



Getting Noticed as Leaders in Health Care Transformation

Karen Brodbeck, Vice President Brand Management, OSF HealthCare



Learning Objectives:

- In this session, learn how the OSF HealthCare Marketing & Communications team developed a national brand reputation goal and plan with multiple strategies and tactics including the outcomes achieved thus far.
- Learning objectives:
 1. Position your organization on the national stage in a proactive and positive way (even if you live or work in a rural area!)
 2. Build an extensive public relations strategy to accelerate the elevation of your brand reputation complete with key performance targets.
 3. Develop new tools to equip others within your organization to become brand ambassadors and spokespeople to boost credibility and authenticity while maximizing PR initiatives.

About OSF HealthCare



Mission

In the spirit of Christ and the example of Francis of Assisi, the Mission of OSF HealthCare is to serve persons with the greatest care and love in a community that celebrates the gift of life.

Vision

Embracing God's great gift of life, we are one OSF Ministry transforming health care to improve the lives of those we serve.

Values

Justice | Compassion | Integrity | Teamwork | Employee well-being
Supportive work environment | Trust | Stewardship | Leadership

OSF HealthCare by the Numbers

157
Locations, including hospitals

747
Advanced Practitioners

1,159
Employed Physicians

22,984
Mission Partners

278,482
Home Health Annual Visits

2,071,842
Outpatient Visits

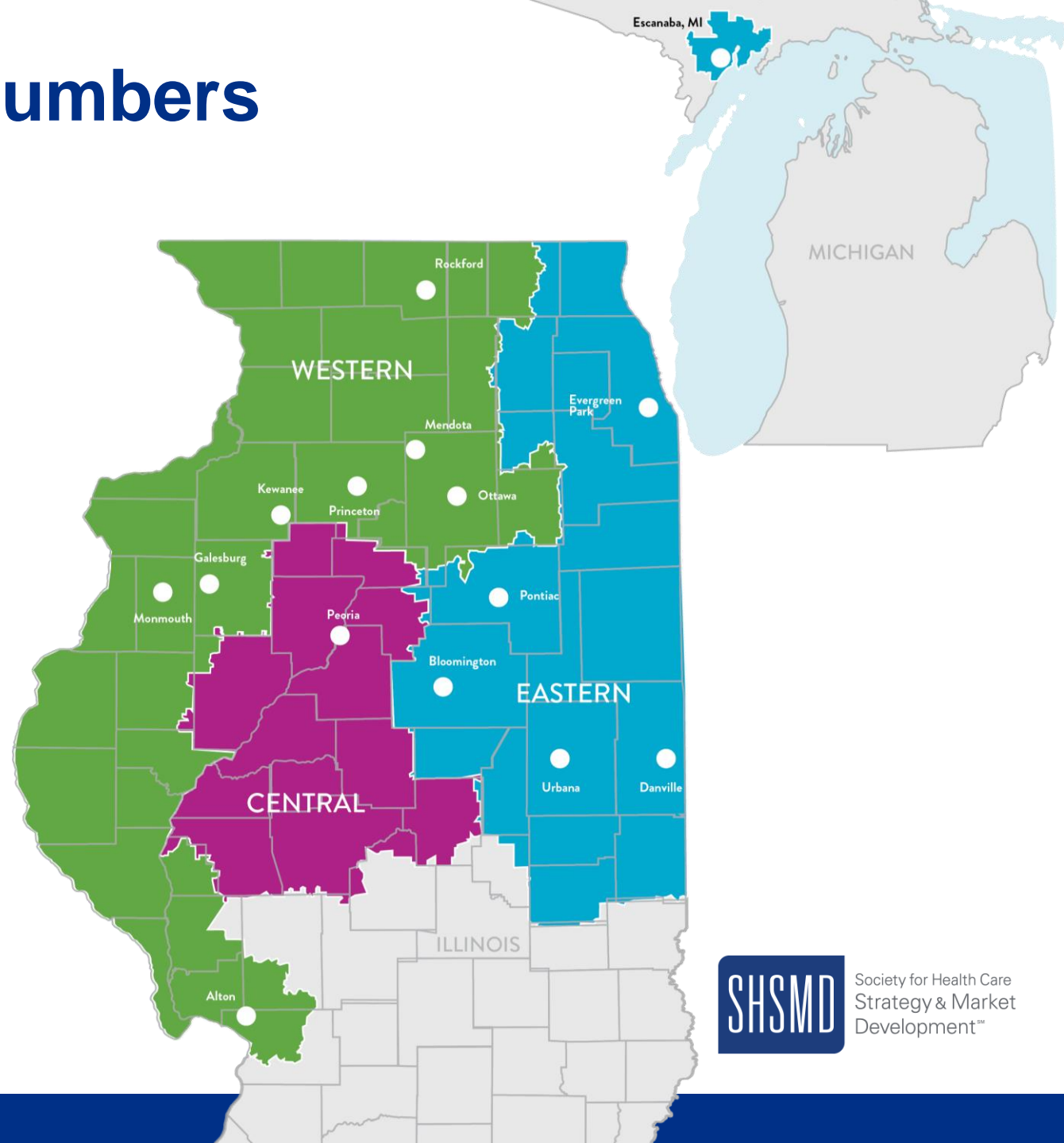
2,792,368
Physician Enterprise Visits

82,466
Inpatient Admissions

3,196
Hospice Patients

1,026,801
Persons Served

\$3.8 Billion
Net Revenue



A comprehensive, integrated network of health care facilities, services, and providers

Systemwide service lines

- Cardiovascular
- Neurosciences
- Women's and Children's
- Oncology
- Surgical Services
- Emergency Medicine and Hospital Medicine
- Community Medicine
- Medical Specialty
- Behavioral Health

Ambulatory services

- Ambulatory care sites
 - 10 Centers for Health
 - 17 OSF PromptCare locations
 - 24 OSF OnCall Urgent Care locations
 - 157 OSF Medical Group locations
- OSF Home Care Services
- OSF Rehabilitation

Support services

- OSF Aviation
- Medical education
- Preferred skilled nursing network
- Ministry shared services



Digital Health



OSF OnCall Urgent Care



OSF PromptCare



Ambulatory Clinic



Hospital



Home Care

Health System Priorities

VISION: Embracing God's great gift of life, we are one OSF Ministry transforming health care to improve the lives of those we serve.



Delivering five-star quality at every location



Creating sustainable growth through strategic partnerships



Knowing our patients and community and delivering care options that meet their needs



Repairing our margin and creating a sustainable cost structure for the future



Deliver candidate centric experience to recruit new talent

OSF HealthCare Marketing & Communications

- OSF Marketing & Communications is committed to helping Mission Partners align marketing and communications needs with our Ministry's strategic goals and Key Results.
- We have 70+ Mission Partners committed to leading from the consumer journeys and using an integrated marketing approach to owned, paid, and earned media.
- A key area of focus is reshaping and optimizing our digital consumer journey for consistency and results.



Background & Context

- As *not* one of the big, recognizable health care brands, our public relations team had to plan and execute a strategy for becoming well-known among the industry leaders and influencers.
- In this presentation, you'll learn how the OSF HealthCare Marketing & Communications team developed a national brand reputation goal and plan with multiple strategies and tactics including the outcomes achieved thus far.

Developing a National Brand Reputation

- **What did we want to accomplish?**
 - We wanted to enhance the national brand recognition of OSF HealthCare as leaders in transforming the health care industry
- **Who would we target?**
 - Leaders and influencers in health care, business, education, government, and media
- **What areas would we prioritize?**
 - Innovation, digital health, and key health care services in select markets
- **What could be accomplished?**
 - Position OSF as a leading voice in the health care industry
 - Launch and continually improve a podcast & digital brand ambassador / thought leader program
 - Leverage awards, newsroom, speakers' bureau, & speaking engagements

Development of National Brand Reputation *Strategies*



2023 National Award Highlights

Rising Star
Leader to Know



Mayank Taneja
Vice President of
Venture Investments

Chief Digital
Officer to Know



Michelle Conger
Chief Strategy Officer and CEO
of OSF OnCall Digital Health

Becker's Top
Place to Work



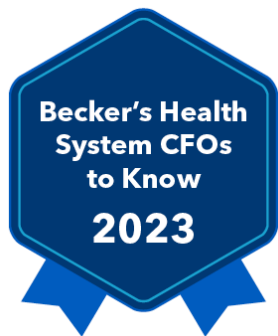
Fortune's Most
Innovative



Additional National Award Highlights

Some Additional Distinctions

- One of 36 ACOs to Know 2023
- Finalist in ICMI Global Contact Center Awards 2023
- 30 Health IT & Revenue Cycle Up-and-Comers 2023
- Forbes 2023 America's Best-in-State Employers
- 2022 CHIME Digital Health Most Wired
- Forbes 2020 Best Employers for Women in the Country



Mike Allen, CFO



Carol Friesen,
CEO Eastern Region



Development of the Health Accelerated Podcast

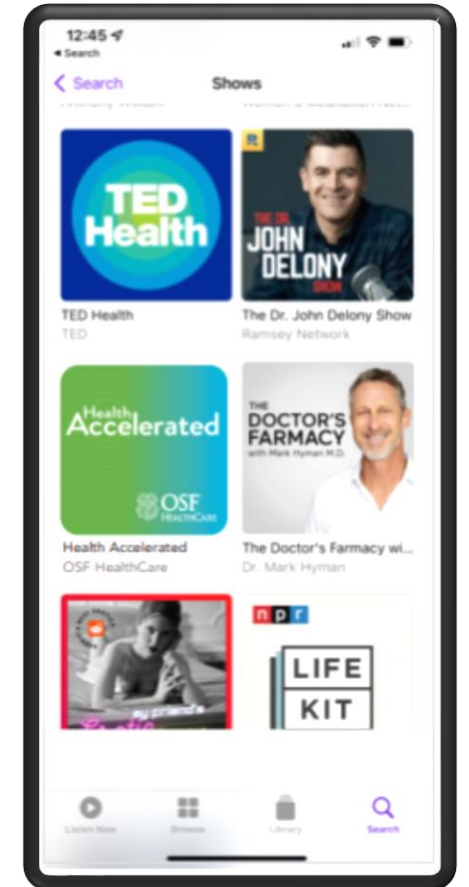
Providing education and insights into innovative approaches for transforming health care

- Supports our brand by positioning OSF Mission Partners as thought leaders in their respective fields
- Establishes OSF Mission Partners representing innovation, digital health and key health care services in select markets as leading voices in the health care industry
- Reaches new stakeholders in an engaging and convenient way
 - National distribution through Spotify, Stitcher, Apple Podcasts, etc.
 - Intended to reach start-ups, entrepreneurs, other health systems, philanthropists, corporations, universities, consumers, and others

Outcomes: Health Accelerated Podcast

Metrics

- Launched less than one year ago, as of June 30, 2023, Health Accelerated had achieved nearly 2,400 downloads
- 17 episodes had been shared as of this time, reaching audiences as far away as Singapore, India, and Germany
- Apple Podcasts and Chrome continue to be our top platforms, followed closely by Spotify
- The podcast attracts predominantly female listeners in the 45 to 59 age range (male listenership at 36%)



Planning for Speaking Engagements



View our entire lineup of event speakers!

The Digital Health Transformation Summit is next week! Join us for an **agenda** full of insights from **more than 40 speakers** who are driving change and implementing innovative solutions across the industry.

Assessing & Securing Speaking Roles:

- Start small – be open to a regional event, live or recorded webinar or speaking panel, not just that major, national keynote
- Understand your leaders' strengths & goals

Top 25 Innovators: Driving Innovation and Leading Transformation

4:00 PM-5:00 PM

Innovation is driving change across the healthcare industry, leading to gains in quality, affordability, accessibility and sustainability. Featuring Modern Healthcare's Top 25 Innovators, this panel will highlight the latest innovative projects, products and developments in healthcare.



Brock E.W. Turner
Digital Health Reporter
Modern Healthcare



Jeff Terry
CEO, Clinical Comma...
GE Healthcare



Michelle Conger
Chief Strategy Office...
Chief Executive Offic...



Securing Speaking Engagements

Sample of Confirmed Events/Speaking Engagements:

- ✓ International Council of Nurses
- ✓ American Telemedicine Association
- ✓ Alliance for Innovation and Transformation
- ✓ HealthLeaders Teams Exchange
- ✓ Healthcare IT Congress
- ✓ Healthcare Contact Center Times
- ✓ Telehealth Academy III
- ✓ Becker's Health IT + Digital Health Annual Meeting
- ✓ Becker's 11th Annual CEO + CFO Roundtable

Developing Digital Brand Ambassadors

- Our goal was to empower and support executives and subject matter experts in developing and disseminating content online – content that is *authentic* and *personal* while strongly representing our OSF brand
- Participation contributes to an overall expansion of our national brand image while growing individuals' presence, connections, and visibility



Tactics & Outcomes: Digital Brand Ambassadors

- Interactive digital training module w/ personalized, 1:1 coaching



When you hear the word 'brand' you may not necessarily think of individuals - perhaps you think of specific brands you like or even catchy slogans. However, when you are active on any social media platform, you are branding yourself every day with what you share. Your social profile not only reflects your own personal brand, but because you work at OSF, you are also an extension of the OSF brand.

In this course, leaders will elevate their digital presence and influence using one of two platforms: LinkedIn and X (*formerly known as Twitter*) to build both their personal brand as well as OSF.

INTRODUCTION

- ☰ Learning Objectives
- ☰ Thought Leadership Explained

MESSAGING GUIDELINES

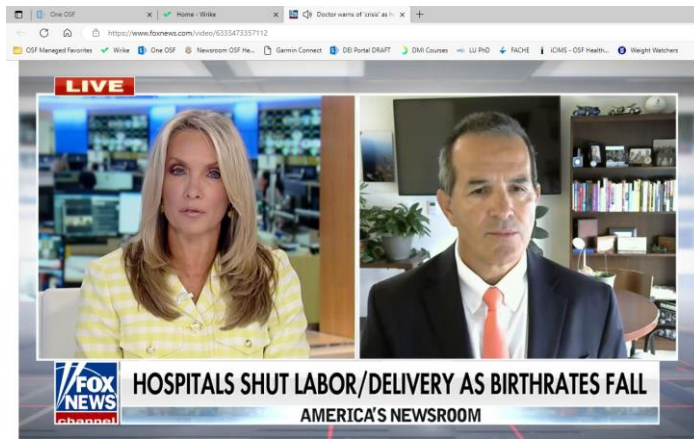
- ☰ Social Media Platforms: LinkedIn and X
- ☰ Content Planning
- ☰ Compliance

CONCLUSION

- ☰ Summary

Tactics & Outcomes: Earned Media

- Identification of key local, regional, and national/industry outlets
- Proactive relationship building, catering to journalists' needs



Doctor warns of 'crisis' as hospitals shut down labor and delivery services
Dr. Michael Cruz breaks down the troubling trend impacting mothers across the country as birthrates fall.

THE WALL STREET JOURNAL.

Hospitals Shutter Maternity Wards Amid Falling Birthrates
Women have fewer delivery options in rural, aging parts of the U.S.

By [Melanie Evans](#)
Follow
Aug. 15, 2023 8:00 am ET
Save
More hospitals are getting out of the baby business.
Last month, Ohio-based University Hospitals said it would halt maternity services in the city of Ashland. OSF HealthCare said its hospital in Pontiac, Ill., would do so in September. Trinity Health plans to stop delivering babies in Troy, N.Y., and Baker City, Ore.
Megan Nelson, an emergency-room nurse for Trinity Health's St. Alphonsus Medical Center in Baker City, has never delivered a baby. She will soon be responsible for women who arrive in labor and can't get to the nearest hospital with maternity services, a 45-minute drive away. Megan Nelson, an emergency-room nurse for Trinity Health's St. Alphonsus Medical Center in Baker City, Ore. PHOTO: MEGAN NELSON
"It's a scary prospect," said Nelson, a member of the Oregon Nurses Association.
The closures are broadening a swath of America [without maternity units](#), commonly communities that are sparsely populated or aging. The trend threatens [to worsen infant health](#) and [maternal death rates](#) that have [hit the highest level in decades](#).
Hospitals that are closing maternity units said they [can't recruit enough staff](#) to safely operate. Hospitals with fewer births are less attractive to doctors and nurses, executives said. [Births at OSF HealthCare St. James-John W. Abbrecht Medical Center in Illinois declined to 120 last year from 184 in 2021.](#)
"There's just not enough babies to be had," said Dr. Michael Cruz, OSF HealthCare's chief operating officer.



Tactics & Outcomes: Earned Media

Serving Journalists by Operating a 24/7 Online Newsroom

The screenshot shows the OSF HealthCare Newsroom website. At the top left is the OSF HealthCare logo and the word "Newsroom" in green. To the right are social media icons for Facebook, Twitter, YouTube, and LinkedIn. Below the header is a search bar labeled "Search OSF Newsroom" with a magnifying glass icon. Underneath are buttons for "Photo and Video Library" and "Health Accelerated Podcast". A "Subscribe to Newsroom Recap" section includes an "Email address" input field and a "Send" button. A "Media Inquiries | Contact" button is also present. On the left side, there is a personnel directory with three entries: Shelli Dankoff (Manager, Media Relations & Multimedia Services), Paul Arco (Media Relations Coordinator), and Colleen Reynolds (Media Relations Coordinator). Each entry includes a profile picture, name, title, and contact information (email and phone numbers). The main content area features a large featured article titled "Back to school lunches: Eating smart" with a date of August 14, 2023, and a "Read more" button. Below this is a "Featured Stories" section with three smaller article cards: "A punch in the gut" (August 10, 2023), "New Pulmonary Valve benefits quality, length of life" (August 07, 2023), and "Keeping backs healthy in school" (August 07, 2023). Each card includes a small image, title, date, and a brief summary.

- 253,067 unique visits (289,345 total visits) from January 1, 2023 to August 17, 2023
- 88% of traffic deemed 'new' vs. 'returning' – driving through social media and other avenues
- Site offers email subscription, link to podcast, personnel directory, and high-quality downloads

Tactics & Outcomes: Earned Media

Additional Examples of Outlets Recently Featuring OSF Content

**Modern
Healthcare**

HealthLeaders

**HEALTHCARE
FINANCE NEWS**

Medscape

CRAIN'S
CHICAGO BUSINESS

**BUSINESS
INSIDER**

yahoo!

HIT
CONSULTANT

Chicago Tribune

BECKER'S
HOSPITAL REVIEW

MedCity News

FIERCE
Healthcare

SHSMD Society for Health Care
Strategy & Market
Development™

Brand Reputation Planning Template for Thought Leadership Opportunities (2023)

Executive/Subject Matter Expert	Title (Role within Organization)	Memberships & Credentials
Target Audiences	Potential Topics for Speaking	Types of Events/Opportunities
<input type="checkbox"/> Health Care Industry Leaders <input type="checkbox"/> Government Agencies <input type="checkbox"/> Insurers/Payers <input type="checkbox"/> National Media <input type="checkbox"/> Physicians/Clinicians <input type="checkbox"/> Ventures Funds/Investors <input type="checkbox"/> Donors <input type="checkbox"/> Other: _____	<input type="checkbox"/> Finance & Sustainability <input type="checkbox"/> Digital Health & Innovation <input type="checkbox"/> Safety & Quality <input type="checkbox"/> Philanthropy <input type="checkbox"/> Strategic Growth <input type="checkbox"/> Workforce Commitment <input type="checkbox"/> Advocacy & DEIB <input type="checkbox"/> Other: _____	<input type="checkbox"/> Conference Session (General) <input type="checkbox"/> Keynote Address <input type="checkbox"/> Traditional News Programs – <i>Radio, TV, Print</i> <input type="checkbox"/> Panel Participant <input type="checkbox"/> Guest on Podcast or Blog <input type="checkbox"/> Webinar <input type="checkbox"/> Other: _____

Brand Reputation Planning Template for Thought Leadership Opportunities (2023)

Years in Health Care	Years with Organization	Previous Awards Received
Professional & Community Volunteerism	Thought Leadership Goals	Active Social Media Accounts
Previous Media Training?	Completed Brand Ambassador Workshop?	Anything Else We Should Know

Tip: Collect this & any other pertinent information for your organization and store in a shared database that can be easily accessed and regularly updated!



Best Practices for PR Staff Pitching 2023

Use **three short paragraphs** (or less) to explain the subject, why readers will care, and why your executive/SME is the right person to provide an opinion.

Before sending the email:

- Research the gatekeeper. Do they prefer formal or informal language? Is the issue local, and what is their viewpoint of the issue? Is it likely they will consider a representative of your organization as the expert at this moment?
- Use the subject line to turn conventional wisdom on its head or offer a unique spin.
 - Be eye-catching and inventive, not insulting
- Make the topic relevant to the news cycle or calendar. For example: shine a light on hypertension - a leading risk factor for heart attack - during heart month, not August.

Three Key Take-Aways

In this session, you learned how the OSF team developed a national brand reputation goal and plan.

Remember:

1. Empower your key leaders and subject matter experts to become brand ambassadors and spokespeople through on-demand, ongoing, and just-in-time learning opportunities
2. Set performance targets that are challenging yet achievable; build year over year
3. Don't be intimidated by the "big dogs" – every organization has a story to tell. Find your angle!



Questions?

Please be sure to complete the session evaluation!



Speaker

- Karen Brodbeck, Vice President Brand Management, OSF HealthCare
karen.b.brodbeck@osfhealthcare.org
- Brand strategist & chief spokesperson, representing strategic positioning and messages to multiple audiences. Areas of oversight include media relations & multi-media (videography & photography), brand & executive communications, internal communications & events, as well as marketing and communication operations, including graphic & online design.
- Karen attended the University of St. Francis where she double majored in political science and mass communication with an advertising and PR concentration. She holds a Master of Business Administration from Olivet Nazarene University and is pursuing a Doctor of Philosophy in business administration and leadership at Liberty University. Karen joined SHSMD in 2010 and has been a speaker at Connections as well as the PRSA International Conference.

