



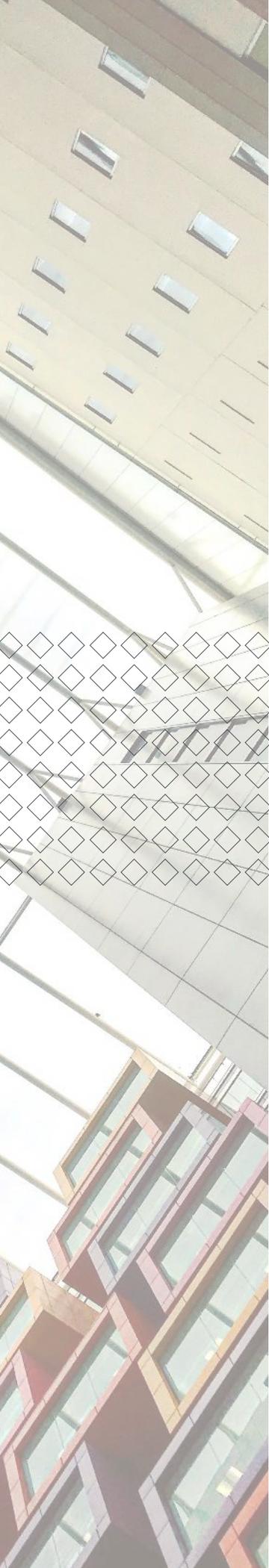
# 7 Lessons Hospitals Can't Afford to Learn the Hard Way

## **LESSON #6: TREAT PATIENTS (LIKE CONSUMERS)**

Success Requires a Unique Value  
Proposition in a Sea of Sameness

**SE2**

Strategic Healthcare Communications



## **ASK 100 HOSPITALS WHAT MAKES THEM UNIQUE — WHAT THEY WANT TO BE KNOWN FOR — AND THEY RESPOND “QUALITY”.**

Brand research shows that claims of quality — illustrated through outcomes, innovation and awards — fall flat with consumers. Yet hospitals continue to express the same basic proposition — integrated, high-quality, compassionate care.

Quality is *assumed* by consumers, so does little to differentiate hospitals. What consumers want is to feel valued, heard and understood.

### **Step 1: Define and articulate a brand that is unique, authentic and based on attributes consumers actually care about**

Facing unrelenting financial pressures, hospitals and health systems continue to focus on providing higher quality care at lower cost — often at the expense of connecting with consumers.

Connect your business strategy to a compelling statement of who you are, why you're different and why people should care.

Defining your brand promise and positioning is critical but often overlooked in healthcare. Missing this step results in a level of “sameness” that leaves customers confused and indifferent.

**With the rise of consumer choice, patients expect hospitals to invest in consumer relationships, customer experience and convenience.**

## Step 2: Engage and re-energize associates and providers around the brand promise

Do associates and providers understand what changes in the healthcare industry mean for your hospital?

Are they catalysts for helping make needed adjustments — or are they holding onto the past and resisting efforts to move ahead?

Invigorating your brand promise presents hospitals with a rare opportunity to unify associates and providers behind a compelling vision and purpose.

## Step 3: Overhaul the patient/consumer experience based on the brand promise

Defining your purpose and brand often calls for — even demands — a corresponding overhaul of the patient experience.

Start with defining behavior principles or those tenets that the hospital holds dear and consistently adheres to in each and every consumer interaction (i.e., Respectful, Friendly, Helpful).

Round out the principles with concrete efforts to address policies, procedures — even systems — that stand in the way of top-notch customer service.

For over 20 years, SE2 has worked with hospitals and health systems across the Rocky Mountain West to engage and influence providers, patients and policymakers.

Learn more at

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