



**MERCURY ADVISORY GROUP**  
Global Healthcare Consultants

# **Branding and Advertising For Physicians**

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**Branding is not Graphics, Logos, Stationery, or a Website; that's brand identity. That comes as a result of interpreting the brand and presenting it in a combination of colors, words, pictures, symbolism and messages.**

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Many doctors tell me that they went to medical school, to learn medicine; that if they wanted to practice business, they would have enrolled in business school. Doctors by nature are creative medical artists involved in the business of healthcare. As a rule, few doctors learn about marketing, branding, logos, website design, and advertising. In fact, advertising is far removed from the training of a physician. For generations following the first American Medical Association (AMA) *Code of Ethics* in 1847, the relationship between doctors and advertising remained unambiguous—advertising was forbidden. In 1975, however, the Federal Trade Commission (FTC) accused the profession of “restraint of trade” and legally persuaded doctors to permit advertising amongst their clan. Therefore it is no surprise that many physicians are simply not trained and haven't developed the skills to “sell” medicine, self-promote, and to develop their brand the way in which traditional marketing and advertising is done.

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**A logo is not your brand, nor is it your identity. Logo design, identity design and branding all have different roles that together, form a perceived image for a business or product.**

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**What is brand?**

The perceived *emotional corporate image* as a whole.

**What is identity?**

The *visual aspects* that form part of the overall brand.

**What is a logo?**

A logo *identifies* a business in its simplest form via the use of a *mark or icon*.

***Your corporate culture and environment is also a component of your brand.***

## BRANDING PROFILE WORKSHEET

### Fundamental Nature of your Business

1. Describe the nature of your service—in one sentence.
2. Who are your primary clients or consumers?
  - Age
  - Gender
  - Occupation
  - Sports Activities
  - Where do they shop for food?
  - What department stores do they frequent?
  - Where do they buy personal electronics and gadgets?
  - What kind of cell phone device do they use?
3. Who are the people (titles) within an organization to whom you sell yourself? Who do you ultimately work with?
4. What is unique about your company versus your competitors?
5. What is the primary differentiator between you and your competitors?
6. How do your clients or consumers perceive your company? (How do you know?)
7. How would you like clients, consumers and prospects to perceive your practice (not just the doctor) when they see your logo mark and other marketing materials?
  - Trusted
  - Knowledgeable
  - Expert
  - Kind
  - Caring
  - Leading Edge
  - Pleasant
  - Accessible
  - Convenient
  - Nearby
  - Involved in the community
  - The “go to” guy or gal

**You can only pick 3!**

8. Describe your company's internal culture or atmosphere in one sentence.

### **Personality of your Company**

9. What is your work environment like?

- a. All serious
- b. Comfortable
- c. Fast-paced
- d. Cheerful, casual, like extended family
- e. Team oriented
- f. Individual – revolves around the owner

10. If your company were an individual person, how would you describe it? (Circle those that apply and write in any others you'd like.)

- |                 |                  |                    |
|-----------------|------------------|--------------------|
| a. Energetic    | i. Relaxed       | q. Masterful       |
| b. Outgoing     | j. Funny         | r. Resourceful     |
| c. Friendly     | k. Laid back     | s. Inventive       |
| d. Attentive    | l. Progressive   | t. Proactive       |
| e. Casual       | m. Calm          | u. Problem-solving |
| f. Formal       | n. Authoritative | v. Trustworthy     |
| g. Businesslike | o. Controlling   | w. Solid           |
| h. Serious      | p. Capable       | x. Cutting edge    |

11. If your company were a place, where would it be?

- a. California
- b. New York
- c. Midwest
- d. Europe
- e. International

12. If your company were a car, what would it be?

13. If your company were a bumper sticker, what would it say?

### **Positioning and Marketing for your Company**

14. What is the primary quality that your company possesses that will yield success? That is, what do you believe is your **distinct** competitive advantage?

15. List the **proof points** that substantiate your value claim.

16. What is your primary shortcoming or weakness that could potentially lead to failure?

17. What would you never want to read about your business in a social media post?

18. What factors in your business environment do you need to overcome to succeed? Competitors? Tight budgets? Lack of perceived need for your service? More advanced technologies?

19. What is the **precise business objective** that you would like your marketing program to achieve?

20. Who are the key stakeholders within your company that must review and approve your marketing materials?

**Based on the research you collect from these questions, it is essential to create a brand platform document, which will outline your brand personality, brand promise and key messages for your business.**

Your brand platform is developed through a combination of varied forms of research, current situation questionnaire, brand questionnaire and agency intuition and healthcare branding and marketing expertise. Once the data is synthesized and revealed, we will end up with a comprehensive company guideline for all of your branded communications and business marketing.

## **Mercury Advisory Group**

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