

Brand messaging

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Identifying key messages

We are going to apply our positioning to relevant audiences and identify key messages to deliver to them.

Brand positioning

We are making your healthcare experience remarkable. We exist to bring you world-class technology, clinicians and care – when and where you need it. We are reinventing the healthcare experience to be simple, convenient and affordable, so that you can focus on getting better and staying healthy.



Novant Health employees

Physicians, nurses, administration, operations, human resources, facilities, greeters, volunteers

Novant Health patients & families

Past patients, current patients, future patients, friends, families, loved ones, caretakers

Community members

Community leaders, public officials, residents, active volunteers, donors

Healthcare industry stakeholders

Partners, agencies, academia, media outlets, healthcare executives, thought leaders, competitors, job seekers

Messaging to Novant Health employees

Key brand message

Employees across the system are coming together as one Novant Health to make the patient experience remarkable and shape the future of healthcare.

Supporting messages

Your commitment to delivering the highest-quality care, combined with the technology, resources and expertise that exist across the Novant Health system, are the foundation of the remarkable patient experience.

Each and every employee contributes to our success and reputation as a system.

Our system-wide tools help make healthcare easier and more convenient for your patients to access and afford.

Investing in an industry-leading healthcare experience allows our patients to focus on more important issues, such as getting better and staying healthy.

Target

- Physicians
- Nurses
- Administration
- Operations
- Human resources
- Facilities
- Greeters
- Volunteers

Example proof points

- Experience with staff and clinicians is the primary driver in a patient's choice of healthcare provider (based on interviews).
- Five of our medical centers and hospitals have received Magnet status from the American Nurses Credentialing Center by being in the top 5 percent nationally for delivering nursing care.
- We have certified centers of excellence for our major service lines and recruit talented specialists.
- Novant Health has made a significant \$700 million investment to implement an electronic medical record across the system to reduce inefficiencies, eliminate duplicate paperwork and make healthcare information easier to access and manage.
- Our facilities are consistently recognized for providing high quality care.
- Our electronic medical records system reduces the amount of time our providers spend asking patients to update their information.
- Pre-registration process reduces the amount of time our providers spend updating information.
- The system-wide nursing transformation has resulted in more time spent by the patient's side.
- Our commitment to quality care extends to our communities through a system-wide health initiative.

Messaging to Novant Health patients & families

Key brand message

Employees across the system are coming together as one Novant Health to make the patient experience remarkable and shape the future of healthcare.

Supporting messages

We are taking the confusion and chaos out of healthcare by making it easier to access, easier to schedule and easier to understand.

Novant Health is with you on every step of your journey toward health and wellness – not just when you're sick.

Our clinicians have a wide range of expertise and take the time to get to know you – by having conversations and making connections.

Novant Health delivers healthcare that works for you by providing everyday care when and where you need it, providing nationally recognized specialty care, and helping you lead a healthier life through tools and resources.

We're committed to your health beyond our facilities through our community health initiative.

Target

- Past patients
- Current patients
- Future patients
- Friends
- Family
- Loved ones
- Caretakers

Example proof points

- Our patients are always greeted and guided to their destination when they enter our facilities.
- We use the most innovative nursing techniques to ensure our nurses spend the most time possible at the patient's bedside.
- Our Nurse Navigators program is a national model for how to guide patients through the care process.
- MyChart offers our patients a comprehensive tool to access all of their health information and interact with providers.
- Our major service lines are certified centers of excellence staffed by talented specialists who deliver the care patients need.
- Nurses across our system are recognized for being in the top 5 percent in the nation for delivering care.
- Online appointment scheduling and same-day availability allow for convenient access to care across the system.
- Patients can easily download contact information for their doctor using QR codes.
- Our online pre-registration process reduces the time our patients spend waiting at our facilities, so they can get in and out quicker.
- We post ER wait times on our website so our patients know what to expect when they arrive at our facilities.

Messaging to community leaders

Key brand message

Novant Health is committed to creating ongoing relationships and improving the health and wellness of our communities.

Supporting messages

Novant Health is an integrated network of physician practices, outpatients centers and hospitals that deliver a seamless and convenient healthcare experience to our communities.

We are committed to delivering world-class knowledge and expertise so our community members can lead a healthier life.

Our community health initiative provides free screenings, education events, information, resources and tools to help members of our communities lead healthier lives.

Target

- Community leaders
- Public officials
- Residents
- Active volunteers
- Donors

Example proof points

- Our facilities are a long-standing and integral part of the health and wellness of their local communities and are consistently recognized for providing high-quality care.
- Our NoFlu.org collects and publishes flu prevention tips so we can actively keep our communities healthier.
- Our specialists have gone into our communities and diagnosed more than 4,200 cases of diabetes through free screenings.
- We are committed to helping patients know their numbers through our community health initiative.
- We take an active role in preventing disease and promoting healthy living in our communities through our garden-to-table initiative with local schools, and partnerships with other community organizations, churches and food shelters.
- We volunteered and provided supplies for Hurricane Katrina and the Haiti earthquake.

Messaging to healthcare industry stakeholders

Key brand message

Novant Health is pioneering a patient-centered healthcare experience and reimagining how healthcare is delivered.

Supporting messages

Novant Health is making the healthcare experience just as connected, clear and hassle-free as all the other modern conveniences found outside our industry.

Focusing on the patient experience yields results beyond the quality of our procedures and life-saving treatments.

We combine the latest medical tools and techniques in the industry with resources and technology for our patients to conveniently access healthcare.

Target

- Partners
- Agencies
- Academia
- Media outlets
- Healthcare executives
- Thought leaders
- Competitors
- Job seekers

Example proof points

- We have implemented industry-leading patient-interaction processes (e.g. Ask Me Three™).
- MyChart offers our patients a comprehensive tool to access all of their health information and interact with providers.
- Our major Heart & Vascular centers have a long-standing partnership with Cleveland Clinic.
- Our system was rated in the top 40 for family-friendly North Carolina companies.
- Our 14 local medical centers, hundreds of physician practices and outpatient centers offer our communities easily accessible care options.
- Online and integrated appointment scheduling allows for convenient access to providers and facilities across the system.
- Many of our primary care physician practices have extended appointment hours and same-day availability for patient convenience.
- We take an active role in preventing disease and promoting healthy living in our communities through our garden-to-table initiative with local schools, and partnerships with other community organizations, churches and food shelters.