



**INOVA[®] HEALTH
SYSTEM**

Although the Inova Health System was the dominant healthcare provider in Northern Virginia, changes in the local healthcare environment (cost containment, nursing shortages, aging population, encroaching competition, etc.) forced this cornerstone of the community to reconsider its value

proposition. A new identity, image and internal marketing campaign entitled “Agents of Change” created a consistent definition for the Inova brand across all 33 of its facilities and diverse service offerings.

INOVA HEALTH SYSTEM

Defining an image, identity and value proposition

In depth research revealed that the equity of Inova was inconsistent across its 33 facilities and service lines. Few of the various equities coalesced to create an image or identity for the higher “System” level brand. Our task was to create a unique and differentiated multi-dimensional brand that would function not only as a product and service brand, but as employment, philanthropy and corporate brands as well.

The cornerstone of the new position rested in the unique experience – a feeling of enduring change – that arises from the combination of the

system’s resources and the quality of care provided by each of the passionate individuals who work across Inova. A new identity, image and internal marketing campaign entitled “Agents of Change” launched across all major media outlets in the Washington DC and Northern Virginia markets, that created a consistent definition for the Inova brand employees, physicians, donors, and all members of the community.

A single bee can pollinate dozens of buds on a vine that blossoms into a bushel of lush ripe tomatoes. We're the bee.



At Inova we've got a new vision of healthcare, one which will allow whole new ways of healing to flourish. At Inova we're here. Here Inova's heart hospitals, here clinicians work together to practice "caring" in every sense of the word, an attitude that helps us foster a new kind of healing environment. Here our not-for-profit status allows us to focus on solving the needs of the communities we serve and achieving positive results. All of which has the healthcare world absolutely buzzing.

INOVA HEALTH SYSTEM

West Bethesda Hospital • Inova Falls Church Hospital • Inova Loudoun Hospital • Inova Fairfax Hospital • Inova Centocent Hospital • Inova Alexandria Hospital • Inova Loudoun Hospital • Inova Loudoun Hospital • Inova Loudoun Hospital • Inova Loudoun Hospital • Inova Loudoun Hospital

The breeze whisks a seed pod to a distant marsh which later blossoms into a lush field of wildflowers. We're the breeze.



The smallest agent of change can lead to wondrous possibilities in life. That inspires everything we do across our entire health care system. Through the Inova heart and vascular hospitals, specialty subspecialty hospitals, comprehensive cardiac care. Cardiologists and cardiac surgeons work together to treat abnormal heart rhythms, taking advantage of minimally invasive procedures to restore a normal heartbeat. And our not-for-profit status allows us to focus on the health needs of the diverse communities we serve. All of which leads to a record of clinical excellence that has the health care world absolutely blown away. Visit www.inova.org.

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