

Brand Strategy

THE BRAND BOOK OF
COVENANT HEALTH





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Tone / Messaging Themes

We are empathetic, yet strong.

We are respected, forward-thinking, and innovative.

We are heroic, honest, and helpful.

The Desired Impressions

- 1** Innovators in the healthcare industry
- 2** Trusted healthcare partner for all
- 3** Easy engagements in all mediums and environments



The Caregiver

BRAND ARCHETYPE

Caregivers do things for others while caring for the world and protecting people from harm. They make you feel warm, comfortable, and cared for. They'll help you feel this way through altruism. There are a few sub-archetypes of the Caregiver: Guardian, Samaritan, Healer, and Angel.

- LEVEL 1** The caregiver is expressed by helping and caring for others.
- LEVEL 2** The caregiver is focused on shifting their lives so that they may properly take care of themselves while developing into a more prominent servant role for others.
- LEVEL 3** The caregiver thinks beyond themselves and exhibits truly altruistic behavior to serve others for the greater good.

Brand Keywords

These words best describe Covenant Health and the assigned “caregiver” archetype. When all efforts are consistent and effective, these are the words that the market would use to describe Covenant Health.

Warm

Confident

Empathetic

Approachable

Trustworthy

Wise

Positive

Strong

Compassionate

Innovative

Generous

Perseverance

Helpful

Reliable

Leadership

Market Personas & Segments

Through market research, Covenant Health has identified four key personas within the East Tennessee region. By defining these specific groups, we can personalize and target our marketing efforts to reach different segments of our total audience. For example, instead of sending the same email communication to all patient contacts, we can segment by persona and strategically tailor our messaging based on what we know about each group of people.

Each profile personifies a large segment of the market audience, representing each of the four identified personas.

Market Personas: Key Takeaways

Across the 23 counties surveyed in the market research, Covenant Health ranked number 2 in terms of awareness and favorable impression when compared to other healthcare facilities or options available.

All personas want their healthcare providers to know what is important to them.

The majority of the market needs help and information to better navigate healthcare – for themselves or their loved ones.

All segments list insurance coverage as the number factor when choosing providers.

Health insurance provider websites, Google, and family and friend recommendations represent a strong influence in decision-making when it comes to choosing a healthcare provider.

Primary care offices are the most visited, and hospitals are the most well-known.



Daniel

18 - 34

THE DIGITAL YOUNGSTER



HEALTH



TIME



MONEY



HEALTH INSURANCE

18% don't have insurance

50% of those who are covered have a high deductible plan

As a young professional, Daniel is open to using as many digital tools as possible for researching and getting healthcare. Like in the rest of his life, he uses Google and other specialty sites to find the right fit. He uses virtual care, online scheduling, and digital tools to access his medical records. He's also very proactive about his mental health and treats it like any other medical need. Living in an urban area, he has a lot of options in terms of locations, but he looks for a doctor that can anticipate his needs and accepts his health insurance.

- 25% have seen a psychiatrist in the last five years.
- 89% want doctors to know what is important to them and 86% want to improve their health.
- This segment finds care providers/doctors on Google or health insurance websites.

Patricia

35 - 49

THE "UNHEALTHY" PARENT



HEALTH



TIME



MONEY



HEALTH INSURANCE

36% have employer insurance

47% are using Medicare or Medicaid

With everything that goes along with parenting, it's not hard to understand why Patricia's health needs often take a back seat. She doesn't feel her best always, and she knows she can do more to stay on top of her health.

Time is a precious commodity, and being in a rural area, it can feel like some of the choices are limited. Although she does use the internet for some things, she's not likely to use it for healthcare or finding a doctor. Patricia relies heavily on her friends and family for recommendations for healthcare, and she will only consider options that accept her insurance.

- Health insurance coverage is the number one influence, second to doctor recommendation.
- 97% want doctors to know what is important to them, and 90% want help remembering appointments.
- This segment has the most favorable impression of Covenant Health, and they are most aware of its existence.

Catherine

50 - 64

THE PERSUADED CAREGIVER



HEALTH



TIME



MONEY



HEALTH INSURANCE

39% have employer insurance

36% are using Medicare or Medicaid

Catherine has a lot to think about. Not only does she help her spouse and children with their health needs and appointments, but she also helps make healthcare decisions for her parents. Living in the suburbs of East Tennessee, Catherine finds herself wanting more time with the care providers of her loved ones so she can better navigate their care. Catherine makes her decisions by insurance coverage, family/friend recommendations, and patient reviews. She uses Google and insurance provider websites to research healthcare options.

- 46% are making health-related decisions for parents.
- 53% use Google when searching for care.
- 52% use insurance provider websites when searching for care.

Samuel

65+
THE HEALTH-SAVVY SENIOR



HEALTH



TIME



MONEY

HEALTH INSURANCE

56% are on Medicare

32% still have employer-provided coverage

Samuel takes good care of himself. He reads health-related articles to stay knowledgeable, and he stays up-to-date with his own healthcare. Even though he lives in a rural area, he is aware of Covenant Health's locations near him. He makes decisions based on whether or not his healthcare will be covered by Medicare.

- 62% stay on top of the latest health treatments.
- 41% want help remembering appointments.



