The UW Medicine Brand

Glenn Bieler, Chief Communications Officer

June 2019
Our Mission

Improve the health of the public

Research  Clinical Care  Education
Who we are

- UW Medical Center
- Harborview Medical Center
- Northwest Hospital & Medical Center
- Valley Medical Center
- UW Neighborhood Clinics
- Airlift Northwest
- UW School of Medicine
- UW Physicians
Most comprehensive integrated health system in Puget Sound

- 64,000 admissions
- 1.8 million outpatient visits
How big is UW Medicine (net revenue)?

- $2 Billion
- $3 Billion
- $4 Billion
- $5 Billion
- $6 Billion
How big is UW Medicine (net revenue)?

- $2 Billion
- $3 Billion
- $4 Billion
- $5 Billion
- $6 Billion
<table>
<thead>
<tr>
<th>Academic Health System</th>
<th>Net Revenue (FY2017)</th>
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<tbody>
<tr>
<td>UPMC</td>
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<td>Duke University Health System*</td>
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*Note: The asterisk indicates the presence of a university health system.
How much charity care did UWM provide in 2016?

- $84 Million
- $98 Million
- $102 Million
- $107 Million
How much charity care did UWM provide in 2016?

- $84 Million
- $98 Million
- $102 Million
- $107 Million
We truly care for the public

- $107 Million UW Medicine
- $55 Million Swedish
- $27 Million Seattle Children’s
- $15 Million Virginia Mason
#1 Hospital in Washington
by U.S. News & World Report

UW Medicine
UNIVERSITY OF WASHINGTON MEDICAL CENTER
Brand Health
Market Responses within the survey period Quarter Q1 2019: 357
The standard error range: ± 5.2%
Question: What is your first choice hospital/facility for...? Best image/reputation

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Question: What is your first choice hospital/facility for...? Best doctors

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Market Responses within the survey period Quarter Q1 2019: 357
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Question: What is your first choice hospital/facility for...? Best overall quality

### Table: First Choice Hospital/Facility

<table>
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</tbody>
</table>
### NPS Brand Dashboard - UW Medicine

**23.0**

Promoters: 46.5%

Neutral: 30.1%

Detractors: 23.5%

**n = 69**

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Demographics and Responses Being Filtered by NPS Category: "All", Top of Mind Mention: "First Top-of-Mind Mention"

#### Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>37.9%</td>
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<tr>
<td>Male</td>
<td>62.1%</td>
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<table>
<thead>
<tr>
<th>Income</th>
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<tr>
<td>UNDER $25,000</td>
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<tr>
<td>$25,000 - $49,999</td>
<td>18.6%</td>
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<td>$50,000 - $99,999</td>
<td>40.3%</td>
</tr>
<tr>
<td>OVER $100,000</td>
<td>24.0%</td>
</tr>
</tbody>
</table>

#### Age

- 18 - 34: 21.9%
- 35 - 44: 16.6%
- 45 - 64: 37.6%
- 65+: 23.9%

#### Insurance Category

- Government Sponsored: 41.8%
- Private Insurance: 58.2%

### Responses

- Latest Technology and Equipment: 77.3%
- Most Preferred for All Health Needs: 72.1%
- Best Overall Quality: 72.0%
- Widest Range of Services: 71.9%
- Best Image/Reputation: 69.9%
- Hospital Inpatient Stay: 69.7%
- Hospital Emergency Room: 69.1%
- Sports Medicine: 68.9%
- Primary Care Preference: 68.1%
- Orthopedic Treatment/Surgery: 67.9%
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Question: How likely would you be to recommend Top of Mind Hospital to a friend or family member?

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<tr>
<th></th>
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New Brand Position
A brand position is a succinct statement that drives marketing and messaging to help consumers distinguish your brand from competitors that may seem pretty much alike.
The goal: Arrive at a powerful, differentiated way of understanding the advantages of UW Medicine.
What’s wanted: clinical quality

Hospital Selection Factors

Insurance acceptance and quality of care are the most important hospital selection factors for both primary care and inpatient care. Close location is slightly more important when consumers search for a PCP.

- Insurance acceptance: 55% (Blue), 47% (Orange)
- Quality of medical care: 53% (Blue), 66% (Orange)
- Location close to my home/work: 33% (Blue), 25% (Orange)
- Reputation of physicians: 24% (Blue), 20% (Orange)
- Easily accessible location: 20% (Blue), 20% (Orange)
- Estimated out-of-pocket cost: 19% (Blue), 16% (Orange)
- Overall reputation of the facility: 18% (Blue), 16% (Orange)
- Previous experience: 15% (Blue), 15% (Orange)
- Caring/compassionate staff: 14% (Blue), 17% (Orange)
- Timeliness for getting an appointment: 12% (Blue), 9% (Orange)
- Referral from my physician: 12% (Blue), 18% (Orange)
- Family/friend recommendations: 11% (Blue), 11% (Orange)
- Patient Experience (e.g., comfort of rooms, noise levels, ease of parking, etc.): 9% (Blue), 13% (Orange)
- Facility that is an academic medical center: 4% (Blue), 3% (Orange)
- Awards/recognition the hospital has received: 3% (Blue), 4% (Orange)
- Online ratings/reviews: 3% (Blue), 4% (Orange)

Q1: If you were selecting a hospital or health system for a primary care provider, which of these factors would be most important?
Q2: If you were selecting a hospital or health system for care at that facility (e.g., inpatient visits, specialty care, etc.), which three factors would be most important?

1. What’s Wanted?
What’s true: We have high preference

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2. What’s True?
Focus group participants had a difficult time distinguishing differences between major competitors.

Other than Kaiser’s wellness and Swedish’s patient experience positions, all were seen as available.
To sum it all up...

- Consumers want high quality clinical care
- UW Medicine entities are known for high quality clinical care
- And no one else is claiming the high quality clinical care position
But we have a few challenges...

- The healthy don’t care enough to learn about their options
- Diagnosed consumers can be very loyal to current provider
- UWM doesn’t have much money
- The brand is not unified
Which is why we need a strong brand position.

The right brand position will be more compelling than the reasons to seek care elsewhere.
New brand position

For Puget Sound-area residents who currently want, or will someday need, the highest-quality clinical care,

the people of UW Medicine offer care — from the routine to the most complex — that provides an unmatched level of excellence.

Unlike every other local health system, UW Medicine provides the highest caliber clinical care,

because we are the only one that directly connects that care with a top-rated medical school and an internationally recognized research organization.
But isn’t academic medicine negatively viewed?

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<td>63%</td>
<td>65%</td>
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<td>65%</td>
<td>59%</td>
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### AMC’s add value

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<th>Percent of population saying AMC’s add value</th>
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<tr>
<td>Total Agree</td>
<td>68%</td>
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<tr>
<td>Total Disagree</td>
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<td>Not Sure</td>
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AMC’s have better outcomes

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<th>Case Acuity</th>
<th>Improvement in 30-Day Mortality: Common Conditions</th>
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<td>High Severity</td>
<td>7%</td>
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<tr>
<td>Low Severity</td>
<td>17%</td>
<td>17%</td>
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New tagline

A Higher Degree of Healthcare
New Branding
Lesson #1

NEVER use gold as your primary color
Lesson #2

Take advantage of your namesake’s strong brand
ECMO MACHINE HELPS SAVE LIVES
WITH THE HELP OF A COORDINATED TEAM
A Higher Degree of Healthcare

Make an appointment

Find urgent care

Find a provider

Find a location
Glenn Bieler

Chief Communication Officer
Strategic Marketing & Communications

Associate Vice President for
Medical Affairs
University of Washington

UW Medicine

South Lake Union Campus
850 Republican Street
Box 358046
Seattle, WA 98109-8046

OFFICE 206.221.7559
FAX 206.221.4551
MAIN 206.543.3620
EMAIL bieler@uw.edu
WEB uwmedicine.org
Here every (baby) step of the way

From routine to high-risk, we offer complete care for women, kids and moms-to-be. With over 35 locations across the Puget Sound region, getting an appointment is easy.

uwmedicine.org/maternity  206.520.6055

We keep you on the move.

No matter what your health goals are — you have access to more than 20 Sports Medicine and Orthopedic Surgery clinics in the greater Seattle area. Making an appointment is fast and easy.

uwmedicine.org/sportsmed or call 206-520-5000
Brand Building Through Great Content
UW MEDICINE IN THE NEWS

TOP THREE STORIES
based on mentions

1. Overturning Roe v. Wade wouldn't turn back the clock to 1973
   - 539 MENTIONS
   - 22,902 SOCIAL SHARES
   - AP
   - ABC
   - New York Post
   - Chicago Tribune
   - Denver Post
   - Anchorage Daily

2. 3D-printed organs
   - 230 MENTIONS
   - Kelly Stevens | ISCRM
   - 13,325 SOCIAL SHARES
   - JFL Science
   - Forbes
   - Newsweek
   - Yahoo! News
   - Infosys
   - Popular Mechanics

3. 1st smartphone app can detect ear infections in children
   - 165 MENTIONS
   - Sara Chrisman | Pediatrics
   - 29,488 SOCIAL SHARES
   - Scientific American
   - Japan Times
   - New York Post
   - NPR
   - Geekwire
TO FIX A HEALTHCARE WORKFORCE SHORTAGE, WA NEEDS NEW WAYS OF TRAINING

Rich Roodman | CEO, Valley Medical Center
CROSSCUT, May 17, 2019

Discusses union-based program to fund training of caregivers.

CHRONIC OPIOID THERAPY NEEDS TO BE INDIVIDUALIZED...

Andrew Saxon and Gary Franklin | Psychiatry and Behavioral Sciences (co-authors)
THE HILL, May 9, 2019

Discusses the lack of evidence-based patient-care decisions among clinicians who manage chronic pain.

HOW TO OVERCOME CLINICIANS’ RESISTANCE TO NUDGES

Josh Liao | Medicine (co-author)
HARVARD BUSINESS REVIEW, May 3, 2019

Discusses ways to change behavior among caregivers.
MAY AT A GLANCE

234.8 MILLION
POTENTIAL REACH

2,293
MENTIONS
REGIONALLY AND NATIONALY

26 AVERAGE STORIES PER DAY
3x IN US NEWS & WORLD REPORT
2x IN THE NEW YORK TIMES

1,473 AK PLANE CRASH STORIES

COVERAGE ACROSS THE GLOBE IN

SHARE OF VOICE
72%

COVERAGE TRACKER

UW Medicine
Google gets more than 1 billion health questions (search) every day

Source: Beckers
What’s the #1 health-related search on Google?
What causes hiccups?
Top 10 health-related searches on Google

1. What causes hiccups?
2. What can I do to stop snoring?
3. What causes kidney stones?
4. Why am I so tired?
5. How long does the flu last?
6. What is normal blood pressure?
7. How to lower cholesterol?
8. What causes high blood pressure?
9. What is ADHD?
10. What is lupus?

Source: Harvard Health Blog
Yes, You Can Have a Mini-Stroke. Here's Why You Need to Take It Seriously.

MAY 10, 2019

Mini-strokes are more common in older adults, but are increasing among adults younger than 45.

Latest

VALAR MORGHULIS
HARD TO STOMACH
CUDDLE TIME

Subscribe to our newsletter
Receive healthy ideas inspired by the Pacific Northwest in your inbox.

Email Address
name@example.com

Subscribe

Featured

Because we all need a little more love.

WELCOME
Right as Rain, Explained
We're here to help you feel healthy and well—the Pacific Northwest way.
Top 4 Articles: Which is #1?

Is Your Chest Pain a Heart Attack or Anxiety?
Learn how to tell the difference between anxiety symptoms and signs of a heart attack.

What to Say (and Not to Say) to Someone with Anxiety
If you don’t have an anxiety disorder, it can be hard to know what to say to people who do. Consider this your how-to guide.

It’s Not Just Childbirth That Can Give You a Vaginal Tear
Every once in a while you might get a tear down under.

What the Color of Your Pee Says About Your Health
From the foods you eat to medication, infection, and certain illnesses, there’s a lot that can affect the color of your urine.
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Tremendous Growth

Page Views

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[Image of a woman smiling]
Final Question
How can we better promote UW Medicine services to UW employees?
Dedicated Phone Number

206.520.5050

- Shorter wait time
- Priority access to available appointments
- If unsatisfied, call is escalated to a scheduling liaison to identify a solution.