In response to the vision established by our leaders to re-examine our clinical delivery environment, we sit poised today to achieve one of a series of goals related to this effort - entering a signature faculty office building to showcase our expertise as Louisville’s Academic Medical Center. But more importantly, we, as a group of individual practices, have agreed on a series of goals that serve to keep our brand relevant and equitable in a time of emerging choice in health care selection.

Market research illuminates that many components of U of L’s audience are not willing or able to distinguish the organizational differences among U of L’s various health care entities, or they are unaware of the association with U of L, simply a private physician practice. These findings suggest that significant benefits could be gained for all entities associated with the U of L Clinical Enterprise through a coordinated branding strategy.

A services brand is essentially a promise about the nature of a future experience with an organization or individual service provider. The brand is the organization-controlled communication of a desired brand image. Advertising, name, logo, letterhead, websites, name badges, etc. are among the vehicles used to disseminate the desired branding message. Brand presentation directly impacts brand awareness, which is the customer’s ability to recognize and recall a brand. This is the first phase of brand development and the stage we find ourselves in at this time.

I am excited to share with you the agreed upon, common graphic identity that should be used across all members of U of L Health Care and University of Louisville Physicians, a term that we believe will better identify us with the University and serve our branding intentions.

Upon receipt of this email, practice managers will receive a personally delivered package of materials that contain the elements necessary for each practice to build the items they need to operate their individual businesses while aligning with the overarching brand of U of L Health Care.

The CD will contain:

- Identity package – templates for letterhead, business cards and envelopes.
- Logos – for use on additional items necessary for business (appt. cards, prescription pads, etc.)
- Instruction guide for printers and designers, colors, etc.
- Graphic guidelines.
- Template for use in flyers, ads, etc.
- Location Map

This is an important first step in our effort to develop a comprehensive, integrated clinical practice. As we continue to work toward progression of the development of our brand it is important to remember that our brand will continue to be a strong as our commitment to incorporate our brand elements in our interactions with patients, the community and our colleagues.