

Brand Strategy Development Use Case

for



pagerhealthSM

Presented by Julie Eisterer

*This content was developed independently for a proposed engagement. All frameworks and content are my own work; no confidential client materials are included.

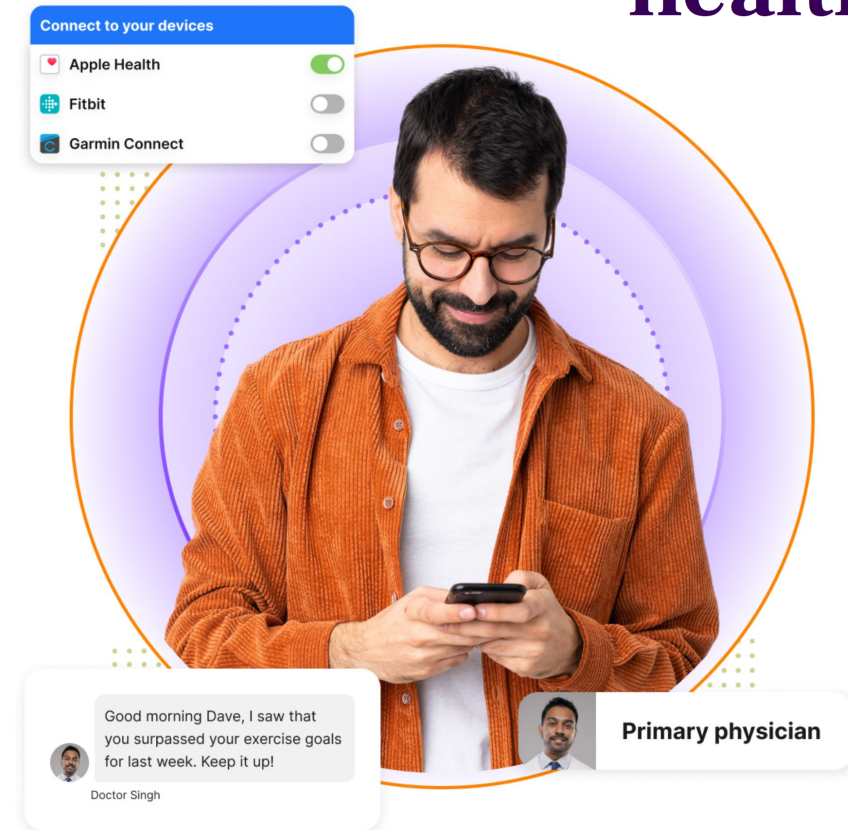
USE CASE SCENARIO

Prepare to launch a new AI-enabled digital health navigation and member engagement solution that integrates directly into health plan systems.

How will Pager Health's platform stand out among other "AI in healthcare" players making similar claims via media, conferences, and direct client marketing?

What can we do to differentiate the brand, shape the narrative, and drive visibility with health plan executives, investors, and media?

Powering connected healthcare



BUILDING YOUR BRAND

Branding goes beyond the product's benefits and features to create a connection based on trust, perceived quality, and shared values.

How will Pager Health make payers and employers feel they are making the right decision by choosing [new product] and continuing to leverage technology and support from Pager's teams?



GOAL

Build long-term brand visibility, establish credibility, and create a positive reputation.

FOCUS

Define and communicate what the company stands for, its story, and its values.

TACTICS

Thought leadership, content marketing, public relations, and brand-focused social media.

METRICS

Brand recognition, share of voice, and long-term customer loyalty.

BRAND STRATEGY

BRAND STRATEGY PILLARS

Note:
Brand is what
defines you



Research

Understand the Market and Audience

- ✓ Brand/Market Perceptions Audit
- ✓ Business Objectives
- ✓ Market/Competitive Analysis
- ✓ Audience Segmentation



Strategy

Emphasize Differentiation

- What makes Pager Health and its technologies stand out?
- ✓ Positioning w/ Reason to Believe
 - ✓ Value Propositions
 - ✓ Messaging Matrix Development
 - ✓ Channel Strategy



Design

Create a Visual Story

- ✓ Leverage existing logo, typography, and color palette
- ✓ Develop/evolve brand Images & Icons to reinforce core messaging and improve impact



Assets

Optimize Content

- Align messaging for brand clarity, consistency and effectiveness:
- ✓ Media relations messaging
 - ✓ Marketing materials
 - ✓ Website and social channels
 - ✓ Sales presentations/sequences

BRAND STRATEGY



Research

Understand the Market and Audience

- ✓ Brand/Market Perceptions Audit
- ✓ Business Objectives
- ✓ Market Analysis
- ✓ Audience Segmentation

BRAND AUDIT

- 1) Gather data on customer and internal perceptions through surveys and interviews.
- 2) Perform/review competitive analysis to understand how the brand is perceived relative to competitors.
- 3) Review website analytics and sales data to assess brand performance and current market visibility.
- 4) Analyze existing brand assets and marketing materials.
- 5) Development action plan based on the findings.

BUSINESS OBJECTIVES

- 1) Coordinate with product and sales leaders to set measurable objectives for new product.
- 2) Identify headwinds and tailwinds to achieving projected adoption and craft narrative to overcome objections and win opportunities.

MARKET ANALYSIS

- 1) Collaborate with product and product marketing to leverage SWOT analysis and total addressable market.
- 2) Discover communications that has delivered most leads, engagement and wins.

AUDIENCE SEGMENTATION

Develop marketing approach by persona to address defined pain points and leverage key motivators for leaders within key audiences:

Primary: Regional health plans and large third-party administrators

Secondary: Other health plans, employers (self-funded w/o TPAs), and plan members

Tertiary: Investors, media, influencers

Titles: SVPs, VPs, CIOs and Directors

Areas of concern: product strategy, member experience, clinical, Medicare Advantage, costs/leakage

Motivators: Innovation, growth/retention, competitiveness, reduced costs

BRAND STRATEGY



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POSITIONING

Think about the most valued points of difference relative to competitors. The positioning statement includes:

- 1) Your target market
- 2) The unique value/benefit the product offers them (not a feature)
- 3) A reason to believe the promise

BRAND FRAMEWORK

Reinforces the positioning with the purpose, vision, mindset and key advantages

MESSAGING MATRIX

Provides a guide to team members for communications across all channels for all team members



For:
(target customer)

Who:
(opportunity /need)

That:
(benefit)

[Product] is the:
(product description)

Competitive differentiation:

Because:
(reason to believe)



Brand Vision
What we aspire to do

Positioning
What we do differently than competitors

Brand Promise
Our declaration about our commitment

Brand Mindset
Our distinct qualities, what we want to be known for

Key Advantages
Reasons to use [product] over other navigation technologies

What We do
How Pager Health proves its commitment



Elevator Pitch
Evolved from positioning to use externally

Value Propositions
Key advantages for external use

Core Messages
Includes key stats and brand voice/tone

BRAND STRATEGY



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CHANNEL STRATEGY

Increase visibility to each audience through impactful channels



Health Plan Leaders

ABM, SME thought leadership, case studies, demos at industry events. sales enablement

Investors

Communications about market opportunity, position defensibility and product scalability

Media

Launch release with first and only claim, solution, and scale of impact + media briefings/page

[New product] is the first and only technology that enables health plans to eliminate fragmented benefits, provider, clinical, and program navigation, with a single AI + Human-driven platform that simplifies member access to care and delivers immediate and measurable ROI.

Value propositions to infuse into messaging might include:

- Replaces disparate point solutions to eliminate silos and provide a unified member experience
- Clinically validated protocols with escalation to licensed RNs to triage care and assist in clinical decision-making
- Seamless integration to work within existing systems to orchestrate care
- \$XX cost savings per ER diverted cases
- XX% reduction in call-center handle time
- Direct correlation of [new product] engagement to CAHPS score improvement
- XX% increase in member steerage to in-network providers
- XX% reduction in Per Employee Per Month (PEPM) costs



BRAND STRATEGY



Design

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New product will nest within Pager Health's established brand architecture and visuals.

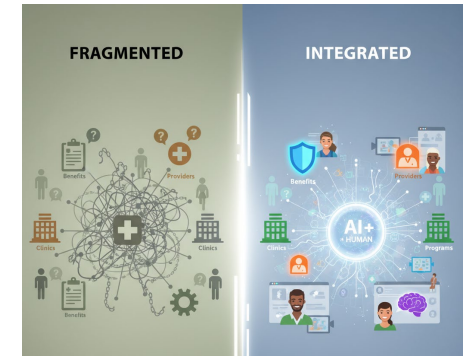
Product-specific visuals should center around the positioning and value proposition ideas of simplicity, integration, AI + human touch, and ROI.

tone: Relatable, but professional and impactful

Elements: Conversation/though bubbles, infographic style stats, simplified process illustrations, and happy member photography.

Action Items: Product launch campaign style guides and templates incorporating images, video, and color to enhance the narrative and create emotional impact.

Consistency: A centralized project management tool will help ensure continuity of visuals and messaging across all communications and channels. Staff training will help team members convey the product brand narrative in every interaction.



Gemini AI-generated graphics

BRAND STRATEGY



Assets

Optimize Content

Align messaging for brand clarity, consistency and effectiveness:

- ✓ Media relations messaging
- ✓ Marketing materials
- ✓ Website and social channels
- ✓ Sales presentations/sequences

MEDIA RELATIONS

- 1) **Craft launch release** highlighting the technology as the first to combine AI and human experience to orchestrate all aspects of care navigation and simplify access to care.
- 2) **Draft interview talking points** that elaborate on its potential for XX million members and how it solves core health plan issues such as fragmented journeys, costs due to customer service time and leakage, plus any examples of major clients for third-party validation. It will include guidance on overcoming objections, such as how escalations to human-guided navigation mitigate risk.
- 3) **Offer exclusive media briefings** to top-tier health tech media with the chance to see a demo and learn from Pager Health leadership.
- 4) **Create a self-service media landing page** with key messages, a virtual demo, images, and contacts.
- 5) **Provide media training** for those who need coaching and/or mandate designated spokespersons.
- 6) **Employ media monitoring and social listening** tools to monitor sentiment about the brand, industry, and competitors as well as address negative coverage.

MARKETING TACTICS

Pre-launch activities include:

- Sales presentation (pitch deck)
- Website pages & feature banners
- Email series/sales sequences
- Landing pages
- Digital ads/social posts
- Thought leadership (Includes sponsored and blog articles; listicles; SME op-eds for earned content; and a definitive guide, white paper, webinar, and/or other gated content)

Other marketing materials to build momentum include:

- Event promotions
- Virtual demos & videos
- Brochure and/or one-pager (digital and printed)
- Customer story if/when possible
- ABM content



MEASUREMENT

Website, marketing automation, and social channel analytics as well as social and media monitoring reports tracking such KPIs as share of voice, engagement, NPS/CSAT, etc.

COMPETITIVE BRANDING

transcient

Who We HelpHow We Do ItAbout TranscientResources

MEMBER LOGINACTIVATE

Just Ask Transcient | Instantly find answers. Take the next step. Get care. [LEARN MORE](#) →

News > Press Releases

Transcient Introduces WayFinding™, an AI-Powered Consumer Health Experience

For the First Time, One Place for Benefits Navigation + Clinical Guidance + Care Delivery with Your Choice of Point Solutions Available at Half the Cost of Current, Less Comprehensive Navigation Solutions



May 15, 2024

luma

PlatformWho We ServeIntegrations

AI AGENT

Navigator

Navigator, Luma's AI agent powered by Spark, empowers patients to self-serve with the guided experience of a customer service agent. It combines the best of voice and self-service, with deeper awareness than simple self-service or IVR call routing. Navigator reduces inbound calls, gets patients to their next steps, and creates a delightful experience.

Try it out

or dial +1 (415) 712-0048

Powered by

Luma's AI capabilities transform frustrations and experiences. Spark is designed to create delightful

oda

Symptom assessmentMedical libraryHelpAppPartner with AdaEnglish

Helping patients navigate their care journey with AI

Sutter Health, California, US



fabric

Platform & ServicesSolutionsResources

Request a demo

AI Assistant

Meet your AI-enabled Digital Front Door®

The moment a patient starts seeking care matters. The Digital Front Door® is your patients' first stop for convenient, accessible care.

Request a demo



Get the Guide

Learn how to increase patient acquisition, reduce leakage and accelerate revenue generation with this comprehensive Fabric's Digital Front Door® solution

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Judi Care.

Your front door to healthcare: find quality care you can trust

Enter a transformative healthcare experience that integrates provider search, precise cost estimates, quality ratings, and the ability to book appointments in one seamless solution.

Start Your Journey Today

rely.

Why RelyNavigation SolutionsCompanyCareersResources

Contact

Optimizing Care Navigation with Human Compassion, Powered by Technology

With Rely Health, each patient receives a steadfast companion on their healthcare journey. Empowered with technology, our navigators not only ensure high-quality engagements, but also make comprehensive care more cost-effective and accessible for all patients.

Learn More

Sammy Gilbert

Discharged Yesterday

Care Plan: Follow up w/ Cardiologist

Sammy received chatbot and confirmed date of birth. PT. Specified availability as M/W/F after 3pm.

AI scheduled and confirmed appt for sammy. Transportation coordination arranged.

alight.

PLATFORMSOLUTIONSINSIGHTSEVENTSPARTNERSABOUT

Healthcare shifts from navigated to anticipated

The future of healthcare isn't just navigated, it's anticipated. As a maze of confusing options is eliminated, people will move through their healthcare journeys with ease. Powerful AI, combined with unyielding human support, helps people spend less time managing care and more time living. Everything from automatic appointment scheduling to prescriptions matched to the lowest cost, there's a new path emerging where healthcare becomes more human.

NEW PRODUCT **BRANDING CONCEPTS**

ASSUMED POSITIONING: [New product] is the first and only technology that enables health plans to eliminate fragmented benefits, provider, clinical, and program navigation, with a single AI + Human-driven platform that simplifies member access to care and delivers immediate and measurable ROI.

Eliminate Fragmentation

End the Healthcare Maze.
One Platform. One Clear Path.



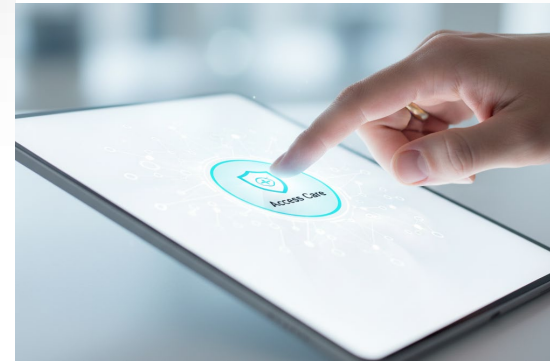
Next-level Care Navigation

Think Beyond Navigation.
Unify ALL Member Access.



Easier Member Experience

Care Access, Simplified.
or
The Easiest Path to Find the
Right Care.



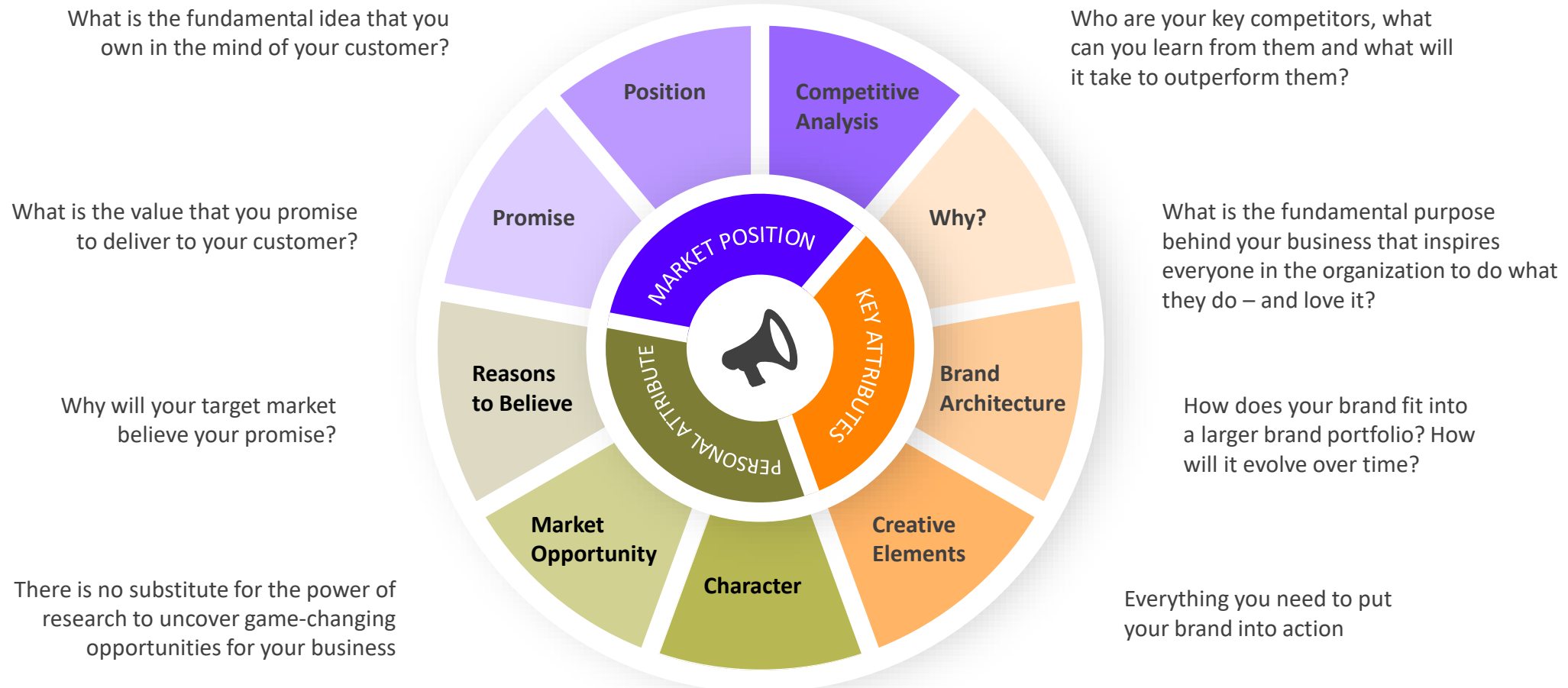
AI + Human Platform

One Platform
Powered by Smart AI,
Guided by Real People.



CONCLUSION

Let's collaborate to define why customers choose Pager Health, how we can ensure they are happy with us, and how we can all become brand advocates.



Questions?

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