

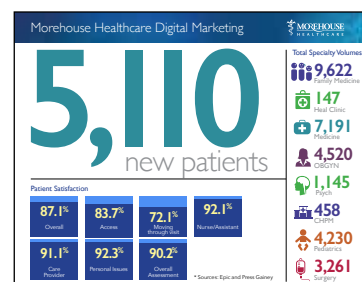
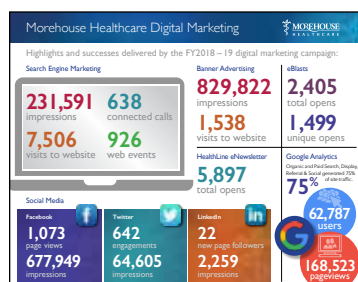
## Morehouse Healthcare

**Situation** The Morehouse School of Medicine (MSM), located in Atlanta, GA, is among the nation's leading educators of primary care physicians, with faculty and alumni noted for excellence in teaching, research, and public policy. The school's clinical practice arm had a long history of meeting the healthcare needs of underserved and diverse communities across Georgia. However, it lacked broad brand awareness, which affected recognition of the quality of its services and the clinical expertise of its physicians, who also serve as faculty for the School of Medicine. Accordingly, MSM leadership sought to establish a bolder brand identity and more aggressive marketing strategy going forward in order to attract a wider patient population and drive more traffic to its clinics.

**Solution** The Design Channel (TDC) immediately recommended changing the sub-brand's name to "Morehouse Healthcare" to better reflect its scope of services. Following this, we conducted physician interviews, a communication materials audit, and a brand benchmarking study to gain deeper insights into the organization's strengths in high quality, social mission-based medicine provided by well-respected, caring physicians. The result of these efforts led to development of a new look-and-feel, a positioning statement, a tagline ("Compassionate Care. Innovative Medicine."), a refined logo and website presentation, as well as collateral materials that all reflected Morehouse Healthcare's new brand.

As a continuation of sustaining the branding, MSM has engaged us to develop a robust marketing campaign highlighting all of their specialties and to promote their physician expansion program. Our campaign includes SEM (Search Engine Marketing), banner ads, social media messaging, blog content, email and direct mail marketing, social media advertising, collateral support materials, and links to services on the Morehouse Healthcare website.

**Result** The new branding platform was warmly received by Morehouse Healthcare's leadership and physicians, and was applied to a wide range of marketing communications tools. The marketing campaign recently won a Gold Award of Excellence from the Communicator Awards. The Infographic below highlights the success of the campaign.



- positioning statement
- tagline
- 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.

Compassionate Care. *Innovative Medicine.*

|   |   |   |   |  |  |   |
|---|---|---|---|--|--|---|
| <b>Our Brand Promise</b><br>(Positioning statement)   | Morehouse Healthcare provides accessible and affordable healthcare to underserved individuals and diverse populations throughout Georgia and beyond.<br><br>As faculty members of the world-renowned Morehouse School of Medicine, our physicians are among the most accomplished and respected in the country.<br><br>Their dedication to culturally connected healthcare demonstrates a passion for caring and a commitment to community.   |   |   |  |  |   |
| <b>What Morehouse Healthcare Stands For</b><br>(Signature or tagline)   | <b>Compassionate Care. <i>Innovative Medicine.</i></b>  |   |   |  |  |   |
| <b>Our Character</b><br>(Values and brand attributes expressed in human characteristics and personality traits) | <b>Optimistic</b><br>We are making a difference in the lives of patients in our community.  | <b>Trustworthy</b><br>Our every action exemplifies honesty, fairness and loyalty. | <b>Compassionate</b><br>We respect and defend the dignity of each person we treat.  | <b>Proud</b><br>Our physicians are among the most accomplished and respected in the country. | <b>Knowledgeable</b><br>Our physicians have extensive knowledge as clinical faculty of MSM.  | <b>Focused</b><br>We are on a mission to provide accessible and affordable healthcare.  |
| <b>Our Differentiators</b><br>(Qualities that are credible, ownable, unique and telegraphic)                    | <b>Our Legacy</b><br>As faculty members of the world-renowned Morehouse School of Medicine, our physicians are among the most accomplished and respected in the country.  |   | <b>Our Physicians</b><br>We are medical experts with rigorous training in clinical care that we apply to meet the physical, social and spiritual needs of our patients. |  | <b>Our Commitment</b><br>We are dedicated to culturally sensitive healthcare that makes a lasting difference in underserved and diverse communities. | <b>Our Citizenship</b><br>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. |
| <b>Benefits we offer our customers, patients and partners</b><br>(forward looking)                              | <b>Reliability</b><br>We're accountable and take responsibility for the promises we make.   |   | <b>Quality</b><br>We provide the highest-level of medical care and customer satisfaction.   |  | <b>Value</b><br>We provide affordable healthcare to underserved individuals and diverse populations.   | <b>Accessibility</b><br>We're making it easier than ever for individuals to get the care they need.   |
| <b>Our Vision</b>   | 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.   |   |   |  |  |   |
| <b>Our Mission</b>  | <p>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.</p> <p>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.</p> <p>Morehouse Healthcare provides opportunities for clinical faculty to engage in clinical research with a view toward improving the health status of the community.</p> <p>Morehouse Healthcare participates in, and supports, the vision, mission and goals of Morehouse School of Medicine.</p> <p>Morehouse Healthcare provides excellent quality, multidisciplinary health care to the community.</p> |   |   |  |  |   |

- o logo
- o stationery
- o form templates
- o brand standards guide



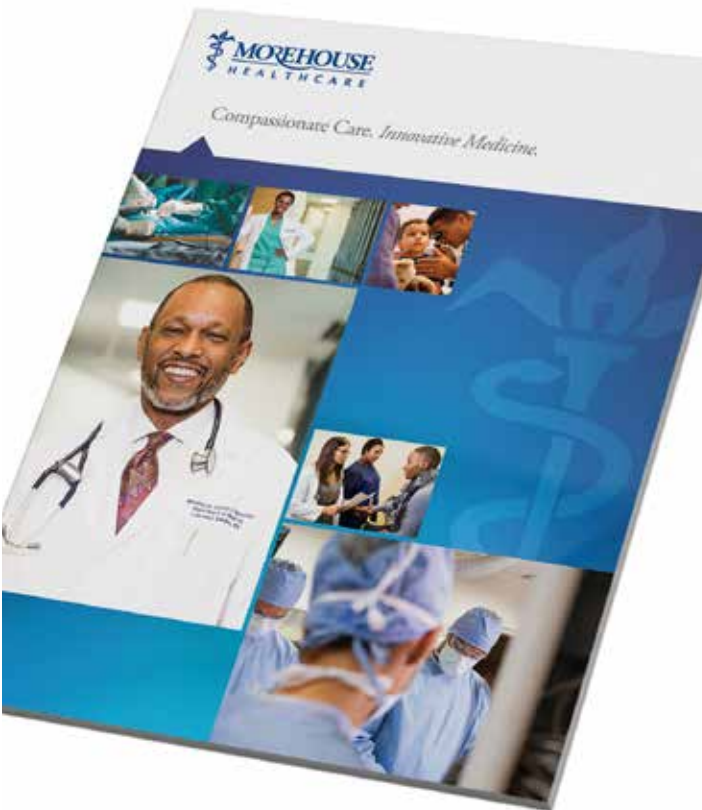


Morehouse Healthcare Marketing Campaign and New Physicians Expansion Campaign

| Program | Descriptions  | July                              | August   | September  | October  | November   | December                        | January   | February  | March   | April                                   | May   | June                                    |
|---------|---|-----------------------------------|--|--|--|--|---------------------------------|---|---|---|---|---|---|
| MC/NPE  | SEM/Pay-Per-Click<br>– 12 Months<br>– 7 Specialties/15 Docs                 | Women's Health<br>Cancer Care     | Women's Health<br>Weight Management<br>(Bariatrics)      | Children's Health<br>Women's Health (Breast Cancer Early Prevention) | Children's Health<br>Women's Health (Breast Cancer Early Prevention) | Primary Care<br>Annual Wellness                            | Primary Care<br>Annual Wellness | Weight Management<br>Heart Health<br>Cosmetic Surgery | Weight Management<br>Heart Health<br>Cosmetic Surgery | Weight Management<br>Heart Health<br>Cosmetic Surgery | Women's Health<br>Primary Care (Gastro) | Women's Health<br>Primary Care (Gastro)                           | Women's Health<br>Primary Care (Gastro) |
| MC/NPE  | Banner Advertising (Retargeting)<br>– 11 months                             |                                   | Women's Health<br>Weight Management (Bariatrics)         | Children's Health<br>Women's Health (Breast Cancer Early Prevention) | Children's Health<br>Women's Health (Breast Cancer Early Prevention) | Primary Care<br>Annual Wellness                            | Primary Care<br>Annual Wellness | Weight Management<br>Heart Health                     | Weight Management<br>Heart Health                     | Weight Management<br>Heart Health                     | Women's Health<br>Primary Care (Gastro) | Women's Health<br>Primary Care (Gastro)                           | Women's Health<br>Primary Care (Gastro) |
| MC/NPE  | Facebook or Instagram Pay-Per-Click<br>– 11 months                          |                                   | Women's Health<br>Weight Management (Bariatrics)         | Children's Health<br>Women's Health (Breast Cancer Early Prevention) | Children's Health<br>Women's Health (Breast Cancer Early Prevention) | Primary Care<br>Annual Wellness                            | Primary Care<br>Annual Wellness | Weight Management<br>Heart Health                     | Weight Management<br>Heart Health                     | Weight Management<br>Heart Health                     | Women's Health<br>Primary Care (Gastro) | Women's Health<br>Primary Care (Gastro)                           | Women's Health<br>Primary Care (Gastro) |
| MC      | Content Marketing – 12 Blogs  | Women's Health                    | Weight Management (Bariatrics)                           | Children's Health  | Women's Health (Breast Cancer Early Prevention)                      | Annual Wellness  | Primary Care (Gastro)           | Cosmetic Surgery                                      | Annual Wellness<br>Weight Management (Nutrition)      | Primary Care (Asthma & Allergies)                     | Primary Care (Gastro)                   | Women's Health  | Primary Care (Sickle Cell)              |
| MC      | Social Media Oversight – 12 months  | ALL                               | ALL  | ALL  | ALL  | ALL  | ALL                             | ALL (include Cosmetic Surgery)                        | ALL   | ALL   | ALL                                     | ALL   | ALL                                     |
| MC      | Social Media Page Updates (Facebook & Twitter) – 12 months                  | ALL                               | ALL  | ALL  | ALL  | ALL  | ALL                             | ALL   | ALL   | ALL   | ALL                                     | ALL   | ALL                                     |
| NPE     | Create 7 Specialty Brochures  | Optimal Health Clinic (Dr. Rooke) | Women's Health   | Sleep Medicine   | Annual Wellness  | Behavior Health  | Heart Health                    | Weight Management                                     | Pediatrics (part of prior assignment)                 |   |   |   |   |
| MC/NPE  | Create 4 Direct Mail Postcards (MC)<br>Create 2 Direct Mail Postcards (NPE) | Annual Wellness (MC)              |  | Primary Care (Flu)   |  | Primary Care (Diabetes)                                    | Holiday Card (MC)               |   | Heart Health  |   |   | Men's Health  |   |
| MC/NPE  | Email Blasts (6)  | Annual Wellness (MC)              |  | Primary Care (Flu)   |  | Primary Care (Diabetes)                                    |                                 | Weight Management                                     | Heart Health  |   |   | Men's Health  |   |
| MC/NPE  | E-Newsletter – 4/one per quarter  |                                   | Women's Health<br>Children's Health<br>Weight Management |  |  | Primary Care (Diabetes)<br>Heart Health<br>Annual Wellness |                                 |   | Weight Management<br>Heart Health<br>HIV/AIDS         |   |   | Men's Health<br>Primary Care (1 Gastro)<br>(2 Allergies & Asthma) |   |



- general brochure
- physician profile cards



## Meet Your Morehouse Doctor

### Nicola Chin, M.D.

Dr. Chin is a specialist in pediatrics, with a particular interest in counseling on childhood obesity and wellness management, and ADHD. She serves on the Community Physician's Advisory Council for Children's Healthcare of Atlanta and provides mission care annually for children in her country of origin.

Dr. Chin served on the Board of the Georgia Chapter of the American Academy of Pediatrics from 2007 to 2013 and is currently Georgia chapter chair of the Bright Future Committee. Bright Futures is a national health promotion/prevention initiative of the American Academy of Pediatrics that provides guidance for preventive care screenings and well-child visits.

**Residency:** Harbor Children's Hospital, Providence, RI  
**Medical Degree:** Temple University School of Medicine, Philadelphia, PA



## Compassionate Care. Innovative Medicine.



Nicola Chin, M.D., is a doctor at Morehouse Healthcare, 1000 Howard F.W. Road, Suite 100, Atlanta, GA 30318, (404) 756-1290, [morehousehealthcare.com](http://morehousehealthcare.com)



## Meet Your Morehouse Doctor

### Dzifa Kpodzo, M.D., M.P.H.

Dr. Kpodzo is a board-certified plastic and reconstructive surgeon with subspecializations in eyelid and breast surgery. She is an Assistant Professor at Morehouse School of Medicine and is committed to serving the aesthetic and reconstructive needs of the community and enhancing overall education and understanding of plastic surgery. She accepts most insurance plans and welcomes new patients.

A native of Ghana, West Africa, Dr. Kpodzo also grew up in Germany, the United Kingdom, and Canada. She has participated in healthcare missions to Ghana and Ethiopia and has been honored by the American Medical Association Women Physicians Congress for her mentorship and instruction of medical students. She is also fluent in French and German.

**Residency:** Harvard Plastic Surgery Combined Residency Program, Boston, MA  
**Medical Degree:** Harvard Medical School, Boston, MA



## Meet Your Morehouse Doctor

### Diana Wilson, M.D.

Dr. Wilson specializes in obstetrics and gynecology and joined Morehouse Healthcare after many years in private practice. She treats a wide range of conditions and problems, including high-risk pregnancies, uterine fibroids, symptomatic menopause, short and long-term contraception, adolescent care, and others. She performs in-office procedures and minimally invasive surgery.

Dr. Wilson is a member of the National Medical Association and the Atlanta Medical Association, and is also a Fellow of the American College of Obstetrics and Gynecology and a Diplomate of the American Board of Obstetrics and Gynecology. Outside of her practice, Dr. Wilson enjoys spending time with her family and friends, cooking, reading, and traveling.

**Residency:** Turner Medical Center, Kansas City, MO  
**Medical Degree:** University of Kansas School of Medicine, Kansas City, KS



## Meet Your Morehouse Doctor

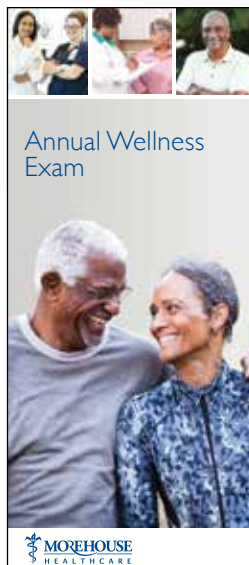
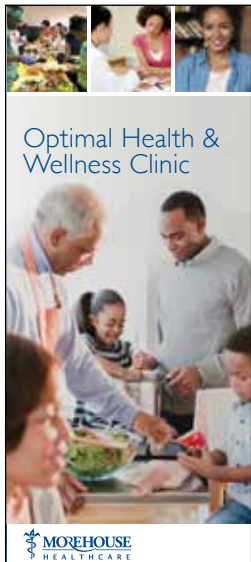
### Charles Sow, M.D., M.S.C.R., F.A.A.F.P.

Dr. Sow specializes in family medicine and is an Assistant Professor at Morehouse School of Medicine. He has clinical and research interests in diabetes, orthopedics, and quality improvement. He holds a Master of Science degree in Clinical Research.

Dr. Sow is a Fellow of the American Academy of Family Physicians and is board-certified in Family Medicine. He is fluent in French, Wolof, and Spanish and welcomes new patients.

**Residency:** Morehouse School of Medicine, Atlanta, GA  
**Medical Degree:** Université Cheikh Anta Diop, Dakar, Senegal





Wellness exam is the  
best way to find out  
how you can improve  
your overall health  
now and in the future."

The Morehouse Healthcare Annual Wellness Exam is a yearly appointment for Medicare Part B participants with your primary care provider to create or update a personalized prevention plan. This plan is designed to help prevent illness and to address acute and chronic illnesses based on your current health.

Your wellness exam will be tailored to your individual profile based on age, weight, risk factors, health history and other variables. The exam may include, but not be limited to:

- Assessments based on height, weight, and body mass index
- Blood pressure reading
- Cognitive function assessment
- Scan for unusual moles or lesions
- Targeted exams
- Check on hearing and eyesight
- Discussion/identification of any chronic conditions
- Discussion of family health history
- Screenings for at-risk factors
- Cancer screenings
- Discussion of Medicare-covered services to monitor ongoing health and update your plan of care

The following may also be discussed during your exam based on age, gender, and/or health history factors:

- Cholesterol
- Breast lumps
- Pelvic exam
- Testicular exam
- Mammogram
- Prostate screening
- Colonoscopy
- Bone density study
- Pneumococcal and shingles vaccine

Sign up for your Medicare Annual Wellness Exam by visiting [morehousehealthcare.com/wellness](http://morehousehealthcare.com/wellness) or calling (404) 756-1290

If you have been a Medicare Part B participant for less than 12 months, you can call this number to schedule your Welcome to Medicare visit.

**Howell Mill Office**  
1800 Howell Mill Road  
Suite 275  
Atlanta, GA 30318  
Monday – Friday  
8:30 a.m. to 5:00 p.m.

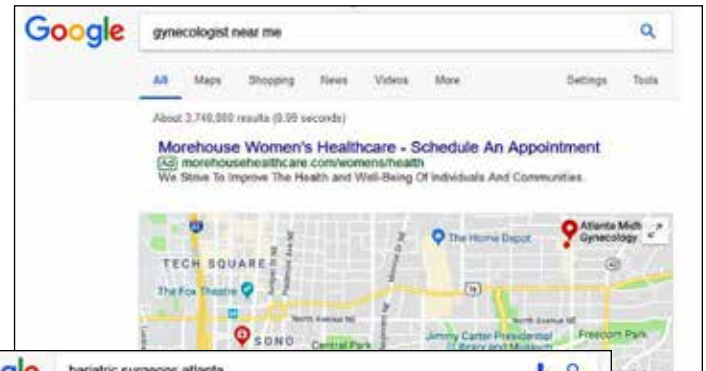
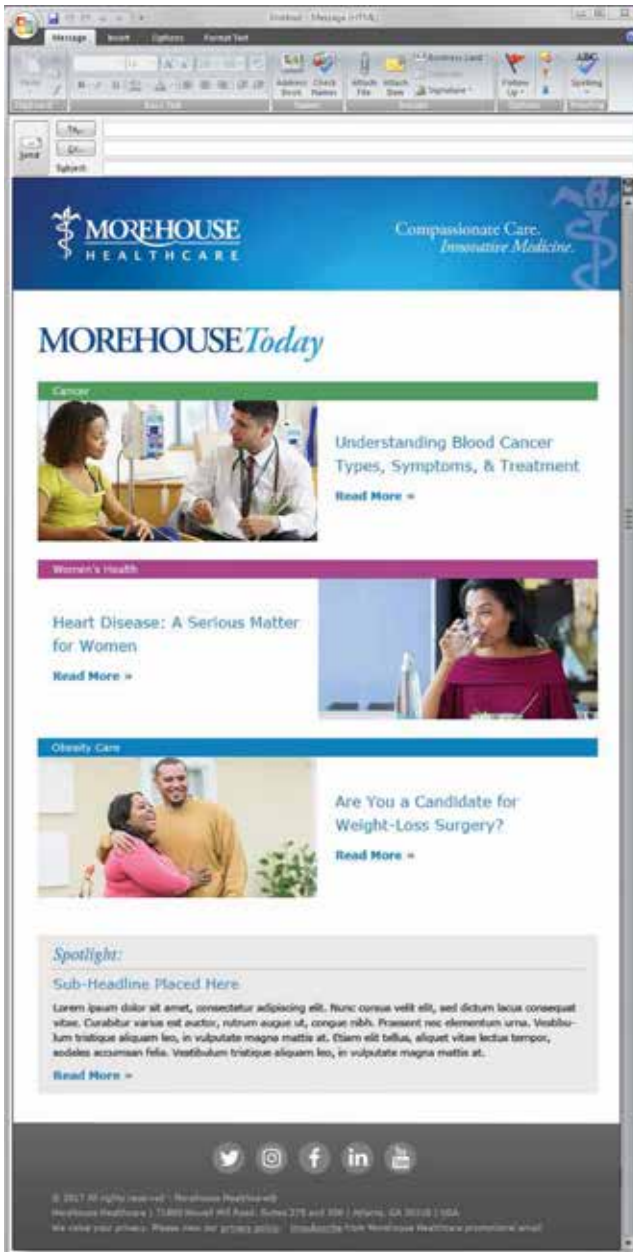
**Comprehensive Family Healthcare Center**  
1513 East Cleveland Avenue  
Building 500  
East Point, GA 30344  
Monday – Friday  
8:30 a.m. to 5:30 p.m.

Compassionate Care. Innovative Medicine.





- html e-newsletter
- pay-per-click campaign
- website



- o facebook advertising
- o 728 x 90 retargeted banner ad
- o 300 x 250 retargeted banner ad





- electronic health records postcards
- electronic health records html emails



- o pediatrics print ad
- o pediatrics banner ad
- o pediatrics website graphic

