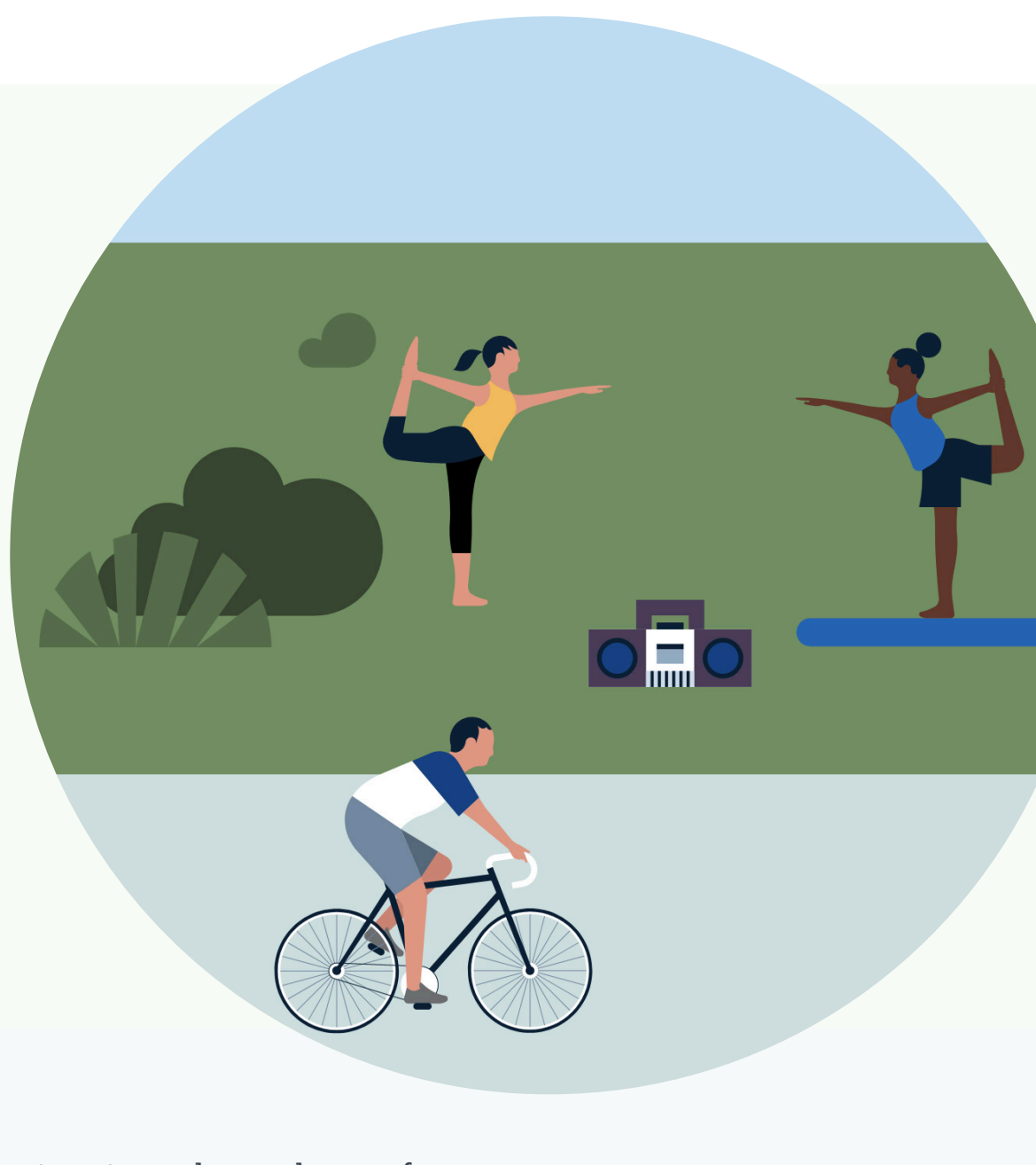


Who cares wins: In pursuit of brand purpose

Healthcare brands have never had more power or opportunity to act with bold purpose. What they do matters now more than ever. But brand purpose has become a crowded platform. Cutting through the noise is a complex undertaking.



Finding a point of distinction – and connecting it to the values of your audiences – requires self-examination. So, what steps can Healthcare marketers take to really stand out from the crowd?



1 Carve out an ownable purpose

Defining what you do uniquely is essential. What is it you do no other competitor does? Is it your process? Your people? Your technology? The place where you can make the biggest difference will be the most differentiated area for you.

2 Give your purpose clarity

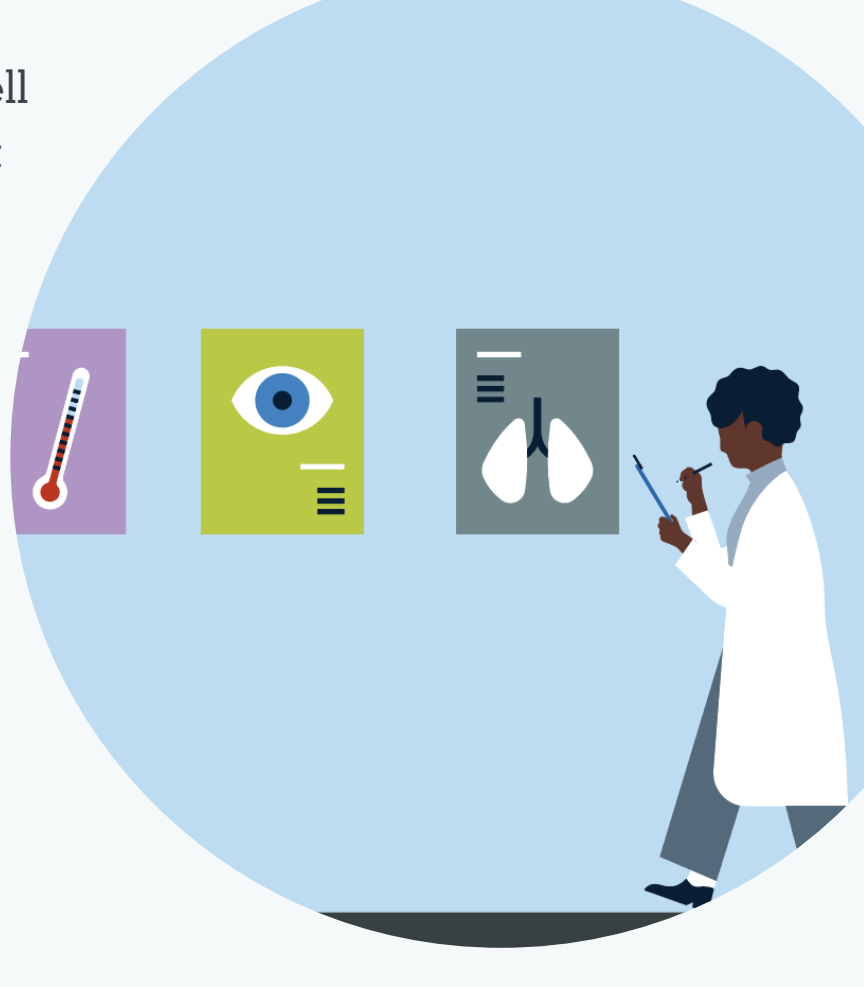
Healthcare is a cluttered category with a multiplicity of stakeholders. Don't leave your target audiences wondering what you do. Dig deep to define the positive impact you are having on the world.

3 Put purpose at the center of your brand

Once you've found a unique place to own, take a leadership stance in that area. Identify ambassadors in your organization who can tell your story in meaningful ways across thought leadership, events, and conferences.

4 Be constantly active, open and transparent

Consumers want brands to weigh in on important issues. You need to stand for something to stand out. There is an increased expectation your brand will be transparent, active and engaged in a public dialog.



5 Drive innovation with purpose

Consumers have high expectations for how brands use technology to innovate. Before you can start to tell stories of innovation, ensure your organization is built on solid, ethical, purposeful foundations.



6 Precision-target your purpose

Infuse a data-driven approach to your purpose to target bespoke messages to key stakeholders. Telling a cohesive story across all touchpoints is key, but tailoring specific content to different audiences creates cut-through.

7 Always walk the talk

Make sure everyone in your organization is behind your purpose. That encompasses every member of the company. This will build loyalty and trust over time and is an important way to differentiate from the competition.

8 Stay timely, relevant and rewarding

Stay current on fast-changing societal changes. Ensure your purpose still resonates with key audiences, is differentiated from competitor activity, and relevant in ways that continue to align to your brand.

9 Be brave and bold in your marketing

Embrace engaging storytelling. Make sure the look and feel of your messaging is engaging and exciting. Experiment with content formats be bold in how you do it, soliciting feedback where possible.



10 Measure what matters most

Evaluate the impact that's being delivered through your purpose. Test and learn to find the moments that matter most to your audiences. This will provide feedback to guide your activities and keep you moving forward successfully.

Targeting audiences with purpose

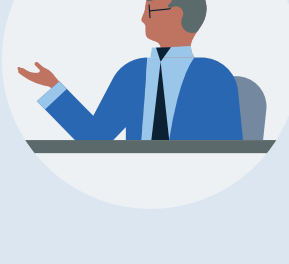
A trusted purposeful brand is a valuable commodity that will engage stakeholders across key Healthcare categories:

Health insurance



- Brokers
- Benefits decision-makers
- Potential plan members

Corporate reputation



- Opinion leaders
- Investors
- Activists and association leaders
- Reporters
- Digital influencers
- Legislators and staff
- Business leaders and C-suite

Healthcare professionals



- KOLs
- Physicians
- Nurses
- Pharmacists

Patients



- By age
- By gender
- By industry (for work-related ailments)
- By company name / size / location

As the Healthcare industry evolves, the drivers for trust and purpose will constantly change. Building a strong purposeful brand reputation that rises above the competition and meet the needs of all stakeholders will help you to sustain success.

A platform for purpose

A trusted purposeful brand is a valuable commodity that will engage key healthcare audiences across key Healthcare categories:

1.7x more are visiting groups

2.8x more are sharing

1.6x more are viewing company pages

1.4x more mobile views

1.9x more company page views

2.9x more shares



Read our article to find out why LinkedIn is your **Partner In Purpose** and how we can help Healthcare organizations to define their unique brand purpose with clarity and conviction.