UNIFYING Aur Brands







JAMIE LOGSDON

Regional Director Marketing & Communications

ONE SYSTEM WITH MANY NAMES





tood Samaritan























CILID

SSM Medical Group



ST. LOUIS



300 # of different system names, logos and brands

























St. Clare Meadows

CARE CENTER

















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
% Aware (Unaided)	49%	23%	22%	20%	29%
% Members of Insurance	21%	9%	15%	8%	9%
Satisfaction with Insurance (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







Health Plan







A member of SSM Health

BRANDIMPLEMENTATION

Six Month PRE-LAUNCH LAUNCH: September 1, 2016 Six Month POST_LAUNCH



March-April: SCOPING

May-August:

CAMPAIGN

IGN TRANSITION

6C

September 1: SALES October-December: FINAL

DELIVERABLES TRANSITION



 Work with business areas to assess the impact of logo change on customer facing communications



PLANNING

 Member/Employer Group/Brokers/ Providers/Vendors



 Launch an advertising campaign using new brand



Transition key items

 letterhead, email
 signatures, signage

 Transition other items as they are depleted or based on business requirements



 Deliver 2017 sales materials to Sales team



 Transition remaining items



DeanHealthPlan

A member of SSM Health