Challenge:
Navigate the complex academic medical center culture and competitive landscape to carve out a unique, clear, and differentiated position in the marketplace.

Today, Academic Medical Centers (AMCs) face tremendous pressures on every front—decreasing revenue and increasing cost; the imperative to invest in new and increasingly expensive technologies; increased competition from community hospitals and from regional, national, and international providers; large donors wanting recognition; pressure to move up in the annual hospital rankings by *U.S. News and World Report*; and increased competition for research funding and NIH grants.

Compounding this are your complex organizational structures, cultures, and number/range of constituencies. In this environment, carving out a unique, clear, and differentiated brand is more challenging than ever before.
Solution:
Build and activate a strong brand to help achieve your strategic goals.

At Monigle Associates, we have helped more AMCs—and more health care providers—build and activate their brands than any other firm. We know how to navigate the AMC culture and environment to build consensus for solutions that are embraced by all. From brand research, brand definition and strategy development, identity design, and design of core brand touchpoints to employee brand engagement and developing online brand management tools, our expertise also encompasses the following specific challenges for a variety of AMCs:

- Balancing and defining the roles between center of excellence brands and the master brand
- Overcoming the negative perceptions of an urban setting when competing with suburban hospitals
- Quantifying the value of brand investment in a culture of benchmarking measurement and accountability
- Addressing the complexity of donor naming for centers, institutes, and programs
- Determining appropriate branding for faculty physicians, community physicians, and those spanning both categories

Whatever your goal—rising in the academic rankings, unifying disparate entities to promote a common message, promoting the jewels in the crown, or leveling the balance between high technology and high touch—Monigle Associates can help you develop a brand solution that empowers you to accomplish your business objectives.

For more information about Monigle Associates, please contact our marketing department:

Monigle Associates Inc.
150 Adams Street
Denver, Colorado 80206

Telephone
800 346 4710

Facsimile
303 321 7939

E-Mail
mail@monigle.com

Internet
www.monigle.com