

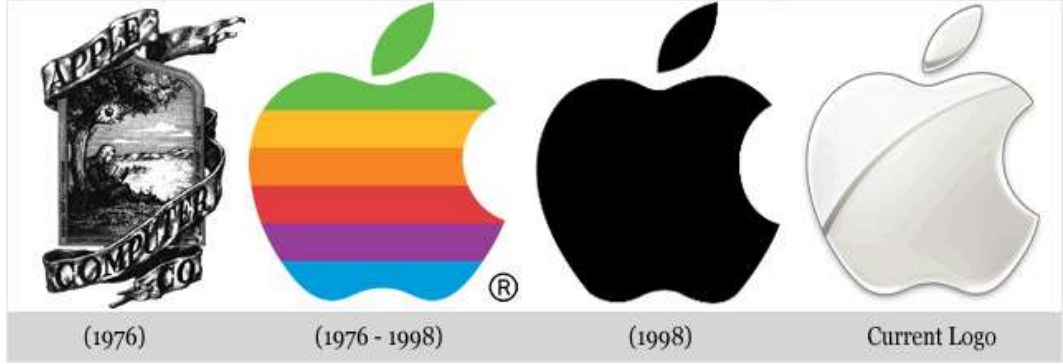


---

# APPD REBRAND: NEXT STEPS

DAYLE BENSON, DHA, UNIVERSITY OF UTAH HEALTH

CONFIDENTIAL







THIS IS WHAT I THINK WHENEVER I SEE  
ONE OF THE NEW PEPSI ADS. ☺

Lawrence Yang - [blowatlife.blogspot.com](http://blowatlife.blogspot.com) - '09

# FIVE STEPS FOR REBRANDING

1. Gather intelligence
2. Develop your goal
3. Create the identity (visual & tagline)
4. Develop content
5. Measure your efforts

# GATHER INTELLIGENCE

1

- Members and internal stakeholders
- Future members (your audience)
- Market experts and analysts
- Who else?

# KEY FINDINGS FROM INITIAL RESEARCH (1 OF 2)

- Collegiality
  - “Brings value because of the intimacy of it.”
  - “We are in the same struggle, just different stages.”
- Expertise
  - “Combined wisdom of other people in the same role as me.”
  - “Colleagues struggling with exactly the same challenges.”
- Relevance
  - “It’s the best professional org I belong to.”
  - “The most relevant group for my type of role.”

# KEY FINDINGS FROM INITIAL RESEARCH (2 OF 2)

- Connections
  - “We develop strong bonds with each other.”
  - “You don’t always have peers in your org [narrow role]. These are your peers.”
- Discussion
  - “Active offline conversation.”
  - “You can ask any question and get an answer.”
- Evolving
  - “Industry is evolving, roles are changing. And this group is evolving and changing, too.”
  - “It deals specifically with my day-to-day reality.”



## DEVELOP YOUR GOAL

# 2

- Do you want to do a complete overhaul?
- If retaining elements, which ones?
- Craft your positioning/goal statement
  - Target audience
  - Needs you meet (rational & emotional)
  - Points of differentiation (your value)

To be the leading network for  
medical group professionals  
for sharing ideas you can use.

*Target audience*



*Needs*



*Value*

*Example positioning statement*

## CREATE YOUR BRAND IDENTITY (VISUAL IDENTITY & TAGLINE)

- Core values
- Differentiate your organization
- Get a graphic designer
  - Color
  - Location
  - Testing

# CORE VALUES

*Example: Small enough to be intimate,  
large enough to be influential.*

**Collaborative**

**Knowledgeable**

**Experienced**

**Connected**

**Generous**

**Confidential**

**Relevant**

**Open**

**Collegial**

**Focused**

## DEFINE THE DIFFERENCE

- AMGA – physician leaders
- AAMC – advocacy & education
- Vizient – quality
- APPD – ????

## DEVELOPING CONTENT

# 4

- Create an inventory of branded materials
- What materials and forums for new brand?
  - Advertisements in trade publications
  - Videos (social media)
  - Receptions/events at conferences

## MEASURING YOUR EFFORTS

# 5

- How will you know you've made an impact?
  - More members?
  - More geographic diversity?
  - Types of positions?
  - More (different) organizations at the table?

# AND NOW PRESENTING...

---

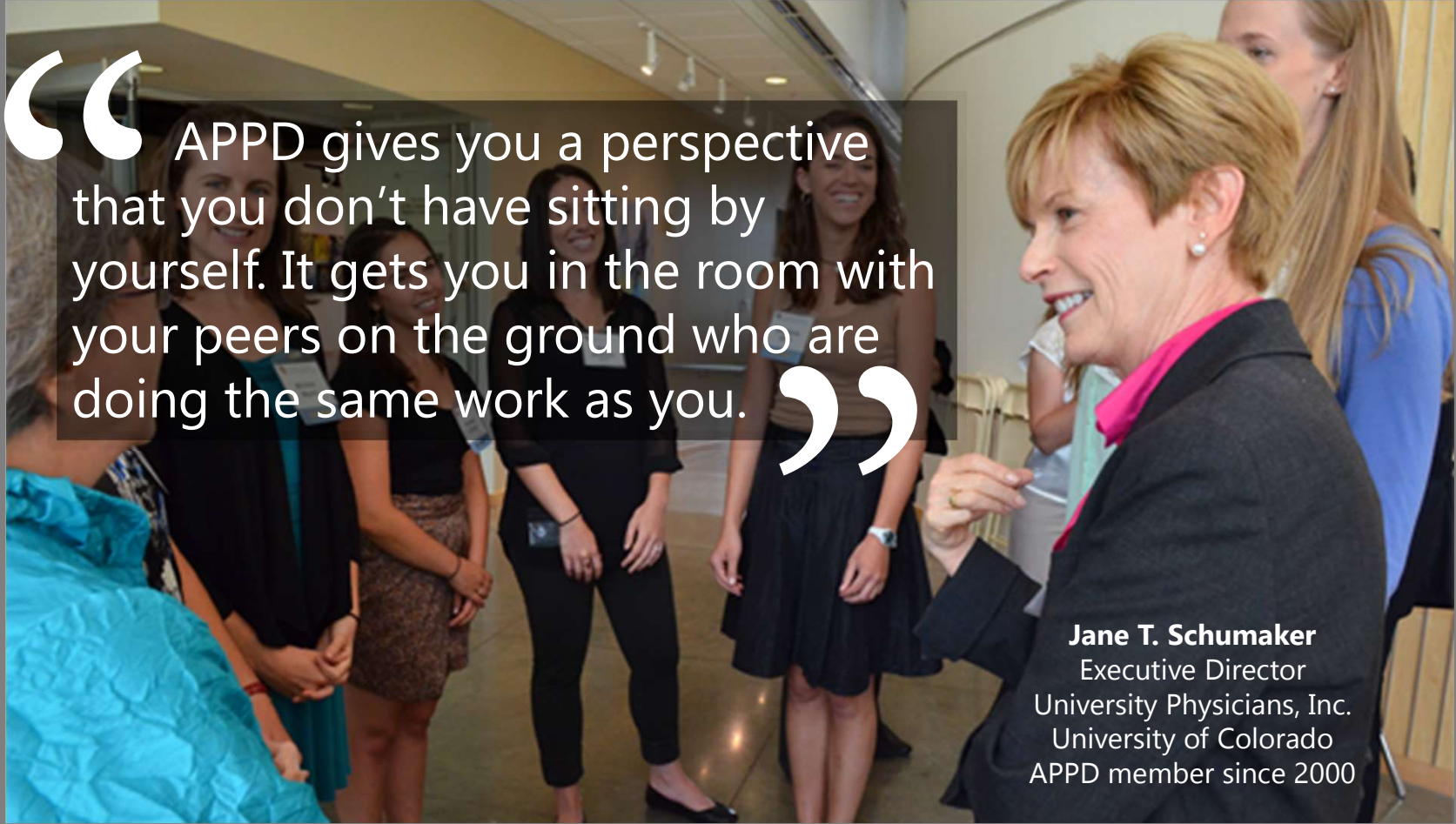


CONFIDENTIAL



## DAYLE & ISAAC'S TOP FIVE NAMES

- Executive Leaders in Academic Medicine
- Leaders of Academic Medical Practices
- Innovative Leaders in Academic Medicine
- Medical Group Executive Network
- Great/Adventurous/Authentic Leaders in Academic Medicine



“ APPD gives you a perspective that you don't have sitting by yourself. It gets you in the room with your peers on the ground who are doing the same work as you. ”

**Jane T. Schumaker**  
Executive Director  
University Physicians, Inc.  
University of Colorado  
APPD member since 2000

CONFIDENTIAL