

INTEGRATED HEALTH SOLUTIONSSM

BRANDING AND
COMMUNICATIONS
FOR THE FIRST
SWISS OUTPATIENT
CARDIOLOGY CLINIC

A case study of
Cardiance Clinic, Pfäffikon Sz, Switzerland



"Branding and communications work was very important for our clinic. The results were exactly what we were aiming at and we had many positive reactions."

Prof. Ahmed Khattab,
Medical director

THE CHALLENGE

As the first outpatient cardiology clinic in the country, Cardiance was eager to convey its unique positioning in its branding. To set it apart from strong competition in the private sector it needed to build a distinctive and tangible identity expressing their highly professional, rapid and personalised service, as well as the relaxing and familiar atmosphere of the clinic.

In addition, there was an opportunity to raise awareness about the advantages of minimally invasive cardiology techniques. To that end, the clinic's services had to be effectively communicated to both potential patients and referring physicians.



THE SOLUTION

Cardiance entered into a seven-year partnership with **Integrated Health SolutionsSM** in December 2014.

We created a tailored solution

- to support their **branding and communications**
- to provide **funding** and access to the latest cardiac technologies
- to provide vendor independent **material management**
- to implement an advanced **cardiovascular information system (CVIS)**

This case highlights the implementation of the branding and communications solution.

HOW WE DID IT

1 STRATEGY



Co-developed a distinctive, powerful and memorable value proposition as one of the key differentiators.

Market Scan: ran a qualitative market research to identify the relevant competitors, patients and referrers.

Positioning: facilitated workshops with the clinic team to define and articulate vision and mission, as well as the core promise:

“Cardiance offers a simple solution for a complex problem. Our innovative approach provides faster recovery to help you regain your energy and quickly return to a normal life.”

Naming: led a comprehensive process to choose a unique name, aligned with the clinic’s positioning. The winner was sent for legal checks, registration and domain purchase.

2 DEVELOPMENT



Logo: designed a high-impact and meaningful visual: the centred heart in an organic, soft form reflects the clinic’s unique value proposition.

Visual identity and imagery: designed a welcoming and warm identity, from colour scheme and typography, to secondary design elements and style.

Verbal identity: developed brand voice and messages to tell the clinic’s story in a compelling way.

3 IMPLEMENTATION



Collateral:

- Signage
- Stationery
- Website - optimised for relevant search engines
- Leaflet and brochure
- Patient information package

Opening event: organised as a symposium with lectures from internationally renowned cardiologists. Objective: to build reputation and connect with potential referrers involving local press.

Public relations: developed a media kit and distributed to 40 local and national newspapers, TV and radio stations.

4 EVALUATION



What we measure

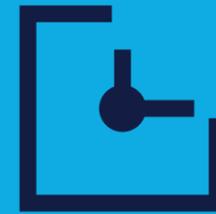
- Awareness
- Number of acquired patients
- Net Promoter Score® (“likelihood to recommend”) of patients and referrers
- Employee satisfaction

5 PROJECT MANAGEMENT

- Coordinated a team of experts in their domain
- Set clear milestones
- Secured project completion on time and budget

“We were able to make all the important decisions with great support from a highly expert team”

Prof. Ahmed Khattab,
Medical director



Every second of every CathLab is worth \$1 in revenue*

THE IMPACT

In just three months, we built the clinic’s visual identity and marketing platform:

- brand name and logo
- signage
- patient and referring physician communication
- website
- marketing collateral
- media kit
- opening event



> 150
GUESTS AT
OPENING EVENT,
65% POTENTIAL
REFERRALS

1'750

mailing to potential referrals, GPs and cardiologists

NO. 1

Google ranking for the brand name «Cardiance»

250'000
PEOPLE REACHED
VIA
NEWSPAPERS
AND RADIO



5 PUBLISHED
ARTICLES
WITHIN
2 DAYS OF
CLINIC OPENING

WHY PARTNER WITH US?

With more than 65 years of experience in the medical technology industry, combined with our global in-hospital presence and long-standing relationships with health providers and physicians, we have an in-depth understanding of your needs and challenges.

Partnering with us brings you:

- **Benchmarks:** Our broad hospital footprint allows you to compare with other world-class institutions and gauge variability in patient outcomes, length of stay, workforce productivity and asset utilisation
- **Resources:** Our access to capital resources enables you to equip your cardiac departments with the latest technology
- **Unique mix of skills:** Our 200+ experts in consulting, hospital management, biomedical engineering, clinical experience, and building and managing cardiac departments can complement your own organisation’s competencies

TAILORED SOLUTIONS BASED ON FOUR PILLARS

- 1. Turnkey set-up:** Provide affordable access to state-of-the-art technologies and infrastructure
- 2. Manage:** Manage non-clinical operations so you can focus on patient care
- 3. Optimise:** Deliver best-in-class cost efficiency and patient outcomes
- 4. Develop:** Accelerate patient recruitment and referrals, and enhance your services and reputation

SHARED RISK AND REWARD

We aim to be the leading company to support hospitals, physicians, payers and health systems to **deliver high quality care in a cost-effective way.**

Our business model is therefore based on taking an **active role** with **long-term partnerships** that hinge on **risk and value-sharing** schemes as well as on predictable ‘fee-per-procedure’ models.

In short, we have a larger stake in your success than ever before.

BEST POSSIBLE OUTCOMES

Working together, we can help you move toward **value-based healthcare** by designing tailored solutions that **optimise your outcomes** – enabling you to:

- Improve quality of care
- Enhance operational performance
- Boost financial returns

*Based on “NHS Payment by Results. Guidance for 2013-14”

INTERESTED IN
BALANCING
ACCESS AND COST
OF TREATMENT
**WITH HIGH
QUALITY OF CARE?**

WE ARE
HERE TO HELP

Contact us at integratedhealthsolutions@medtronic.com

INTEGRATED HEALTH SOLUTIONSSM

Medtronic

Medtronic International Trading Sàrl.
Route du Molliau 31
Case postale
CH-1131 Tolochenaz
Tel: +41 (0)21 802 70 00
Fax: +41 (0)21 802 79 00

www.medtronic.eu