Tips (& Warnings) for Rebranding Your Practice and Updating Your Image

So... You’re Rebranding
“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” — Jeff Bezos
“Rebranding isn’t a fix, if you don’t know what’s broken” – Kristi Knight

Whole Practice vs. Practice Segment

Why should you rebrand?

- Branding can be a serious declaration of intent to your company’s evolution and growth.
- Branding can also represent an effort to change your customer’s perception, or show growth in an evolving market.
Can You Identify an Actual Problem with your Brand?

Brands with Recent Problems

- United (Person removed from flight for overbooking)
- UBER (CEO poorly representing company)

How Should Your New Brand Make Your Patients Feel?

- We’re a serious medical center...
- We’re compassionate about our patients
- We’re striving to be the best and do the best for our patients....
Define Your Brand Strategy and Goals

What Are Your Rebranding Goals?

- Updating Image
- Marketing New Products
- Adding New Partners
- Breaking a bad reputation

When you want to reach a new demographic

- Cataract Surgery
- Inlay Technology
When you outgrow your original mission

- Leaving LASIK to open up more clinic availability

When the market is evolving quickly

- Baby Boomers and Seniors market share

When all you have is a name

- New doctor taking over a new practice
Take the First Step

Where to Start
Basic Brand Decisions

Do Your Research

- The best way to start is by assessing what your competition is doing
- After that, search the opposite way and identify other companies’ brands that you like

Identify What you Want to Communicate

- Millennial Centric
- Senior Centric
Brand from the inside out

- The biggest contributor to your brand is your employees
- Ask for input from the staff
- Staff polls on collateral

Things to Consider...

1. Fix your internal issues
2. Internal patient experience will go along way for your brand
3. Assess your employees during your rebrand
4. Does your current office morale fit your new brand?

Your New Brand Identity...
Choosing a logo update

- Timeless not Trendy
- Connect with your demographic

Color Schemes

- 60 – 30 – 10 rule: Use 1 color 60%, one 30% and 1 10%
- colourlovers.com/palettes

Fonts to Avoid

- Complicated or Hard to Read Fonts
- Keep it Simple
- Great Font Resource (web friendly too)
  https://fonts.google.com/
Practice Image Gallery

- 65% of marketing collateral edits are image related
- Unique and Vibrant
- Explore Local Photographers

List of Free Stock Image Sites

- Picjumbo.com
- Stokpic.com
- Negativespace.co

Voice Talent

- For some practices, having a designated 'voice' of the practice is necessary
- Voices.com
Time For Action

Now What?

- How do you eat an elephant?
- One bite at a time...

Update Check List

- Website
- Social Media
- Office Signage
- Patient Collateral
- Administrative Materials
- Local Business Listings
- Interior Design
- Philosophy/Motto
- Attitude
How to Launch Your New Brand?

▹ Get your staff excited and bought in
▹ Create a Release!

Release Tips

▹ Push everything live at the same time
▹ Easter Egg Hunt – Website Addition
▹ A great opportunity to re-engage patients

Affordable Mediums to Update Your Patients

▹ Social Media
▹ Email Marketing
▹ Patient Recall Cards
▹ Patient Letters (if database isn’t huge)
More Expensive but Effective Mediums

- 55+ Demo Front Page Sticky Notes on News Paper
- Targeted TV & Radio (short term runs)
- Direct Mail

“This isn’t the end of the marathon, rather the start of the race

Key Concepts

- Communicate Your Culture Through your brand
- Rebrand with a Purpose
- Branding Starts From the Inside Out
- Ensure Your Rebrand is All-Encompassing