

## Marketing Guide to UC Health

### **What is a Brand?**

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers." A brand is what people think and feel when they see your logo or product. It is the promise and expectation you give your customers or patients when they buy your product or visit your practice. And the best brands connect with people emotionally – think Google or Apple or Starbucks or the Marines.

### **What is UC Health?**

UC Health represents a closer and more collaborative partnership between the University of Cincinnati, the UC College of Medicine, University of Cincinnati Physicians, University Hospital, West Chester Hospital and the UC Health Surgical Hospital. UCP (and all of its physicians, centers, programs and services), University Hospital, West Chester Hospital and the UC Health Surgical Hospital are all being marketed under the UC Health brand. UC and the UC College of Medicine are involved in the collaboration but are not represented in the marketing of UC Health.

For more information on UC Health visit [www.uchealth.com](http://www.uchealth.com) and for more information on UCP visit [www.ucphysicians.com](http://www.ucphysicians.com).

### **Referral Information**

We have several data sources for referral and appointment information. We highly recommend everyone add [www.ucphysicians.com](http://www.ucphysicians.com) and [www.uchealth.com](http://www.uchealth.com) to their list of favorites. Both of these web sites are the most up to date sources of information on UC Health, our physicians and our services.

We also have created a 'UCP Directory of Health Care Providers.' This directory was developed for consumers but has valuable information for our physicians and staff. To download this directory:

Go to [www.ucphysicians.com](http://www.ucphysicians.com)

- Click on Download UC Health Provider Directory on the front page

### **Marketing Staff**

The UCP marketing staff includes:

- Chris Ralston, Director of Marketing & Physician Relations  
[chris.ralston@ucphysicians.com](mailto:chris.ralston@ucphysicians.com) or (475-8006)
- Rachael Epps, Physician Liaison (marketing contact for: Anesthesia/Pain, Neurosurgery, Ophthalmology, Otolaryngology, PM&R, Primary Care)  
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- Kristin Fontaine, Marketing Specialist (marketing contact for: Dermatology, Emergency Medicine, Environmental Health, OB/GYN, Orthopaedics, Radiation Oncology, Surgery)  
[kristin.fontaine@ucphysicians.com](mailto:kristin.fontaine@ucphysicians.com) or (475-8012)
- Shannon Davis, Marketing Specialist (marketing contact for: Internal Medicine, Neurology, Pathology, Psychiatry, Radiology)  
[shannon.davis@ucphysicians.com](mailto:shannon.davis@ucphysicians.com) or (475-8002)

### **Marketing Materials**

The UCP marketing office is here to assist you with all marketing requests. UCP practices are no longer permitted to handle marketing initiatives on their own. Examples include but are not limited to: brochures, posters, fliers, post cards, letters to patients and physicians, etc. In effort to beautify and de-clutter our clinical areas we are eliminating the use of easels. UCP marketing has purchased more sophisticated poster stands. Send your poster requests to UCP marketing.

UC Health PowerPoint and flyer templates are available on the UCP intranet. To get to the UCP intranet:

- Go to [www.ucphysicians.com](http://www.ucphysicians.com)
- Click on Faculty/Staff
- Click on UC Health Intranet and enter your password
- Go to marketing and click on the template you need

### **Apparel & Merchandise**

We highly recommend using only "UC Health" on all apparel. Including practice or specialty information limits the reach and power of your message and dilutes the overall brand. In addition, more favorable price points may be achieved by keeping the imprint identical across all apparel orders.

According to the agreement with University of Cincinnati, all items of apparel or merchandise must be ordered from a vendor licensed through the Collegiate Licensing Association (CLC). Touchstone is our approved, licensed vendor for shirts, scrubs, coffee mugs, bags, pens, etc.

Justin Warren and Nicole Wiwi are our account executives. Justin can be reached at (513) 383-2631 or [jwarren@tmgideas.com](mailto:jwarren@tmgideas.com) and Nicole can be reached at (513) 770-2699 or [nwiwi@tmgideas.com](mailto:nwiwi@tmgideas.com). You can expect 7-10 days turnaround time for your items.

### **Printing Business Cards, Letterhead, etc.**

Business card and letterhead templates are available on the UCP intranet. To get to the UCP intranet:

- Go to [ucphysicians.com](http://ucphysicians.com)
- Click on Faculty/Staff
- Click on UC Health Intranet and enter your password

Go to marketing and click on the order form or template you need

Here are our resources for printing services:

**UC Communications Services** – John Wesseling at 558-5682 or [john.wesseling@ucmail.uc.edu](mailto:john.wesseling@ucmail.uc.edu) for smaller jobs (10,000 copies or less) or Mike Clark at 556-5042 or [clarkm1@ucmail.uc.edu](mailto:clarkm1@ucmail.uc.edu) for larger jobs (more than 10,000 copies).

**UC Health Print Services** (formerly Health Alliance Printing Services) – 585-6479 or [allianceprintingservices@uchealth.com](mailto:allianceprintingservices@uchealth.com)

**F&M Print Services** (operated by Frank Sheppard formerly with Beers) – 476-1253 (cell) or [fmprint@zoomtown.com](mailto:fmprint@zoomtown.com)


**Beers** – Greg Beers at (859) 581-8900 or [beersbusforms@zoomtown.com](mailto:beersbusforms@zoomtown.com).



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[www.UCHealth.com](http://www.UCHealth.com)  
[www.UCPhysicians.com](http://www.UCPhysicians.com)

**Provider photos for websites and marketing materials**

A professional, high-resolution photo in jpg or jpeg format is required. Please have your studio portrait taken in the UC Communications department, located in room G44 (basement) of the Health Professions Building (HPB). Photo sessions are available Monday - Friday from 8 a.m. to 4 p.m. and take 10-15 minutes. **Call 558-1008 for an appointment. Men must wear both a coat *and* tie. Please also bring your white lab coat. The photographer will need to take photos of you with *and* without your UC Health lab coat.** The physician should have the most recent UC Health insignia on their lab coats. Please mention that the photo is for the UC Health website, so they will forward a copy to our marketing department.

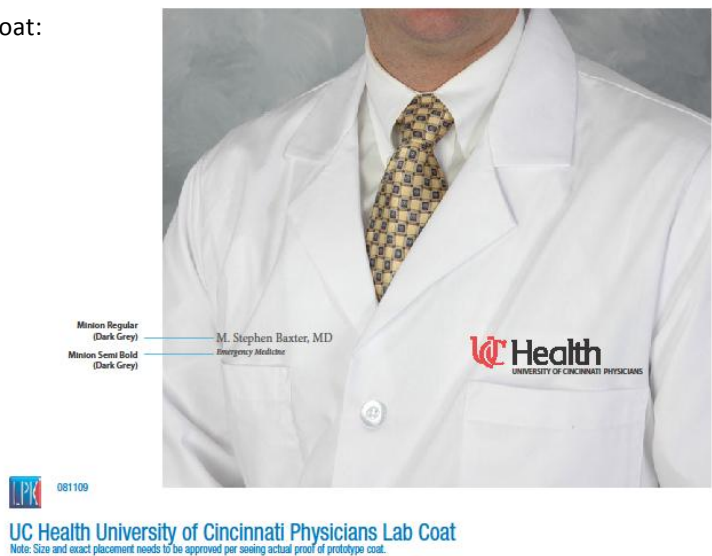
**Lab Coats**

Lab coats must be ordered from Morgan Store. Per our licensing agreement with UC, Morgan Store is the only licensed vendor approved for UC Health lab coats at this time. Pete Reilly is our contact at Morgan Store and can be reached at: (937) 824-9626 or [reillyp@morganservices.com](mailto:reillyp@morganservices.com).

A couple of reminders regarding lab coats: we have a list of nearly 50 preferred department, division and practice names that can be put on your lab coat under your name. These are called specialty descriptors and are to identify your practice name. The list of specialty descriptors is attached to the bottom of this document.

We also prefer that our providers limit clinical titles (MD, CNM, etc.) to one. Listing multiple degrees or certifications can be confusing from a patient’s perspective. We ask that you pick the most appropriate – generally, the one that carries the most meaning to a patient; often, a state medical board certification: MD, RN, LPN, etc.

Sample of a UC Health lab coat:



UC Health Specialty Descriptors (for lab coats)		
Anesthesiology	Burn Surgery	Cardiology
Cardiovascular Diseases	Cardiac Surgery	Critical Care
Colon & Rectal Surgery	Dermatology	Diabetes & Endocrinology
Digestive Diseases	Emergency Medicine	Environmental Health
Family Medicine	Gynecologic Oncology	Hematology Oncology
Infectious Diseases	Infertility	Center for Reproductive Health
Internal Medicine	Internal Medicine & Pediatrics	Immunology & Rheumatology
Nephrology	Neurology	Neurosurgery
Obstetrics & Gynecology	Ophthalmology	Orthopaedics & Sports Medicine
Otolaryngology – Head & Neck Surgery	Pain Medicine	Pathology
Physical Medicine & Rehabilitation	Plastic Surgery	Primary Care
Pulmonary	Psychiatry	Radiation Oncology
Radiology	Sleep Medicine	Surgery
Surgical Oncology	Thoracic Surgery	Transplant Surgery
Trauma Surgery	Urology	Vascular

### Practice Names

From our patient's perspective "We're all UC Health," so please identify yourself as UC Health <insert practice> for consistency. For example, UC Health Surgery or UC Health Dermatology or UC Health Primary Care. Please contact UCP marketing if you have any questions.

### Facility/Practice Location Names

We want Greater Cincinnati to understand we're all providing great health care in the same network under the same roof. With that in mind UCP's buildings in Clifton, Montgomery and West Chester are now being referred to as UC Health Physicians Office and new signage will soon reflect this recent change. Please list your address accordingly if you are located in a UCP owned and operated facility.

For example:

UC Health Physicians Office  
222 Piedmont Avenue, Suite 6000  
Cincinnati, OH 45219

UC Health Physicians Office  
7700 University Court, Suite 3200  
West Chester, OH 45069

UC Health Physicians Office  
9275 Montgomery Road, Suite 1000  
Cincinnati, OH 45242

*Practices that lease space will default to their practice name:*  
UC Health Dermatology  
4460 Red Bank Road, Suite 130  
Cincinnati, OH 45227

Contact UCP marketing if you're not sure how to refer to your clinical practice location or default to UC Health Physicians Office.

### Signage

All current signage in all UCP practices will eventually be replaced by UC Health signage. We are doing a slow rollout of UC Health signage due to the cost of new signage. Practices can request new signage through UCP marketing. All new signage will follow UC Health brand signage templates and designs. All existing signage referring to UCP and former practice LLC's will be removed. Additionally all costs will be handled by the practice requesting the new signage.

### Phone interaction

In coordination with our new signage we are **eliminating** the following from phone greetings, voice mail messages and answering services:

- MAB
- Medical Arts Building
- MOB
- Montgomery Medical Center
- University Pointe
- West Chester Medical Center (now West Chester Hospital)

When answering the phone at a practice please answer, *"Thank you for calling UC Health Dermatology..."*

When answering the phone at a call center please answer, *"Thank you for calling UC Health..."*

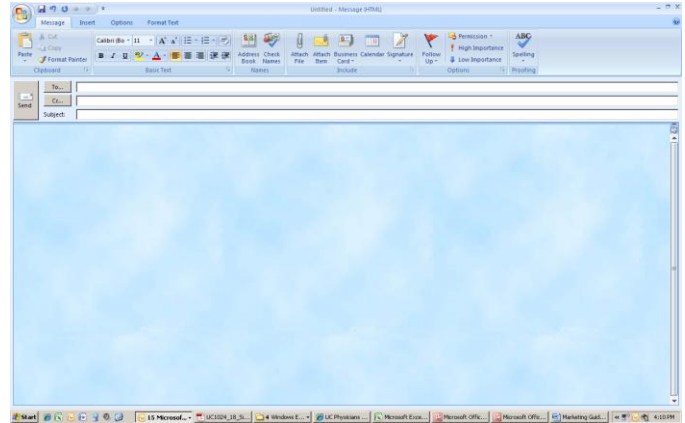
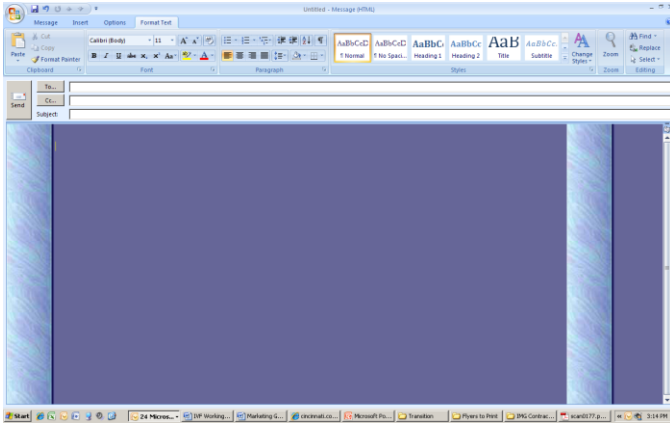
When scheduling an appointment for a patient and confirming the appointment location in Clifton please say, *"Your appointment is at the UC Health Physicians Office in Clifton (formerly the MAB) at 222 Piedmont Ave, Suite 6000. Underground parking is available in the bottom of the building."*

When scheduling an appointment for a patient and confirming the appointment location in West Chester please say, *"Your appointment is at the UC Health Physicians Office in West Chester located at 7700 University Court, Suite 2000. Street level parking is available on either side of our building."*

## Email Background & Signature

As email is one of our primary means of communication, we also want to ensure that we are following UC Health brand and communications standards when communicating electronically. The UC Health brand becomes here in two ways: email background and email signatures.

To maintain consistency throughout our email communications, we would encourage you to discontinue the use of colorful or image-based email backgrounds. See the examples below for what not to do.



Email signatures are another opportunity for us to brand ourselves as UC Health while giving proper and correct contact information to those we are communicating with via email.

The following is the appropriate style for email signatures:

Name	Don Crouse
Title	Director
Department	Public Relations & Marketing
Organization	UC Health – University Hospital
Address	234 Goodman Street Cincinnati, OH 45219
Phone	(513) 584-9899
Fax	(513) 584-0530
Email Address	don.crouse@uchealth.com
Website (Other appropriate websites include those for University Hospital, UC Physicians, UC Health Surgical Hospital, and West Chester Hospital)	www.UCHealth.com

To create your email signature, follow the instructions below:

- In Outlook, go to Tools – Options
- At the top of the Options box, click the Mail Format tab
- In the Mail Format tab, click the Signatures button, which will open another box
- Following the format above, type your signature in the provided text box
  - To hyperlink a website, highlight the text and click the globe icon located at the top right of the text box. You can then type the URL where you want the link to go, i.e. [www.uchealth.com](http://www.uchealth.com), and click OK.
- Click the Save button above the text box and click OK to exit.
- The next time you compose a new email, your signature should appear at the bottom of the dialogue box.