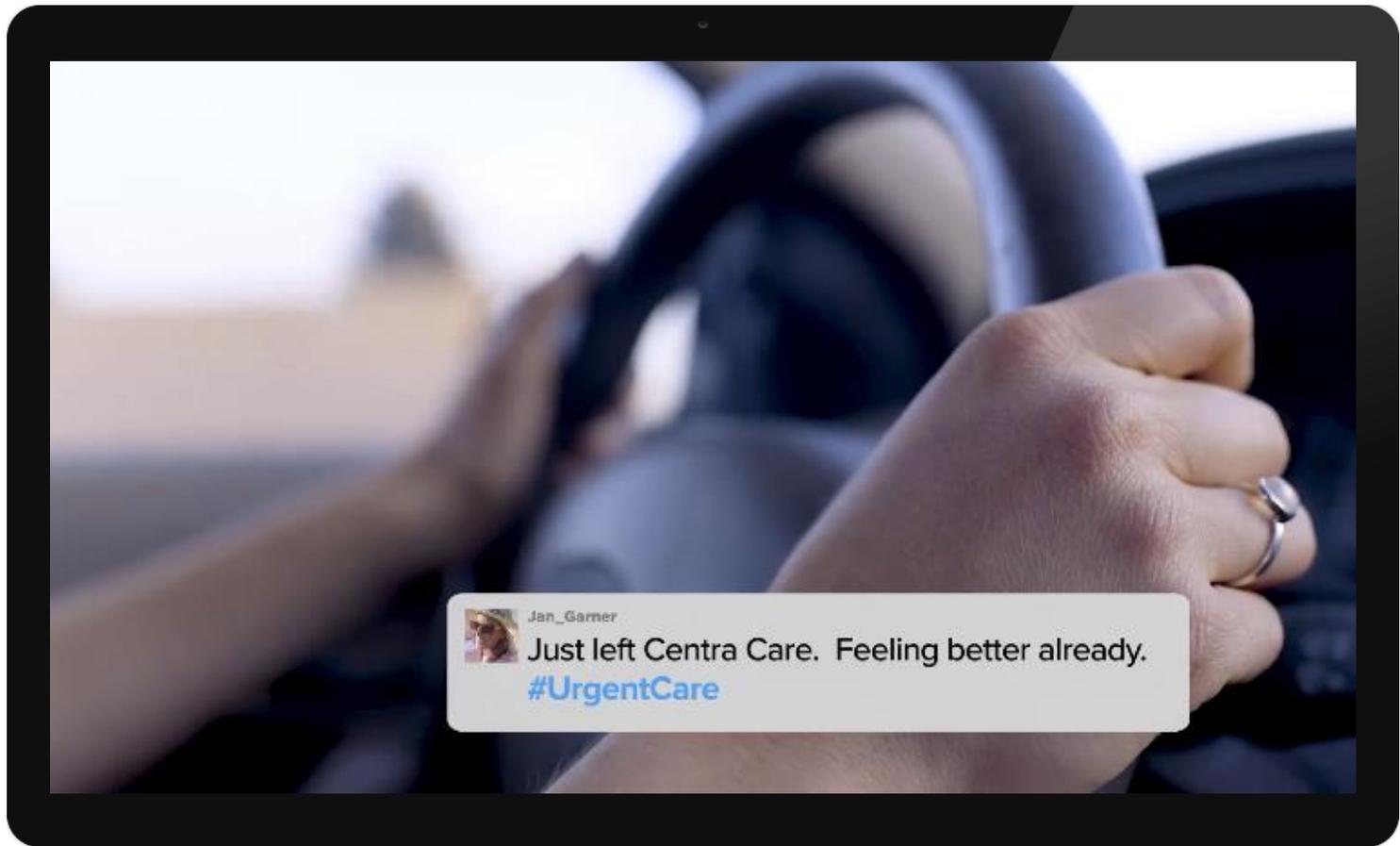
feel relief by monday
#1ER nearby

Advent Health



feel better
by tomorrow morning

Advent Health
Centra Care



Jan_Garner
Just left Centra Care. Feeling better already.
[#UrgentCare](#)

Video 3

AdventHealth

“Urgent Care 15-Seconds”





Living God's love

MISSION

by inspiring health,

wholeness and hope.



Video 4

Adventist Health

“Launch Event 90-Seconds”

Video 5

Adventist Health

"Inspired By You 60-Seconds"

Inspired by your quiet courage.



Together inspired.



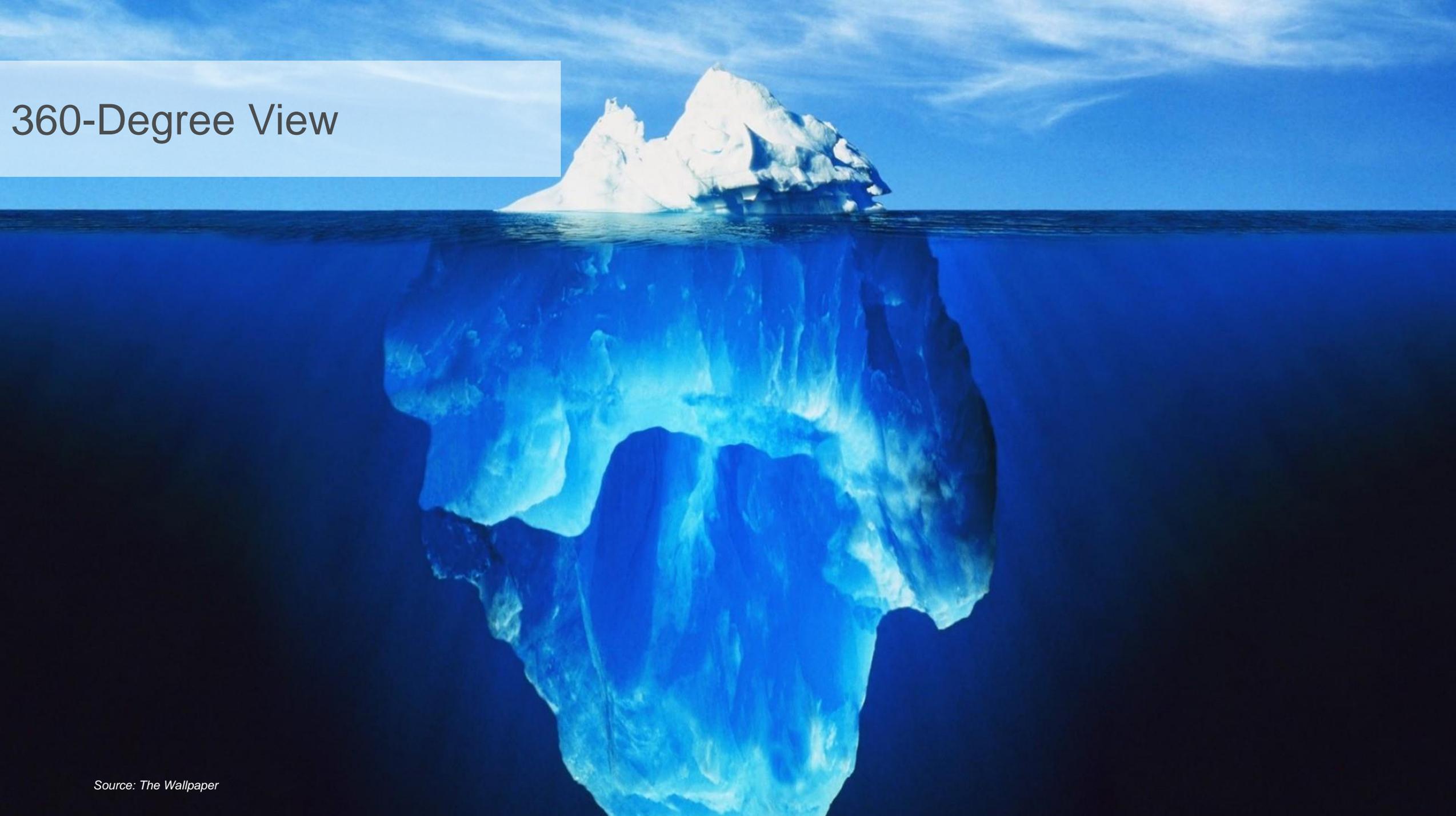
Inspired by your extra mile.



Together inspired.®



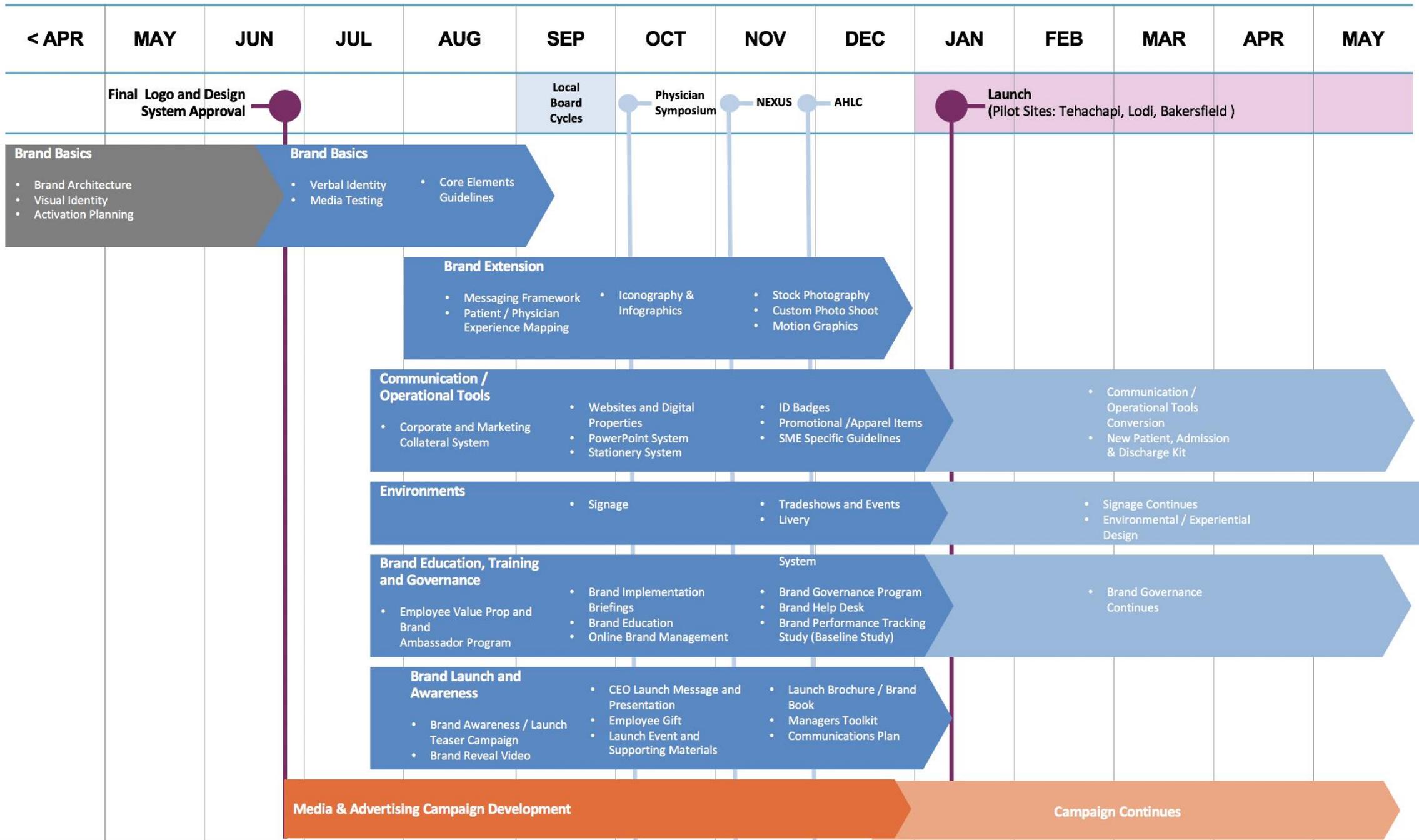
360-Degree View

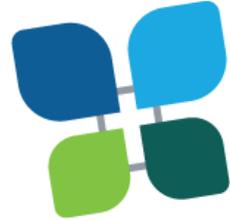












Advent Health

646 posts 5,983 followers 136 following

Follow

love big, feel whole.

feel whole.

AdventHealth

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

200 Likes 25 Comments 109 Shares

Like Comment Share

AdventHealth
1,871 subscribers

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Help manage your parents' medications.

Happiness on Repeat

ADVERTISEMENT

We're here to help you feel whole.

LEARN MORE

AdventHealth

Don't Worry, Be Happy
Bobby McFerrin
Simple Pleasures

0:05 -4:48

It's a beautiful day. Let your bright side shine.

feel whole

LEARN MORE

AdventHealth

Home Following Explore Haley

AdventHealth
3.4m monthly viewers

4m Follow

www.adventhealth.com

From the healing power of music to a powerful network of care.

We're here to help you feel whole.

LEARN MORE

AdventHealth

12:00 PM

Move to the beat and feel whole.

LISTEN NOW **AdventHealth**

Advertisement
Skip to Pandora

12:00 PM

Happy vibes to help you feel whole.

LISTEN NOW **AdventHealth**

Advertisement
Skip to Pandora

play hard

91%

Positive feedback



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

Love · Reply · Message · 4d



Littlebit722 @littlebit722 · Feb 19

Replying to [@AdventHealth](#)

Love this commercial!!! Now I need the words to it, lol!



John Clark Yay! The new sign is here!

Like · Reply · Message · 3w



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.

Like · Reply · Message · 2d



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

It is a reminder that we are daily extending the healing ministry of Christ to our community, our patients, and to each other. Grateful for the Cross this new year! Blessed to be a part of the AdventHealth Waterman Team

Like · Reply · Message · 3w



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

Like · Reply · Message · 2w



Mary Reinkemeyer ▶ [AdventHealth Kansas City](#)

January 3 at 9:03 AM · 🌐

Love your new TV commercial ❤️



Greg Carroll One of my favorite commercials ever!

Like · Reply · Message · 1w



pearlzcurtz05 · Follow
AdventHealth For Children

pearlzcurtz05 Blessed to volunteer with all these lovely ladies at AdventHealth for Children 🙌🏻 #Topgolf #TopgolfLovesTheKids #AdventHealth #LoveTheseMoments #TopgolfCares #Squad #LoveEverySecond

139 likes



charlcyalt · Follow
Tarpon Springs, Florida

charlcyalt And just like that we are all one! From Florida Hospital North Pinellas to AdventHealth North Pinellas.....



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

Like · Reply · Message · 20h · Edited



Surfsup12
@carymoody

Follow

Replying to [@AdventHealth](#)

Not a customer. I just want to say thank you for this commercial. It is so positive I literally stop what I am doing and watch the entire way through! ❤️

feel whole™

Relief

← ER

Better

← Centra Care

Confidence

← Cardiovascular

Hope

← Cancer

Assured

← Women's

Peace of Mind

← Peds

Video 6

AdventHealth

“Cardiovascular 15-Seconds”

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



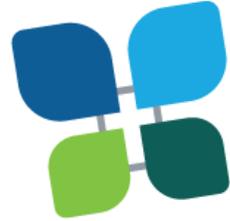
Resource Links





Adventist Health

How'd you get up here?



Advent Health

Active Directory









Putting A Bow On Today





Start With Why



Go All-In



Go All-Out



Stay Strong

What's Next?



2025
2024
2023
2022
2021
2020
2019

Video 7

AdventHealth

“DJ Commercial 60-Seconds”

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.

