



The Yale New Haven Health System (YNHHS), comprised of Yale-New Haven Hospital, Bridgeport Hospital and Greenwich Hospital, needed to understand its potential to create a fully functioning system brand. Our challenge was to position

the system brand in a way that capitalized on the existing equities of the system without sublimating the reputations of its member hospitals.

## YALE NEW HAVEN HEALTH SYSTEM

### Redefining brand equity to meet expectations

In an effort to evaluate the concept of a 'health system' and determine the value and potential of the Yale-New Haven name, the Marketing Council of YNHHS executed a 6-month process to determine brand equity and architecture, communications platform and positioning options.

A comprehensive qualitative and quantitative research effort was undertaken to discover what a hospital system means to consumers – and to see how well their expectations aligned with internal brand constituents (staff, doctors and donors.) The surprising finding was that consumers didn't actually understand the concept of a hospital system. The reassuring finding, however, was that the name Yale-New Haven possessed enough strong positive equities that enhance the perception of all system members.

This suggested that YNHHS had the potential to uniquely define what a hospital system means in terms of its own positive equities, and take leadership in the category in the process.

Research identified strong, positive associations, among which was the finding that the Yale-New Haven name offered significantly more positive and more valuable branding attributes than Yale alone. Both were equally associated with hospital, healthcare, a powerful university affiliation, and medical centers. Any one of the terms adds immediate credibility.

The results and recommendations were highlighted to establish a new leadership position, one that would set new expectations for patients at any system hospital, based on the promise of achieving the best possible state of health.