

# UNIFYING *Our Brands*



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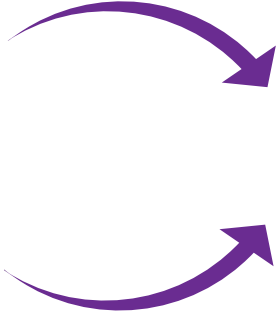
# ONE SYSTEM WITH MANY NAMES

300  
# of different  
system names,  
logos and  
brands



# REBRANDING IS CRITICAL

## TO OUR SHARED SUCCESS

- Multiple brands  
(Dean Clinic & Health Plan, St. Mary's & St. Clare)  
compete for advertising time & make message more confusing
  - Difficult to create a unified identity with competing brands
  - A unified brand helps us better tell our story
  - It's a natural evolution of our partnership  
(Dean & SSM Health)
  - One shared, powerful brand will improve our brand recognition
- 

# BUT ...

## DEAN HEALTH PLAN IS UNIQUE

- Dean continues to stand out in consumers' minds with the highest awareness of any insurance provider
- Dean Health Plan member satisfaction is high and satisfaction is in-line with our main competitors

	Dean	Physicians Plus	Unity	GHC*	Anthem/Blues
<b>% Aware</b> (Unaided)	49%	23%	22%	20%	29%
<b>% Members of Insurance</b>	21%	9%	15%	8%	9%
<b>Satisfaction with Insurance</b> (top-3-box on 10-point scale)	70%	61%	63%	85%	50%

\*GHC based on Dane County only

Source: Hiebing phone survey, May 2014

# CONSIDERATIONS

## FOR DEAN HEALTH PLAN

- Despite historical connection between Clinic & Health Plan, consumer research / focus groups indicate a separation between brand attributes of care delivery and insurance entities
- Insurance products and features are distinct from clinic/hospitals

# CONCLUSION

## FOR DEAN HEALTH PLAN

Position Dean Health Plan as part of a larger

*integrated* health care system

(hospitals, clinics & health plan), while being able to promote

*unique* insurance brand attributes

and our larger network.

# BRAND LOGO STRUCTURE

Region



**SSM**Health

Health Plan



**Dean**HealthPlan

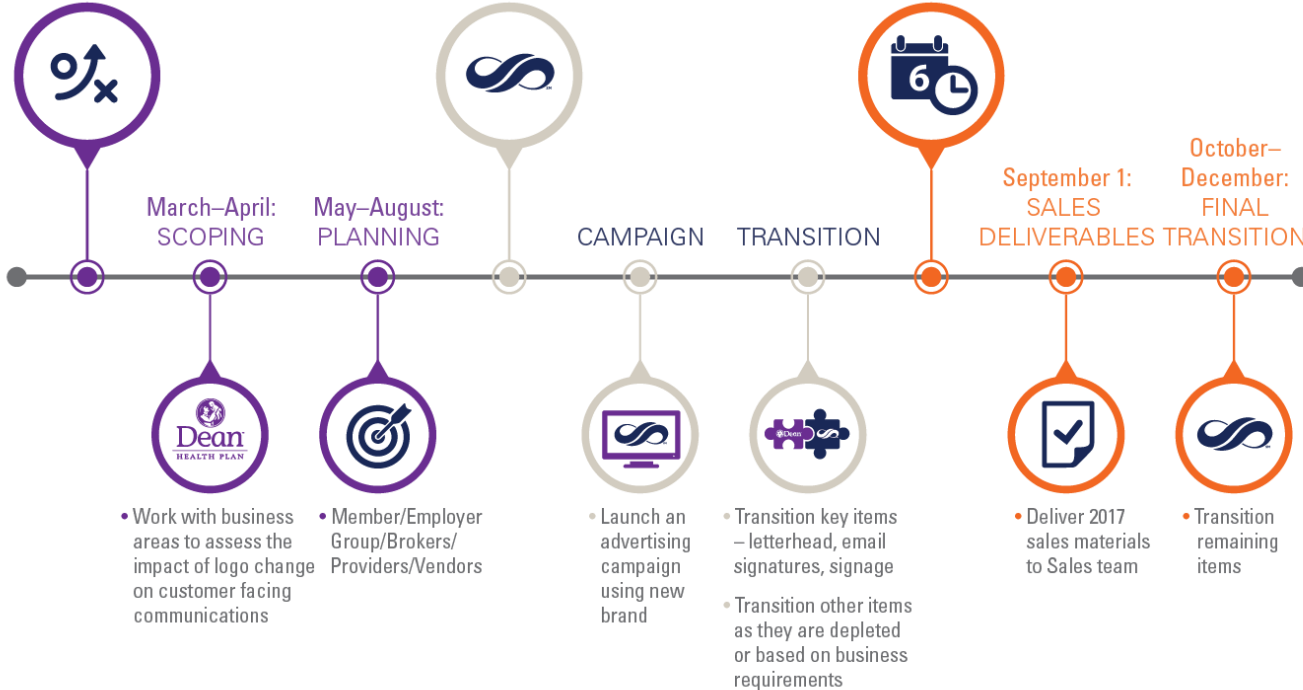
A member of SSM Health

# BRAND IMPLEMENTATION

Six Month  
PRE-LAUNCH

LAUNCH:  
September 1, 2016

Six Month  
POST\_LAUNCH







# DeanHealthPlan

A member of SSM Health