

# HOW TO:

## MANAGE A HEALTH SYSTEM REBRANDING

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### BACKGROUND

A health system rebranding is a major milestone event where everything is evolving: strategically, creatively, internally and externally. Typical reasons for a rebrand may include:

mergers or acquisitions

an organization's goals shifting in a new direction

updating a brand that no longer resonates in an evolving marketplace

an organization name no longer reflecting the depth and breadth of offerings

### SEVEN TIPS TO REBRANDING SUCCESS

Since 1999, Trajectory has worked alongside many healthcare leadership, board and marketing teams on these major initiatives. Here are eight tips to keep in mind to ensure you realize the returns of a rebranding.

#### ➤ BUILDING ALIGNMENT

Board and leadership must be aligned around three tenets: the objective business case for rebranding, the financial commitment it will take and the operational commitment of aligning the organization.

#### ➤ BORROWING ON HISTORY

One major reason to rebrand is to maintain your relevancy. While it's beneficial to have a legacy to genuinely build upon, it's dangerous to cling too tightly to it when so much around you is changing.

#### ➤ CROSS-FUNCTIONAL CHAMPIONS

A rebranding affects the entire organization. As such, there should be a senior cross-functional team of flag-bearers for the initiative outside of the formal leadership hierarchy.

#### ➤ BRAND ARCHITECTURE

As the face of your organization, the names and relationships among your offerings need to reflect the strategic intent of your rebranding

#### ➤ PHASED APPROACH

Done right, a rebranding must pass through three deliberate internal phases: launch (where employees hear it/feel it), post-launch (where employees learn it/engage in it) and ongoing (where employees live it)

#### ➤ BRAND-LED CULTURE

The only one way to ensure that your rebranding has the power to unite your internal team is if your brand is center stage, guiding the everyday actions of those who drive your business performance.

#### ➤ POST-LAUNCH MOMENTUM

Prior to, and during launch, there's anticipation, excitement and action. But after the launch, momentum needs to be sustained as a rebranding is a marathon and not a sprint.

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Founded in 1999, Trajectory is the specialist branding and marketing agency partnering with clients across the health + wellness continuum to grow better business. Reach us at 973-292-1400. [trajectory4brands.com](https://www.trajectory4brands.com).