



Marketing and Communications Approaches and Work Samples

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Branding

According to the American Marketing Association, a brand is a stakeholder's experience represented by a collection of images and ideas. In other words, it is the orchestrated use of names, logos, slogans, designs and messages.

A brand position is the promise that an organization makes to stakeholders or what people can regularly expect during both online and face-to-face interactions. It is a distinctive statement that motivates an intended impression of or emotional bond with an organization.

Brand **focus** and **consistency** are important to help break through the noise; generate intended outcomes; reinforce missions, visions and values; and nurture shared purposes and belonging.

Logos

An endorsed branding model can sometimes result in multiple and disjointed identities or “faces” being communicated. This type of inconsistency can create brand identity dilution and confusion.

Given this hospital's hypercompetitive market and to establish a consistent "face," I led the organization's movement to a unified branding model.

Research showed that a unified branding approach could help an organization:

- + Create a halo effect for all service areas
- + Make its voice louder in dense markets
- + Nurture a consistent brand identity

Also, Doctors Community Hospital grew from a single building in the suburbs of the District of Columbia into a healthcare system with more than a dozen affiliated locations throughout the area. To communicate a unified identity, I led the adoption of a new parent brand – Doctors Community Health System.

“A brand for a company is like a reputation for a person. You **earn** reputation by trying to **do hard things well.**”

– Jeff Bezos, Amazon



Endorsed Branding Model



Unified Branding Model

Layouts

Best practices indicate that marketing materials that echo a similar look, tone, layout, etc., help to resonate the brand and distinguish materials from those of competitors. So, I established consistent layout architectures.

“Every interaction customers have with your brand should **embody the brand promises and values** in a dependable and understandable way.”

– Stacy Jackson, ClearVoice

Outpatient Vascular and Echocardiogram Lab

Accredited and Comprehensive Program



CENTER FOR Comprehensive Breast Care

Improving the Quality of Women's Lives



Joslin Diabetes Center

affiliate at Doctors Community Hospital

The only multidisciplinary diabetes program in Prince George's County



Center for Wound Healing and Hyperbaric Medicine

Celebrating "Sore Losers" Every Day.



Sleep Center

The Only Accredited Sleep Disorders Center in Prince George's County



Messaging

To ensure compelling and attention-grabbing content, I established key writing guidelines:

- 1 Lead with the readers’ benefits – what’s in it for them
- 2 Communicate our market differentiators – why people should choose us instead of competitors
- 3 Develop copy that is attractive to both skimmers and perusers – breaking up chunks of text by using bullets to make key points more succinct and digestible
- 4 Include clear calls to action – what we want people to do next

“Every advertisement should be thought of as a **contribution to the complex symbol**, which is the brand image.”

– David Ogilvy, Ogilvy & Mather



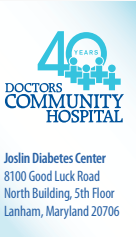


1 **Blurry vision is a potential diabetes symptom.**

Our Joslin Diabetes Center helps people manage this complex disease.

Poorly managed diabetes can lead to heart attacks, strokes, blindness, kidney failure, nerve damage and limb amputation. Recognize the symptoms:

+ Blurry vision	+ Irritability
+ Extreme fatigue	+ Non-healing wounds
+ Extreme thirst	+ Tingling numbness in hands or feet
+ Frequent urination	+ Unexplained weight loss
+ Increased hunger	



Joslin Diabetes Center
8100 Good Luck Road
North Building, 5th Floor
Lanham, Maryland 20706

2 Doctors Community Hospital’s Joslin Diabetes Center is the only multidisciplinary program in Prince George’s County accredited by the American Diabetes Association. Our comprehensive program provides:


3

- + Experienced and board-certified endocrinologists
- + Certified diabetes educators
- + Registered dietitians
- + Diabetes diagnosis, management and support services
- + Diabetic ulcer and non-healing wound care

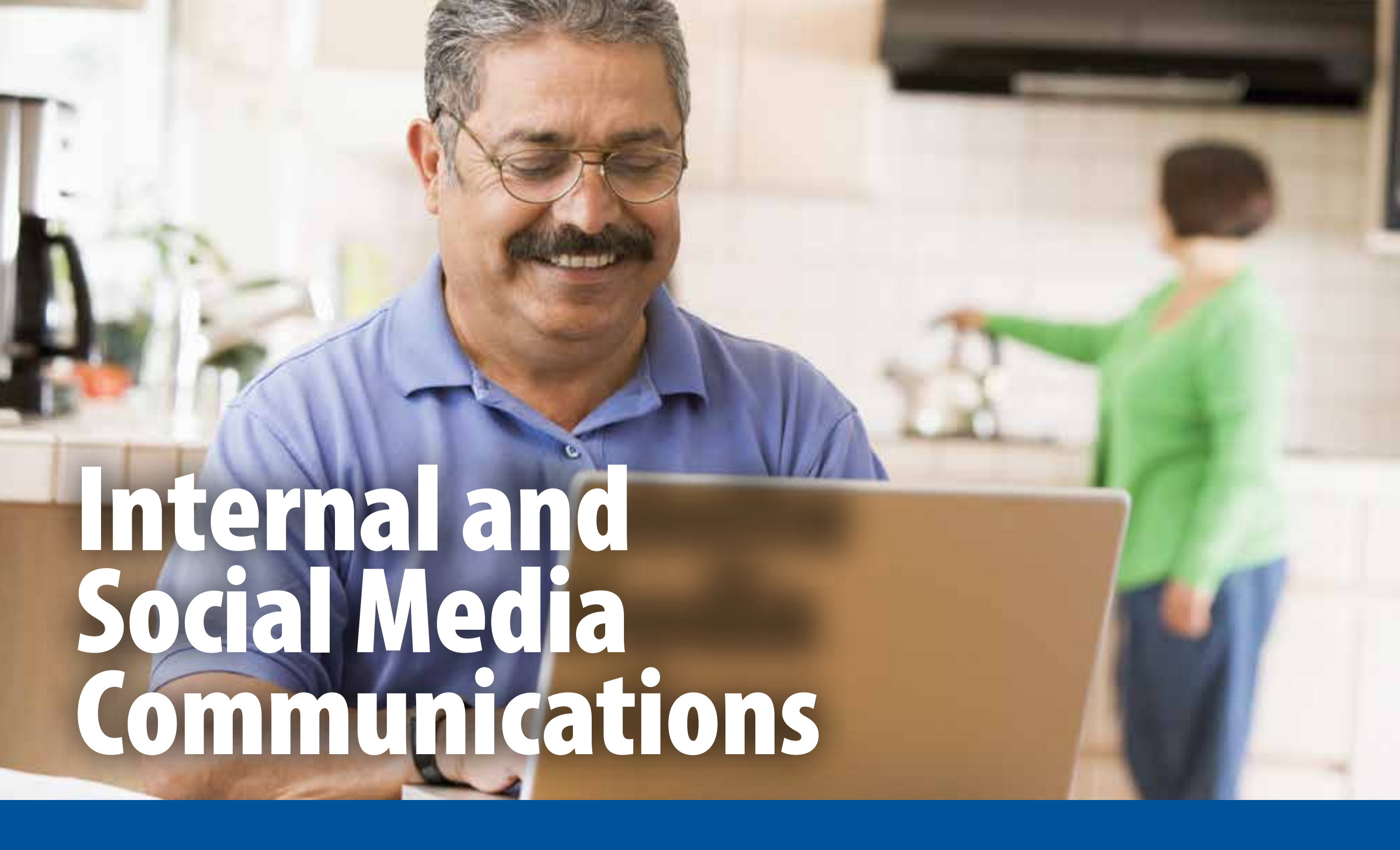
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Call us today to schedule an appointment or request a **free** diabetes educational brochure. Also, ask us about our monthly diabetes support group.

301-DCH-4YOU • 301-324-4968 • DCHdiabetes.org



Joslin Diabetes Center
affiliate at Doctors Community Hospital



Internal and Social Media Communications

Internal Communications Sample

“By turning employees into trusted brand ambassadors, companies bring their **strongest asset and their most vocal internal advocates** in direct contact with their customer base.”

— Ekaterina Walter, Forbes

APRIL/MAY 2017

DOCTORS
COMMUNITY
HOSPITAL

HOSPITAL

happenings

SHARING THE LATEST NEWS WITH DOCTORS COMMUNITY HOSPITAL ASSOCIATES

what's
happening?

Leadership Lens

News Flash

Welcome New Employees

A Patient's Story

A Passion for Excellence

HR Insights

Philanthropy

Lifetime Learning

Quality Corner

Health Events and Classes

Healthy Living Chronicles

Meet Our Doctors

Marketing Minutes

Moments in Time

DEPARTMENT PULSE

DOCTORS COMMUNITY AMBULATORY SURGERY CENTER AT RIVERDALE



When our patients need outpatient surgical care at convenient locations, they now have two options. In addition to the services provided on our Lanham campus, patients can receive such care at Doctors Community Ambulatory Surgery Center in Riverdale. (This center is also known as the University Center for Ambulatory Surgery or UCAS, which is owned by Doctors Community Ambulatory Surgery Center.)


This freestanding and accredited surgical center is located at 6502 Kenilworth Avenue, suite 200 – less than 3.5 miles from our hospital. This short distance helps us combine convenient access to the center's exceptional surgical services with the hospital's wide range of support programs – all focused on helping patients achieve their overall health goals.

At the Riverdale center, experienced surgeons currently perform same-day elective ophthalmology and endoscopy procedures. Additionally, knowledgeable anesthesiologists provide local anesthesia, general anesthesia, monitored anesthesia and moderate sedation services. The center has:

- Three procedure rooms
- One operating room
- Six recovery beds
- Cam X-ray

We look forward to expanding the services provided at this center of care in the coming months. For more information, email dcaas@DCHweb.org. Also, contact Jacinta Shelton at 301-552-8670 or Florence Willey at 301-552-7780.

News Flash!



address. Links might also lead you to .exe files. These kinds of files are known to spread malicious software.

<https://www.wopgdozbank.com/loginscript/user2.zip>
<http://192.168.255.205/wood/index.htm>

Hospital Appreciation Cookout

We will celebrate National Hospital Week with an appreciation cookout on May 17. It will be held on Doctors Community Hospital's parking lot from 11:00 a.m. to 2:00 p.m. and 4:00 p.m. to 7:00 p.m. Also, we will cook indoors in the Good Luck Café on May 18 from 2:00 a.m. to 4:00 a.m. Please join us and enjoy:

- Yummy foods
- Lively music
- Wellness activities

Stay tuned for more details.

Avoid Phishing Schemes

According to Merriam-Webster, phishing is a scam by which an e-mail user is deceived into revealing personal or confidential information that a scammer can use criminally.

Here are a few prevention tips that appeared in a recent issue of USA Today:

1. **Be Wary of Emails with Link Requests**
Very simply – if you see official looking communications from Google, Facebook, Amazon or any entity directing you to take action by clicking links – don't. Click them and the bad guys can tap into your digital identity.
2. **Beware of Links in Email**
If you see a link in a suspicious email message, don't click on it. Rest your mouse (but don't click) on the link to check whether the address matches the link that was typed in the message. In the following example, the link reveals the real web address in the box with the yellow background. The string of cryptic numbers looks nothing like the company's web

3. **Be Wary of Th eats**
Have you ever received a threat that your account would be closed if you didn't respond to an email message? The email message shown above is an example of the same trick. Cybercriminals often use threats about your security being compromised. For more information about fake alerts, visit <http://ow.ly/PqX730bePP1>.

4. **Remember that Legitimate Companies Don't Ask for Passwords in Emails**
Hackers are really good at creating phony emails that look like the real thing. Doctors Community Hospital and our business associates will never ask you for your email password.

5. **Learn to Identify Fake Emails**
Fake emails usually look spot on, but there's sometimes a typo or a misspelled word. And, they usually have addresses that start with <http://> instead of the more secure <https://>.

6. **Be Suspicious of "Friends" Who Send Emails with Just Links**
Be wary, inspect them and ask the senders what their intents are before agreeing to click on the links. If the emails are from a company you're addressed as "sir" or "madam" and not by your name, or you're asked to fill out forms, a simple solution—don't.
If you receive suspicious emails, please forward them to Bill WHealey at bwhealey@DCHweb.org.

PayCheck Direct Shopping Catalog Program Ended April 30

This program that allowed employees to purchase items in a catalog and online ended on April 30.

Please note: It is not the same as the QuickCharge program. QuickCharge is a payroll deduction benefit that uses your employee ID badge for purchases at the gift shop, cafeteria, volunteer event and foundation sales.

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DOCTORS COMMUNITY HOSPITAL

LEADERSHIP Lens



Phil Down

Paul Grenaldo
Chief Operating Officer

Smit Madan, MD

Patricia Christensen, PhD
Bach, PhD

Carille Paul
Hagans Jr.

Paul Wicks-Williams

Robyn Yeager

Niki Yeager

Advancing Careers and Strengthening Our Organization

My work day often starts with a walk to different parts of our campus. This routine gives me a chance to talk with various people about our patient-care delivery, courtesy perceptions, internal teamwork views and many other topics. What is one of the top messages shared? We have a great hospital because of our amazing employees.

Our employees contribute a wealth of experience and leadership to our system and community. Their depth of knowledge, flexibility within a changing industry and laser-like focus on passionately caring make them among the best in health care. With recent career growth opportunities available at our hospital, we're proud to announce the following promotions:

- **James Harris** – manager of Materials Services (formerly supervisor)
- **Barry Johnson** – interim manager of Food and Nutrition Services (formerly lead cook)
- **Kenetta Keys** – administrative director of Supply Chain and Support Services, which includes Bio Med, Food and Nutrition Services, and Environment Services (formerly director of Materials Management)
- **Katelyn Morse** – director of Patient and Guest Services, which includes Guest Services, Patient Transport and Telecommunications (formerly manager of Guest Services)
- **Volanda Mullings** – director of Food and Nutrition Services (formerly assistant director)
- **Baby Olat** – manager of Imaging Services (formerly clinical coordinator)
- **Angela Pringle** – manager of Imaging Services (formerly clinical coordinator)

Please join the executive team in thanking these employees for their contributions and congratulate them for these well-earned promotions.

And remember, one of the ways that we increase operational efficiencies is by regularly assessing job functions and staffing levels. We will continue to blend such efforts with identifying career growth opportunities for stellar employees like the ones mentioned above – those who advance our mission, vision, values and strategies.

*Visit <http://ow.ly/5bG30upTTE> for leadership details.

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DOCTORS COMMUNITY HOSPITAL

MEET OUR DOCTORS

Joan Parambi, MD

Endocrinology

Languages: English, Hindi and Tamil

Education: Sri Ramachandra University (medical school); University Hospitals-Case Medical Centre (residency program); and Ohio State University Medical Centre (fellowship program)

Doctors Community Practices at Lanham
8116 Good Luck Road
Professional Office Building, Suite 210
Lanham, MD 20706
301-552-0024

Doctors Community Practices at Greenbelt
7207 Hanover Parkway, Suite A
Greenbelt, MD 20770
301-220-0096
DCHdiabetes.org

Tiffany Schatz, MD

General Surgery and Thoracic Surgery

Languages: English and Spanish

Education: Ben-Gurion University (medical school); Waterbury Hospital (residency program); and Fox Chase Cancer Center (fellowship program)

Doctors Community Surgical Associates
8116 Good Luck Road
Professional Office Building, Suite 210
Lanham, MD 20706
240-965-4405
DCHweb.org/surgicalservices

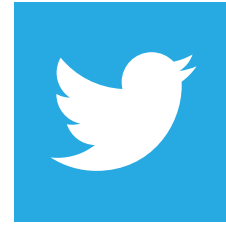
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Employee Newsletters

Social Media Communications Sample

“Word of click’ is a faster alternative to word of mouth marketing, and it infinitely increases those who receive a certain marketing message. . . And, as people trust their friends’ opinions, they form a positive opinion of your brand or product. It creates an **impression that might not otherwise occur through a traditional advertisement.**”

— Bob Marshall, Sociallogic



Social Media Presences



Regular Postings



ADVERTISEMENT

Marketing

The *Economic Times* defines promotions as the entire set of activities that communicate the product, brand or service to users. The primary goals are to:

- + Raise awareness
- + Show value
- + Induce action

Marketing Samples

The Digestive Disease Center at Doctors Community Hospital provides high-quality and compassionate care. With a patient-first philosophy, we are committed to providing exceptional evaluation, diagnosis and treatment options that address a wide range of digestive disease conditions:

- ↓ Acid reflux
- ↓ Bowel disease
- ↓ Colonic disease
- ↓ Colitis
- ↓ Colon cancer
- ↓ Crohn's disease
- ↓ Esophageal and gastric cancer

Also, our comprehensive and advanced center has specialists who perform:

- ↓ Colonoscopies
- ↓ Deep small bowel enteroscopies
- ↓ Endoscopic resections

We are proud to welcome Dr. Showkat Bashir, MD, who has performed more than 20,000 endoscopic procedures and is highly experienced at performing EUS, radiofrequency ablation and other advanced endoscopic procedures. He also has a stellar record of National Cancer Institute adenoma detection rate that includes adenoma detection rate appropriate recommendations, in fact, which is above the recommended rate.

Please call us at 240-965-4413 to refer a patient.

**DOCTORS
COMMUNITY
HOSPITAL**

Digestive Disease Center
8116 Good Luck Road
Suite 010
Lanham, Maryland 20706

FIRST CLASS MAIL
U.S. POSTAGE
PAID
IN

**Comprehensive Care and Experienced Physicians
Doctors Community Hospital's Digestive Disease Center**

We Proudly Welcome
Showkat Bashir, MD

- ↓ **Specialty** – Board-Certified Gastroenterologist
- ↓ **Fellowship** – Georgetown University Hospital and National Institute of Health
- ↓ **Member** – American College of Gastroenterology, American Gastroenterology Association and American Society of Gastrointestinal Endoscopy
- ↓ **Medical School** – Government Medical College University of Kashmir, India
- ↓ **Residency Program** – Nassau County Medical Center, New York

**DOCTORS
COMMUNITY
HOSPITAL**

Physician Postcard

Our Digestive Disease Center combines knowledgeable healthcare professionals with advanced services. With a patient-first philosophy, our compassionate team is committed to providing excellent evaluation, diagnosis and treatment options that address a wide range of digestive conditions. One of our areas of specialty is colorectal or colon cancer. Learn the facts about this preventable and curable disease.

Some of the Risk Factors

- ↓ Ages 50 or older
- ↓ Type-II diabetes
- ↓ Personal or family history of colon cancer or polyps
- ↓ Personal history of inflammatory bowel disease
- ↓ Diet high in fat and/or low in fiber or calcium
- ↓ Obesity
- ↓ Smoking
- ↓ Heavy drinking
- ↓ Physical inactivity

Potential Symptoms

- ↓ Blood in stool
- ↓ Stool changes that lasts longer than four weeks
- ↓ Unexplained weight loss
- ↓ Vomiting
- ↓ Persistent abdominal pain, cramps, gas or bloating
- ↓ Feat
- ↓ Or
- ↓ Or

Contact us today to schedule a colonoscopy. Ask us about a program that provides qualified colonoscopy services for George's County residents. Call 240-965-4413 | [DCHweb.org/colonoscopy](#)

**DOCTORS
COMMUNITY
HOSPITAL**

COLONOSCOPY

Colorectal Cancer Is Often Preventable and Curable.
So, schedule a colonoscopy screening today at our Digestive Disease Center.

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HOSPITAL**

Educational Handout

Endoscopic Ultrasound Preparations



**DOCTORS
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HOSPITAL**

Colonoscopy Preparations – MoviPrep



**DOCTORS
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HOSPITAL**

Upper Endoscopy Preparations



**DOCTORS
COMMUNITY
HOSPITAL**

Consumer Brochures

Marketing Samples

According to a Huffington Post article titled “Why Direct Mail Marketing Is Far from Dead,” this communications tactic is:

- ✚ Tangible and gives you the opportunity to get something real into the hands of highly segmented audiences
- ✚ An important brand awareness and recall tool. As reported by Dashburst, about 70 – 80 percent of consumers say that they open almost all of their mail



Physician Postcard



Physician Postcard



Physician Postcard



Physician Mailer



Physician Postcard

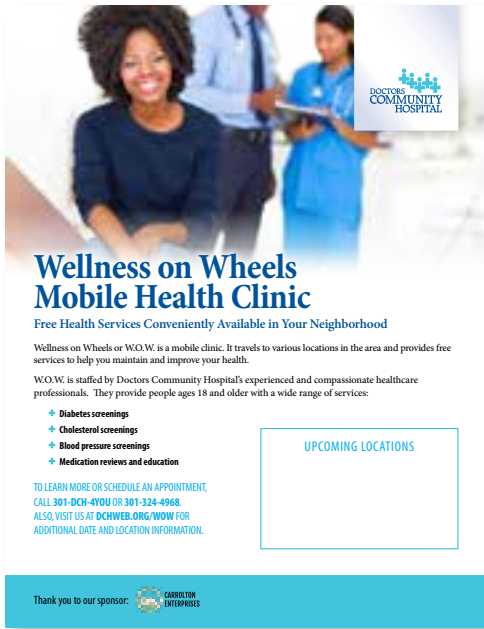
Marketing Samples

“The two words ‘information’ and ‘communication’ are often used interchangeable, but they signify quite different things. **Information is giving out; communication is getting through.**”

— Sydney Harris, Journalist



Collaborated with the executive team and department leaders to produce annual reports.



Collaborated with Case Management and the Foundation to create Wellness on Wheels mobile health clinic materials.

Collaborated with vendor to place awareness ads on upwards of 25,000 Harris Teeter prescription bags yearly.



Placed hospital banners throughout a mall to educate visitors about special recognitions and/or reinforce the brand.





FREE HEALTH LECTURES, SEMINARS AND SUPPORT GROUPS

Helping You Maintain or Improve Your Overall Health

Bariatric Surgery and Weight Loss Lectures
 Mondays, February 6, March 6, April 3, May 1, June 5 at 5:00 p.m.
 Fridays, January 27, February 24, March 24, April 28, May 1, June 5 at 5:00 p.m.
 8100 Good Luck Road, North Building, 5th Floor, D&A Room.

Colorectal Screenings
 Prince George's County residents may qualify for free colonoscopy following program requirements:
 • Ages 50 or older
 • Ages 50 or younger with a family history of colorectal cancer
 • Uninsured or underinsured

Breast and Cervical Screenings
 Women in Maryland may qualify for free screening mammograms following program requirements:
 • Maryland residents
 • Ages 40 or older
 • Uninsured or underinsured or insured but not screened
 • Limited income

Breast Cancer Support Group
 Third Tuesday of Each Month at 7:00 p.m. – 9:00 p.m.
 Doctors Community Hospital
 8100 Good Luck Road, North Building, 4th Floor, Room 415

Breast Cancer – Male Caregiver Support Group
 Third Tuesday of Each Month at 7:00 p.m. – 9:00 p.m.
 Doctors Community Hospital
 8100 Good Luck Road, North Building, 5th Floor, D&A Room

COMPREHENSIVE SERVICES

Doctors Community Hospital is a premier medical and surgical hospital. Since 1975, we have provided compassionate care to help people maintain and improve their overall health.

Some of our specialty programs and services include:

- Bariatric and Weight Loss Center
- Cardiology Services and Outpatient Vascular Studies
- Center for Comprehensive Breast Care
- Center for Wound Healing and Hyperbaric Medicine
- Comprehensive Orthopedic Program (Bowie, Clinton and Lanham locations)
- Comprehensive Rehabilitation Services
 - Dining Assessments
 - Hand Clinic
 - Lymphedema Center
 - Outpatient Cardiac Rehabilitation
 - Outpatient Pulmonary Rehabilitation
 - Outpatient Rehabilitation Services
 - Physical and Occupational Therapy
 - Joint and Spine Center
 - Speech and Language Therapy
 - Wheelchair Seating and Positioning Clinic
- Doctors Community Breast Center
- Doctors Community Practices at Bowie (primary care)
- Doctors Community Practices at District Heights (primary care)
- Doctors Community Practices at Greenbelt (endocrinology)
- Doctors Community Practices at Lanham (endocrinology)
- Doctors Community Practices at Laurel (primary care and endocrinology)
- Doctors Community Practices at Riverdale (primary care)
- Doctors Community Rehabilitation and Patient Care Center (transitional care)
- Doctors Community Surgical Associates (general and vascular surgery)
- Doctors Regional Cancer Center (Lanham and Bowie)
- Emergency Services (24/7)
- Imaging Services (Lanham and Largo)
- Infusion Center
- Justin Roberts Center
- Metabolic Medical Specialists (primary care)
- Sleep Center
- Vascular Health Program

To learn more or schedule an appointment, contact us at: 301-DCH-4YOU | 301-324-4968 | DCHWeb.org

CAREER OPPORTUNITIES

Join Our Community of Caring

Doctors Community Hospital has more than a 40-year tradition of caring for the health of our community. At the heart of that success is a team of compassionate healthcare professionals who are committed to improving people's health and the quality of their lives. If you have a passion for caring about others, choose Doctors Community Hospital to start your career.

Our Future
 Growing exceptional care requires a diverse team of professionals who consistently deliver high-quality and compassionate care. Some of the types of positions for which we are currently seeking include:

- Administrative support
- Initial education specialists
- Inpatient services representatives
- Informational services technicians (nurses)
- Medical services workers
- Medical technologists
- Nurse practitioners / physician assistants
- Patient accounts coordinators
- Patient care technicians (CNA)
- Radiology technologists
- Registered nurses
- Social workers
- Transporters
- and more

Your Opinion is Important!

Thank you for trusting us with your care. Please consider writing an online review about the services that you received at Doctors Community Hospital and by your healthcare team.

Review websites that you can visit include:

[angieslist.com](#)
[healthgrades.com](#)
[google.com](#)

[ratemds.com](#)
[vitals.com](#)
[yelp.com](#)
[zocdoc.com](#)

If you have any suggestions on how we can better serve you, please call our **Patient Action Line at 301-552-0899.**

PASSION FOR CARING

Created welcome kits that were distributed to tens of thousands of patients and visitors.

Doctors Community Rehabilitation and Patient Care Center Ribbon-Cutting Ceremony on July 8, 2015

Mayer Frederick Robinson, City of Bowie; Delegate Tawanna Gaines, District 22; Delegate Anne Healey, District 22; Mayor Emmett Jordan, City of Greenbelt; Councilmember Kenneth Hedding, City of Greenbelt; Chief Operating Officer Mike Rottz, Genesis HealthCare; Councilmember Henri Gardner, City of Bowie; President Phil Downs, Doctors Community Hospital; Senator Paul Pinsky, District 22; Lieutenant Governor Boyd Rutherford, Maryland; Delegate Alesha Washington, District 22; Chief Executive Officer Gene Ransom, Maryland State Medical Society; and Council Chair Mel Franklin, Prince George's County

6701 Maloney Drive
 Lanham, Maryland 20706
 301-552-2000

Doctors Community Rehabilitation and Patient Care Center

Providing Comprehensive Short- and Long-Term Care at a Convenient Location in Lanham, Maryland

Crafted invitations, pamphlets, press releases and media alerts for the launch of a newly constructed facility. Successfully encouraged elected officials, partners and business leaders to attend a ribbon-cutting as well as earned media coverage.

Developed small cards that office personnel handed to patients to inspire online reviews.



Co-led the creation of signage and open-house communications for the launch of a new and co-branded healthcare site.

Video Samples



Doctors Community Health System
Branding Video
<https://youtu.be/I5MpGZOJKA>



Doctors Community Hospital
Gastroenterology Educational Video
https://youtu.be/Lvp_BCCVJpc



Doctors Community Hospital
Blood Pressure Educational Video
<https://youtu.be/8x4WjkTfDs4>



Doctors Community Hospital
Diabetes Educational Video
https://youtu.be/8r_MklqtJvM