

Morehouse Healthcare

Situation The Morehouse School of Medicine in Atlanta, Georgia is widely recognized as one of today's leading medical training institutions. While it has long enjoyed a prestigious reputation around the country and globally, its associated clinical practice, Morehouse Medical Associates (MMA), had, by comparison, a significant lack of brand awareness. New executive leadership recognized that MMA needed a bolder brand strategy in order to change perceptions. Furthermore, establishing a more well-defined market positioning and vibrant brand identity was especially critical in light of organizational goals that called for attracting more middle/upper-middle class patient populations that could better support the long-term economic viability and growth plans of the practice.

Solution MMA reached out to The Design Channel to:

- Develop a meaningful, relevant and re-energized brand platform for MMA.
- Create tools to express the new brand identity both internally and externally.
- Help launch the brand externally.

One of The Design Channel's first recommendations was to revise the name of the practice in order to better reflect the breadth and quality of its services. Recently, MMA physicians approved a change from "Morehouse Medical Associates" to the new name of "Morehouse Healthcare" going forward.

To gain a better understanding of the real meaning and relevance of the MMA brand to its internal and external stakeholders we conducted research consisting of physician interviews, communication material audits and competitor brand benchmarking.

It was clear from our research that MMA occupied a position of strength in regards to personal, compassionate, social mission-based medicine administered by well-respected, caring physicians. As a result, we developed a positioning statement, logotype treatments, a website presentation and collateral materials that supported or highlighted these qualities.

Result While development of the aforementioned communication tools is ongoing and in the process of refinement and approval, the overall direction of our new branding platform has been warmly received by MMA's leadership and physicians. Further exploration of ways to maximize creative and messaging impact is underway and is on track to support the launch of the Morehouse Healthcare brand.

- o positioning statement
- o tagline
- o message platform

Morehouse Healthcare provides accessible and affordable healthcare to underserved individuals and diverse populations throughout Georgia and beyond. As faculty members of the world-renowned Morehouse School of Medicine, our physicians are among the most accomplished and respected in the country. Their dedication to culturally-connected healthcare demonstrates a passion for caring and a commitment to community.

Research Modes Used:

- Interviews with physicians and key stakeholders
- Competitive brand benchmarking
- Audit of existing communications material

Compassionate Care. Innovative Medicine.

Morehouse Healthcare | "One Voice" Message Platform

Our Brand Promise (Positioning statement)	Morehouse Healthcare provides accessible and affordable healthcare to underserved individuals and diverse populations throughout Georgia and beyond. As faculty members of the world-renowned Morehouse School of Medicine, our physicians are among the most accomplished and respected in the country. Their dedication to culturally connected healthcare demonstrates a passion for caring and a commitment to community.						
What Morehouse Healthcare Stands For (Signature or tagline)	Compassionate Care. <i>Innovative Medicine.</i>						
Our Character (Values and brand attributes expressed in human characteristics and personality traits)	Optimistic We are making a difference in the lives of patients in our community.	Trustworthy Our every action exemplifies honesty, fairness and loyalty.	Compassionate We respect and defend the dignity of each person we treat.	Proud Our physicians are among the most accomplished and respected in the country.	Knowledgeable Our physicians have extensive knowledge as clinical faculty of MSM.	Focused We are on a mission to provide accessible and affordable healthcare.	
Our Differentiators (Qualities that are credible, ownable, unique and telegraphic)	Our Legacy As faculty members of the world-renowned Morehouse School of Medicine, our physicians are among the most accomplished and respected in the country.		Our Physicians We are medical experts with rigorous training in clinical care that we apply to meet the physical, social and spiritual needs of our patients.		Our Commitment We are dedicated to culturally sensitive healthcare that makes a lasting difference in underserved and diverse communities.		Our Citizenship We are an integral part of the fabric of Atlanta, the state of Georgia and beyond. Our purpose is not just centered on profit—it's about making a meaningful contribution to society.
Benefits we offer our customers, patients and partners (forward looking)	Reliability We're accountable and take responsibility for the promises we make.		Quality We provide the highest-level of medical care and customer satisfaction.		Value We provide affordable healthcare to underserved individuals and diverse populations.		Accessibility We're making it easier than ever for individuals to get the care they need.
Our Vision	The vision of Morehouse Healthcare is to become a leading provider of excellence in clinical services and programs, with emphasis on patient care, health promotion and disease prevention.						
Our Mission	Morehouse Healthcare is the clinical service arm for Morehouse School of Medicine. It provides the vehicle for the clinical faculty to practice their trained disciplines, maintain clinical competency and to teach the students and residents the art and skill of clinical medicine. Morehouse Healthcare contributes to the attainment of excellence in medical training by providing a clinical experience for residents and students sufficient to result in producing committed, caring, community-based physicians. Morehouse Healthcare provides opportunities for clinical faculty to engage in clinical research with a view toward improving the health status of the community. Morehouse Healthcare participates in, and supports, the vision, mission and goals of Morehouse School of Medicine. Morehouse Healthcare provides excellent quality, multidisciplinary health care to the community.						

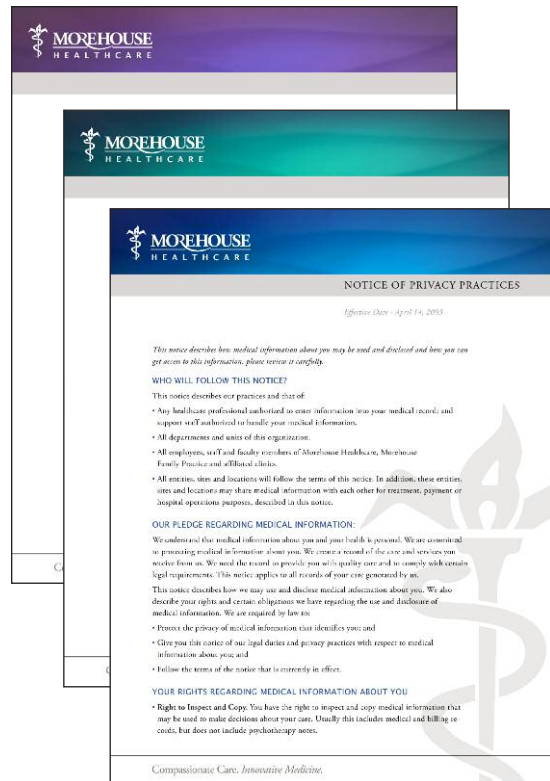
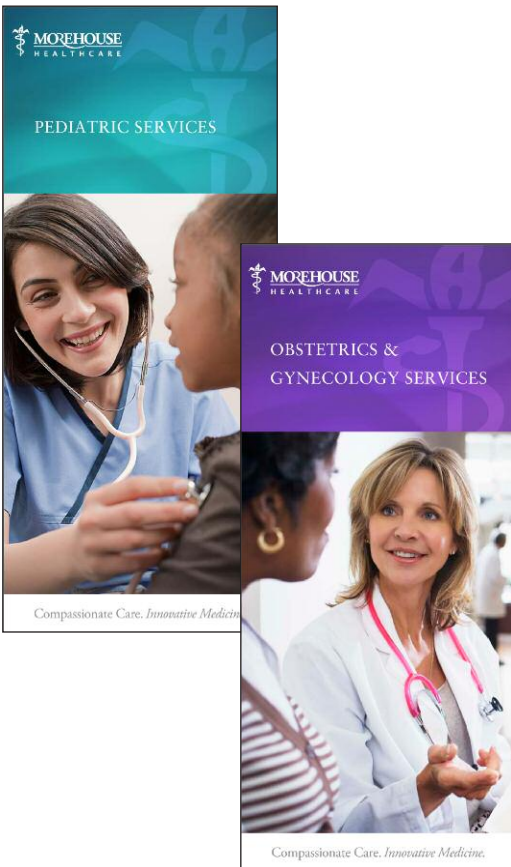
MMA COMPETITORS MATRIX		
HEALTHCARE SYSTEM	POSITIONING	HIGH LEVEL MESSAGING
Emory Healthcare Advancing the Possibilities	Innovator and Leading Provider	We serve humanity by improving health – pioneering many advances and procedures that have changed the face of medical history, putting cutting-edge interventional research and technology into lifesaving action.
Vanderbilt Health	Compassionate and caring healthcare; dedicated to research	We are determined to push forward into unknown frontiers. These new discoveries can help us relieve suffering, improve health and make the lives of our patients better.
Meharry Medical Group	Culturally sensitive healthcare	We improve the health of our patients, and promote an educational environment that develops highly-qualified, culturally sensitive physicians committed to eliminating health disparities.
Howard University Health Sciences	Global leader in healthcare and health equality	To lead in the advancement of healthcare and health equality, locally and globally by providing exemplary education, service, and research that promotes patient-centered, collaborative care and advocates for the elimination of health disparities.
The Doctors of USC Fight On	Advanced medicine with compassionate care	We treat the most complex and difficult cases and engage in groundbreaking medical research while we educate and mentor the next generation of world-class medical professionals. Our patients and their loved ones are always partners in the treatment process.
Yale Medical Group	Largest academic multispecialty group practice	We provide individualized care using advanced diagnostic and therapeutic approaches through doctors who are national and international leaders in their fields.
Johns Hopkins Medicine The promise of medicine	World leader in improving health or The Gold Standard in healthcare	Improving the health of the community and the world by setting the standard of excellence in medical education, research and clinical care.
Duke Medicine	Innovator/World-class Medicine	World-class academic and health care system To transform medicine and health locally and globally through innovative scientific research, rapid translation of breakthrough discoveries, educating future clinical and scientific leaders, advocating and practicing evidence-based medicine to improve community health, and leading efforts to eliminate health inequalities.
Baylor Health Care System Serving all people through exemplary health care, education, research and community service.	Equitable, compassionate healthcare	As a non-profit health care system for more than 100 years, we show our commitment to improving our community by reinvesting financially in the health of North Texas and providing exemplary health care, education, and research.

The collage contains several key documents and website screenshots:

- COMPETITORS RESEARCH** (January 2012) by thedesignchannel, compiled by The Design Channel.
- Emory Healthcare** website analysis document, including sections on Overall Branding, Name & Tagline, Positioning, Key Messaging, Identity, and Look & Feel.
- Baylor Health Care System** website analysis document, including sections on Identity, Customer Base, and Look & Feel.
- Website screenshots for Emory Healthcare (www.emoryhealthcare.org) and Baylor Health Care System (www.baylorhealthcare.org).
- Additional screenshots of website pages such as 'About Us', 'Services', and 'Patient Care' for both institutions.



- o logo
- o stationery
- o small brochures
- o form templates



- general brochure
- e-newsletter
- website

Our Legacy
As faculty members of the world-renowned Morehouse School of Medicine, our physicians are among the most accomplished and respected in the country.

Our Physicians
We are medical experts with rigorous training in clinical, physical, social and spiritual

Compassionate Care. Innovative Medicine.

sensitive healthcare that understands and diverse

of Atlanta, the state of Georgia, and the African American community. We are not just centered on our patients, but on our meaningful contribution to society.

Compassionate Care. Innovative Medicine.

As the clinical service arm of Morehouse School of Medicine since 1985, Morehouse Healthcare is made up of more than 100 practicing physicians who share their extensive knowledge as clinical faculty of Morehouse School of Medicine. Morehouse Healthcare is one of the ways clinical faculty practice in their trained disciplines, maintain clinical competency and teach students and residents the art and skill of clinical medicine.

"I am passionate about empowering patients to take control of their health. It is my goal to make sure all of my patients understand the consequences of not taking care of themselves."

Jessica Miri, M.D., F.A.C.S.

Committed, Caring, Community-Based Physicians

Morehouse is dedicated to strengthening primary care, promoting prevention and early detection and translating scientific discovery into community solutions through programs in education, research and outreach.

Our service delivery areas:

Primary Care	Specialties
<ul style="list-style-type: none"> • Adult Medicine • Family Medicine • Pediatrics 	<ul style="list-style-type: none"> • Adolescent Medicine • Cardiology • Endocrinology • Family Medicine • Gastroenterology • General Surgery • Geriatrics • Gynecology/Obstetrics • Hematology • Immunology • Infectious Disease • Nephrology • Neurology • Oncology • Ophthalmology • Pulmonology

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Morehouse Healthcare

MORECare

August 2012, Issue 1

Features

- March is National Brain Injury Awareness Month**
Learn how the Satcher Health Leadership Institute at Morehouse is teaming up with the NIH to overcome the stigma of mental disorders.
- Morehouse School of Medicine expands**
\$125 million campus expansion started to help boost state physician supply and research endeavors.
- The 1st Annual Symposium of the Department of Microbiology, Pathology and Immunology**
The First Annual Symposium of the Department of Microbiology, Pathology and Immunology (EMPHI) was held at the National Center for Primary Care at Morehouse School of Medicine, from March 22 to March 23, 2012.

Healthcare Honors MSH Students With 2012 Campus & Ann Moran Student Award

Ambassador Andrew Young to Speak at 2012 Commencement

Morehouse Psychology Resident, Dr. Andrew Brown (top) Selected As American Psychiatric Association Fellow

The RUPER Approach to Social and Emotional Learning: Initiatives for Students, Teachers, and Faculty

The Clark & Biller Aeron 11th Annual Celebrity Event - National Alumni Association Scholarship Luncheon Benefiting MSH Students

Atlanta Archivist Appointed by President Obama to Commission

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Morehouse Healthcare

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At the forefront in the fight against cancer
Jessica Miri, M.D., F.A.C.S.

Read My Story

NEWS & EVENTS

Welcome to Morehouse Healthcare.
If you're a patient or just visiting, we want your online experience to be as helpful and informative as possible.

Morehouse physicians are world-renowned for their clinical expertise and compassion in serving diverse populations. This site is designed to help you access their care as conveniently as possible. Whether you're looking for a specific physician or clinical service, or need an appointment, you can experience health care at its highest level right here.

Morehouse School of Medicine expands \$165 million campus expansion slated to help boost state physician supply and research endeavors.

March is National Brain Injury Awareness Month
Learn how the Satcher Health Leadership Institute at Morehouse is teaming up with the NIH to overcome the stigma of mental disorders.

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