

Acme Health & HEALTHeCAREERS Network:

Building a Partnership for Success

December 14, 201X





Your Needs

Our Response

The Plan

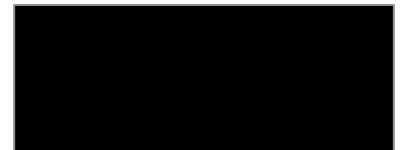
It is our understanding we will work with the HEALTHeCAREERS Network brand, within the corporate onTargetJobs network.

Your Needs

4

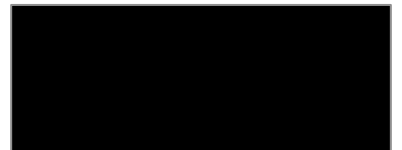
HEALTHeCAREERS Network (HeCN) has created a strong business model.

- Organic growth
- Tens of thousands of engagements
- 15-year track record
- Robust suite of offerings

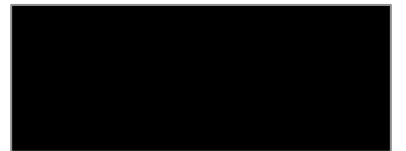


HeCN wants to take the next step on its growth journey.

- Raise brand awareness
- Drive better internal alignment
- Efficiently develop, launch and promote new products targeted to different audiences
- Tighten sales messaging
- Foster new association relationships, new distribution partners, and new advertising alliances



But in order to take this next step, HeCN must address a myriad of challenges identified in the 11/10/1 conference call and in a subsequent category audit.

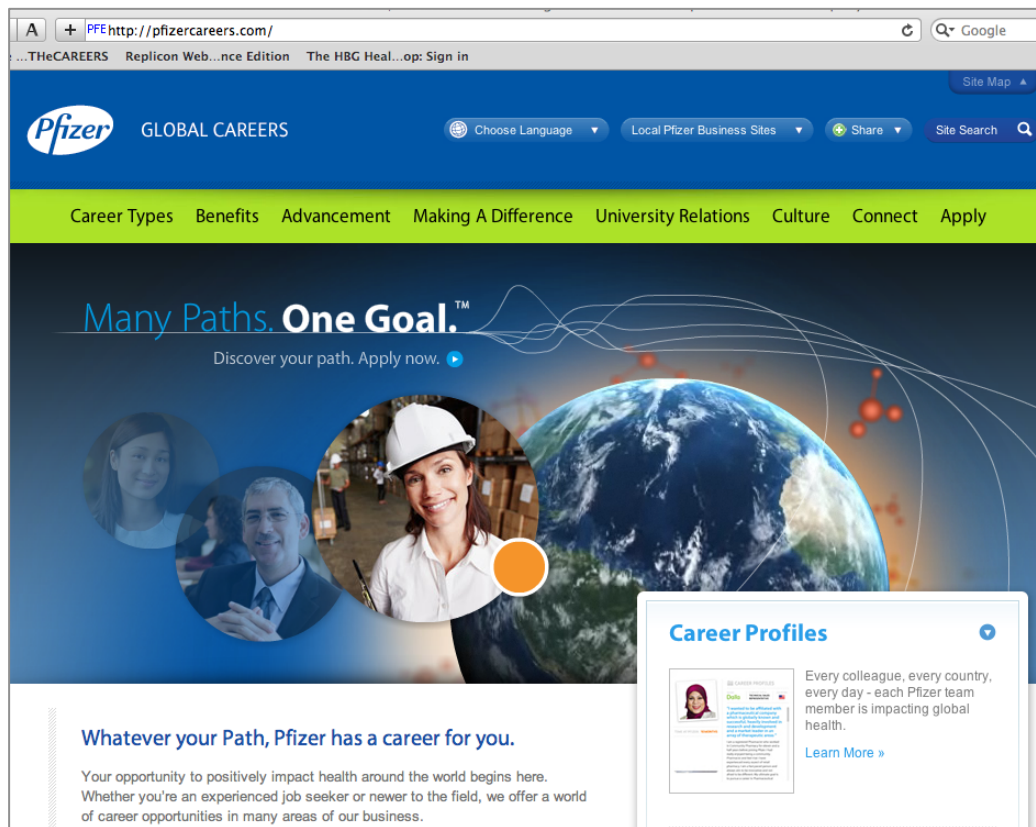


Challenge 1



HeCN's brand positioning in this crowded category is not as sharply defined as it could be.

Challenge 2



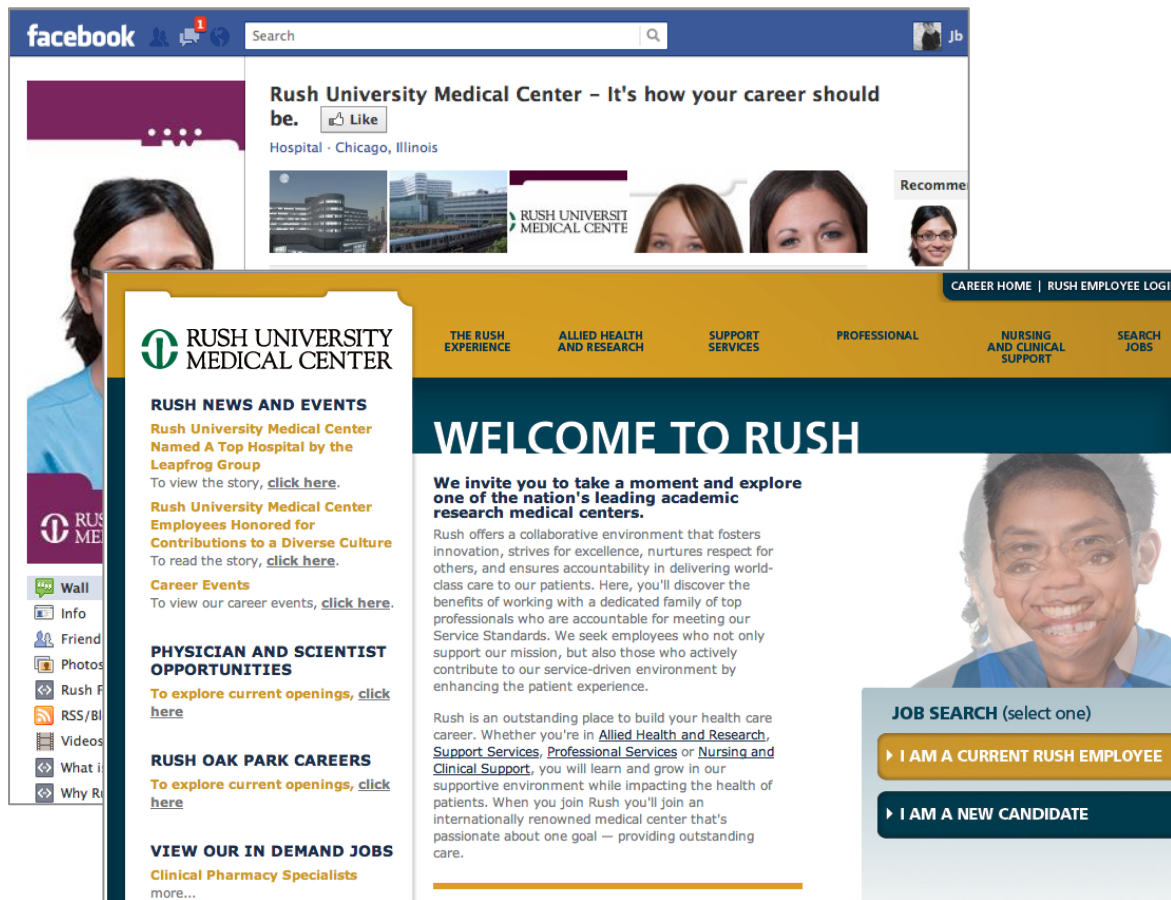
HeCN's brand does not seem driven by a big idea and/or a long-term vision.

Challenge 3

The screenshot shows the homepage of 'ABSOLUTELY HEALTH CARE'. The header features the company logo with a caduceus, a 'WATCH VIDEO ON OUR SITE!' button, and a login section with fields for 'User ID' and 'Password', along with 'Connect' and 'LOG IN' buttons. Below the header, a navigation bar states 'Browse Over 300,000 Jobs!', 'Have Employers Come to You!', and 'The Largest Niche Job Board for USA Health Care and Medical Jobs'. The main section is titled 'Quick Job Search' and includes a search bar for keywords, dropdown menus for 'Position Type' and 'US Location', and a 'SEARCH JOBS' button. A sidebar on the left contains links for 'BROWSE JOBS', 'POST/REVIEW RESUMES', 'EMPLOYER WEBSITE LINKS', 'NETWORK/BLOGS/FORUMS', 'EDUCATION RESOURCES', 'LICENSURE INFORMATION', and 'SALARY SURVEY INFORMATION'. The main content area features a 'PREMIUM SPONSORS' section with logos for 'CareersbyWeb' and 'HEALTHSOUTH', and a 'Welcome to Absolutely Health Care!' message. A right sidebar lists 'Employers' with links like 'New Employers', 'Post a Job', and 'Search Resumes', and mentions 'OrthopaedicEssentials for PAs and NPs' with '22 Hrs Approved CME'.

HeCN faces competitive threats from the companies identified in the RFP.

Challenge 4



HeCN also faces a competitive threat from its own customers as healthcare enterprises are increasingly developing powerful employment brands.

Challenge 5



There is an unclear relationship between corporate and product brands and this might speak to wider challenges conveying the value proposition.



Challenge 6



HeCN's social media presence does not appear grounded in strategy or protection of brand equity.

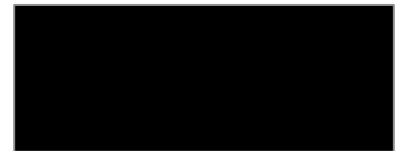
How does HeCN go
from where it is
TODAY...



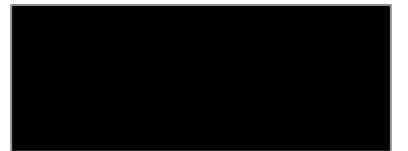
...to where it wants to go
TOMORROW?



BUILD A STRONG BRAND.



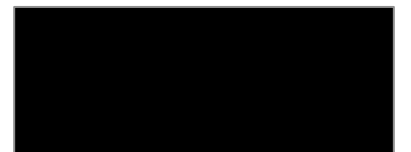
What do we mean by **BRAND?**



It's...



Our Response



How do we know how
to build strong brands?



20

We are a brand strategy and design firm, working exclusively in healthcare, with over 20 years of experience successfully managing over 300 engagements.

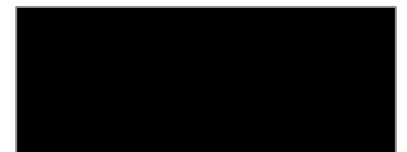
Put simply...





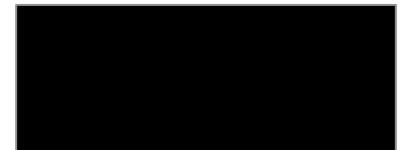
We've worked across the healthcare continuum...

Integrated delivery networks > providers > clinics > pharmaceutical services >
 consumer packaged goods > retail health > universities > associations >
 technology > [redacted] > oncology >
 transportation > [redacted] > nutrition >
 urology > am [redacted] orthopedics >
 non-clinical s [redacted] ase > urology >
 clinical labs > [redacted] emergency medicine >



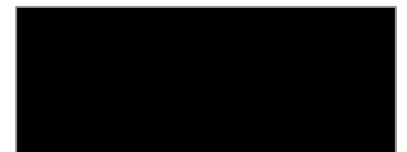
We've partnered with the stakeholders who matter most to you...

Executive Leadership > Boards > Physicians > Key Opinion Leaders > Nurses > Community Groups > Patients > Non-Clinical Staff > GPOs > Employees > Referral Sources > Consumers > Human Resource Recruiters > Donors > Foundations > Government and Elected Officials > Allied Health Professionals >

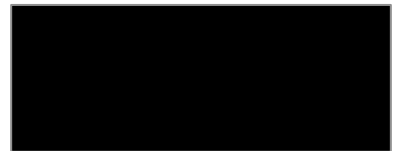


And we've successfully developed strategic initiatives that grow your business...

Research-based brand strategy development > Product and service launches > Product and service line development and positioning > Vision development and crystallization > Internal communications > Digital strategy > Thought leadership > Brand activation and marketing plans > Sales strategy and tools > mobile apps > Employee engagement > Employee recruitment, retention and on-boarding >



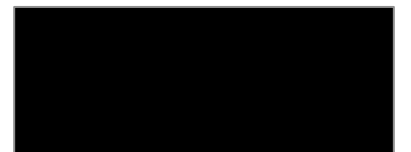
*Let us show you a case
study of how we've
done it before.*



University of

- Top 10 academic medical center in the country
 - Branded initiative 2009-2010
 - Developed new strategy, print ads, banners ads and microsites
 - Results: over 1,000 unique visitors to micro sites each week, above industry average click-thru for online ads, and millions of impressions for three-month campaign
- 

The Plan



*And here's how we
can build a strong
brand for HeCN.*



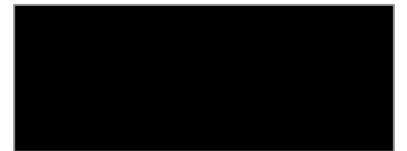
> Efficient Process to Build the HeCN brand

> Strategic Opportunities to Activate the HeCN Brand

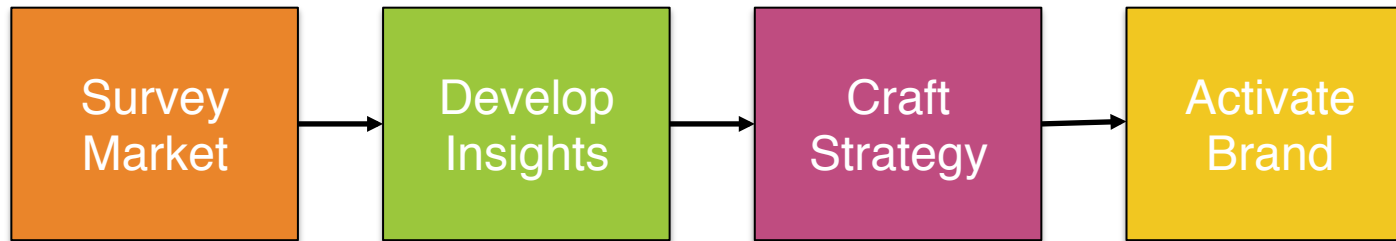


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> Strategic Opportunities to Activate the HeCN Brand



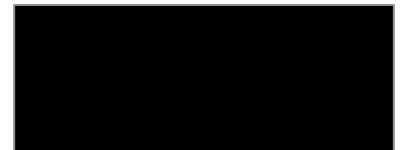
We would utilize a version of our successful [REDACTED] Branding™ process – FastBreak™ – that's designed for enterprises that want to quickly recalibrate market positions.



- ✓ Primary research, but less robust in scope
 - ✓ Insights generation, but fewer “deep dives”
 - ✓ Identical brand strategy components
 - ✓ Brand activities effective, but narrower focus
- [REDACTED]

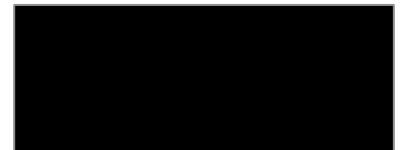
Perfectly Suited For HeCN's Brand Development and Brand Activation Needs

- ✓ **Market Research** – thoughtful survey of market provides appropriate amount of data to develop insights
- ✓ **Insights Development** – market-driven insights create key opportunities to build brand, drive revenue
- ✓ **Brand Strategy** – strategy development both linear and holistic, leading to everything HeCN would need to meet objectives, from positioning and vision through creative executions and activation strategies



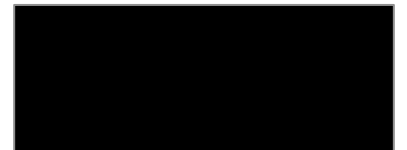
Conduct 3-5 Leadership Interviews To Understand:

- Vision for brand
- What HeCN “owns” that’s proprietary
- Business model
- Challenges to internal alignment
- Product development process
- Alliance and distribution strategy
- Project goals, drivers



Conduct 3-5 One-on-One Customer Interviews

- Help frame category dynamics, **brand perceptions**
- Perceptions of **sales messaging** and whether HeCN is perceived as being “current” (e.g., impact of product launches)



Survey Products and Services



- [REDACTED] would begin the project by developing a deep understanding of HeCN's products, services, and processes and we would be particularly interested in which offerings were "table stakes" and which were truly differentiated



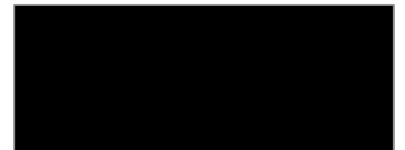
Survey 3 Competitive Web Sites

- Next, Acme would review Web sites – and, as available, marketing materials – of competitors identified by HeCN
- In addition to reviewing **positioning**, web audit would review seemingly new products and competitors' strategic alliances



Potentially Conduct Quantitative Research

- Because of several factors (hyper-competitive category, sea of “sameness,” importance of brand and customer experience) **we recommend an online quantitative survey of consumers**
- Focus on **two dimensions** of competitive advantage:
 - **brand perceptions**
 - **user experience**
- Probe for **perceptions** of whether HeCN was perceived as being “current” (e.g., impact of product launches)



Develop Insights Based on the Primary Research

- Develop **insights to build brand** and meet objectives
- Insights would **include potential long-term vision for brand**, what HeCN “owns” that’s proprietary, business model, challenges to internal alignment, product development process, alliance and distribution strategy
- Provides foundation for **strategy development** in next phase



Craft Relevantly Differentiated Brand Strategy

Brand Strategy Overview

- Insights developed in previous step would provide foundation for developing strategy in this step
- Ten areas of strategy *built in linear fashion but holistically linked*
 1. Brand Attributes
 2. Brand Personality
 3. Value Proposition
 4. Brand Vision
 5. Brand Architecture
 6. Design Thinking
 7. Brand Voice
 8. Tag Line
 9. Creative Concepts
 10. Brand Activation Strategies



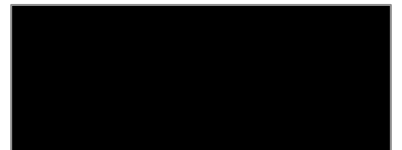
Brand Attributes

- What are your dimensions of competitive advantage?
- Within these dimensions, where are you at parity? Where are you *relatively* differentiated?



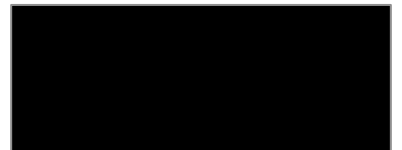
Brand Personality

- If the brand were a person, how would you describe him/her?
- (e.g., warm, motivating)



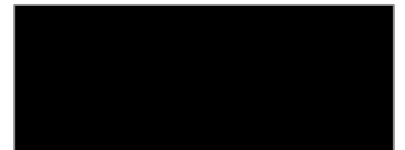
Value Proposition

- Who is your target market, what do you offer them, and what benefits do they realize from this offering?



Brand Vision

- What space does your brand claim and how could this be creatively described?



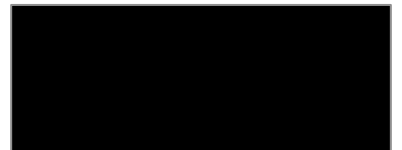
Brand Architecture

- Would create a system by which all of HeCN's branded products, services, and processes work together as components and work toward supporting the overall brand
- Would create a framework by which additional branded products, services, and processes can be seamlessly added in the future



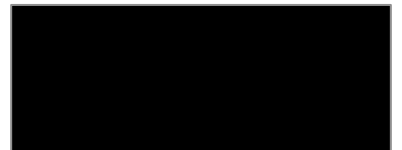
Design Thinking

- How the brand “looks and feels”
- First part = overall direction for the visuals, would later be applied to key touchpoints
- Other parts = recommendations on color, type, photography, and illustrations



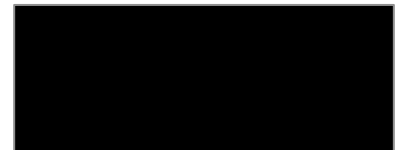
Brand Voice

- How the brand “sounds”
- Always important to get right from the start, especially in categories with low differentiation such as HeCN’s space



Tag Line

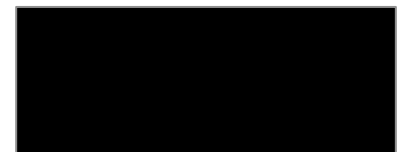
- We recommend developing a powerful tag line that captures (1) essence of today's proposition and (2) vision for tomorrow



Creative Concepts



- A “big creative idea” to drive brand communications
- Serves as a narrative construct to tell the brand’s story and as a way for internal stakeholders to align products and services to marketplace



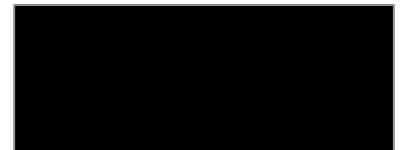
Brand Activation Strategies

After developing creative concepts, we would develop strategies to activate brand with employers, target talent and HeCN employees that would achieve stated objectives



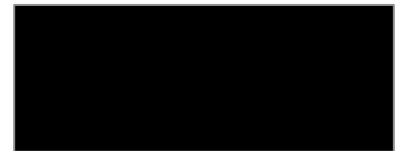
At the conclusion of the recommended process, HeCN will have a brand that is:

- **Anchored in a long-term vision**
- **Relevantly differentiated**
- **Foundational – strong enough to ground strategic brand activation strategies**

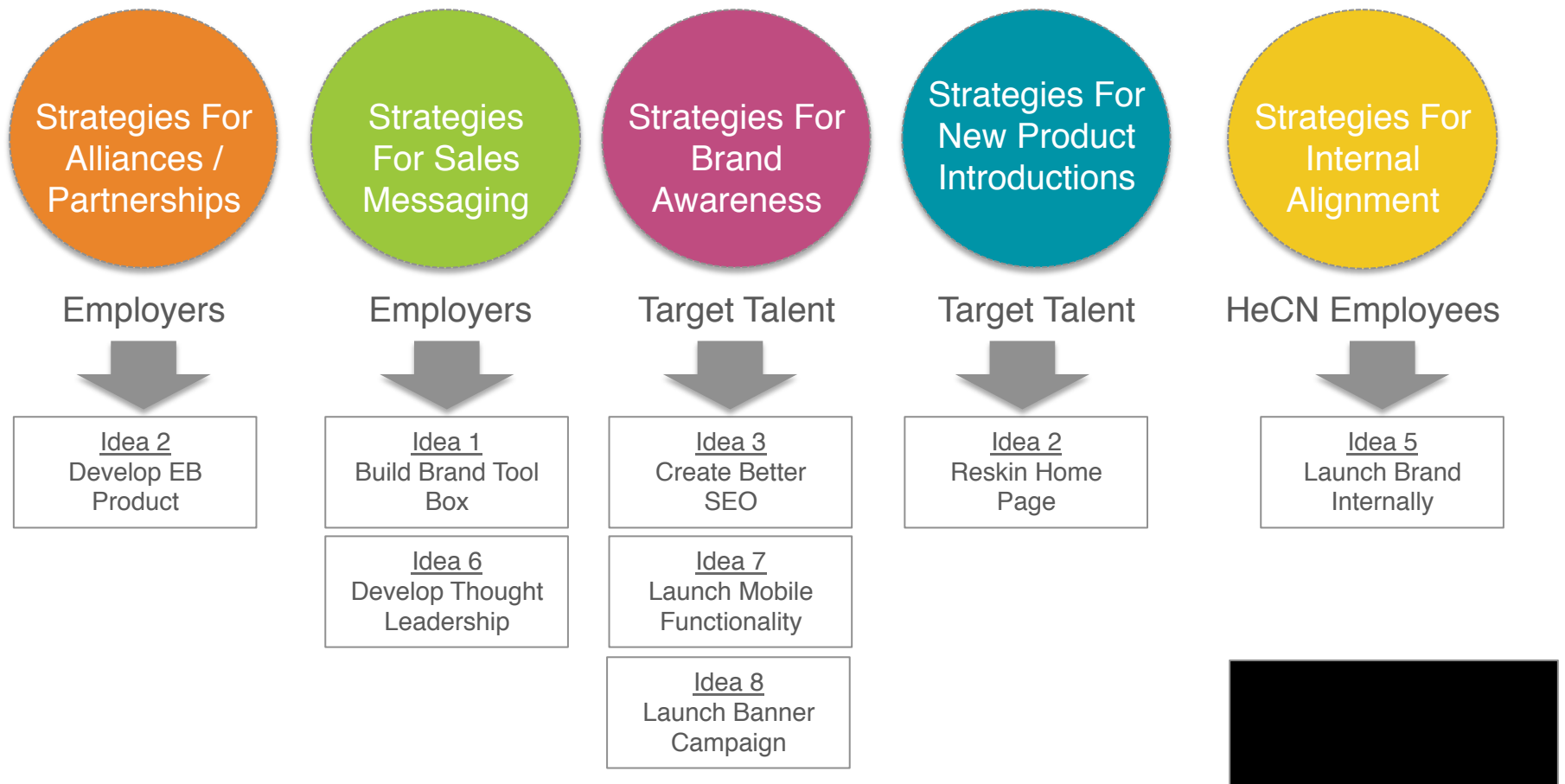


> Efficient Process to Build the HeCN brand

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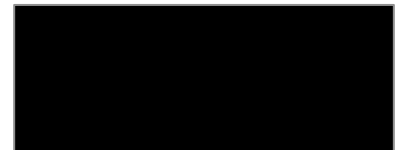
The strategies to activate brand with employers, target talent and HeCN employees would achieve the stated objectives



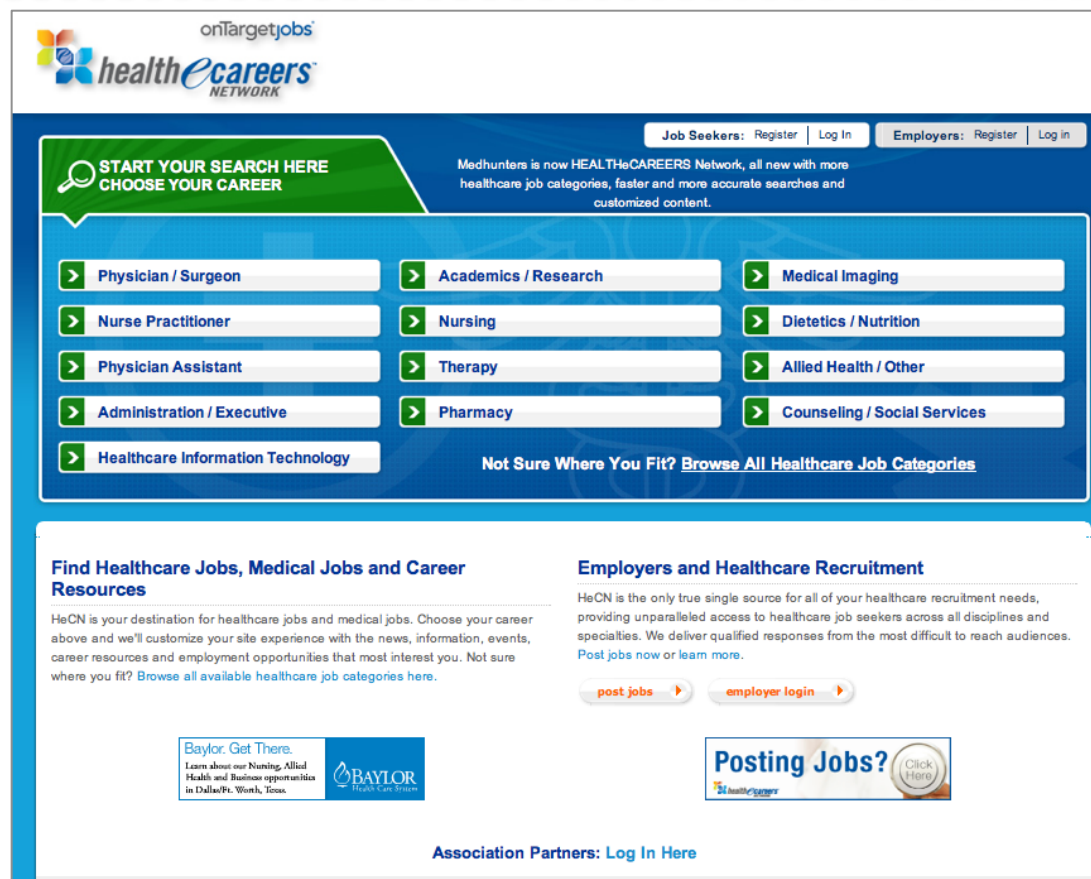
First, build a Brand Tool Box to drive consistent messaging and to create efficient framework for 2012 marketing.

- User's guide to brand for HeCN employees
- Straight forward, "non-brand speak"
- Brand positioning
- Brand architecture
- Messaging matrix
- Brand graphic guidelines
- Sales/marketing templates*
 - Sales presentations
 - Banner ads

*would be developed over several months, some initially and some subsequently



Second, align the Web site* with refreshed brand strategy to break free of category norms and establish leadership.

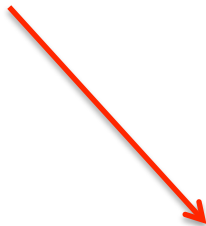


- How can three “levers” – design, content, and user experience – be pulled to support HeCN’s evolution into a leadership brand

* The recommended budget envisions A [redacted] developing a site map, wireframe, and home page design and HeCN implementing.

Third, raise brand awareness by improving SEO.

HeCN



Search for nurse practitioner jobs in your area. Start today!

Nursing Practitioner Jobs
www.advocatehealth.com
Search and Apply for Open Jobs at Advocate Health Care. Apply today!

Nurse Practitioner Jobs
www.takecarecareers.com/fnp
Take Care Health has an immediate need for FNPs. Apply today!

Oncology Nurse Jobs
www.tenethealthjobs.com
SLUH is hiring Oncology/Hematology Nurse Practitioners - apply now!

Nurse Practitioner Jobs
www.comphealth.com
Open NP Positions Available. Search Nationwide Openings.

Nurse Practitioner Jobs
www.workatstvincent.org
St. Vincent is hiring Trauma and Critical Care Professionals.

Nurse Practitioner Jobs
www.nachc.org/careercenter
Nurse Practitioner job opportunities across the U.S.
[See your ad here »](#)

OSF Saint Francis, Peoria - Nurse Practitioner Jobs Available
www.osfsaintfrancis.org
Competitive Salary - Apply Today.

Nurse Practitioner Jobs, Employment in Illinois | Indeed.com
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Jobs 1 - 10 of 1352 - 1352 Nurse Practitioner Jobs available in Illinois on Indeed.com. one search. all jobs.

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For Employers - Malpractice - Employment Contract for Nurse ... - Recruiters

Nurse Practitioner Jobs - NP Jobs | Sunbelt Staffing
www.sunbeltstaffing.com/advanced...jobs/nurse-practitioner-jobs/
Jobs 1 - 15 of 114 - In a nurse practitioner job with Sunbelt Staffing, you can build your base of knowledge, experience and skill, all while enjoying a great career.

Physician Assistant Jobs | Nurse Practitioner Jobs | Phys...
www.advancedpracticejobs.com/
Search thousands of nurse practitioner jobs, clinical nurse specialist jobs and physician assistant jobs at advancedpracticejobs.com.

Chicago, IL Jobs on CareerBuilder.com
www.careerbuilder.com/Jobs/Channel/health.../Chicago%20Illinois
Jobs 1 - 25 of 4114 - Show me: Closest jobs first | Relevant jobs first | Newest jobs first Nurse Supv/ Charge NurseAs a registered professional nurse, under the direction of AVP/ Nurse and ... Infection Control Practitioner - View similar jobs ...

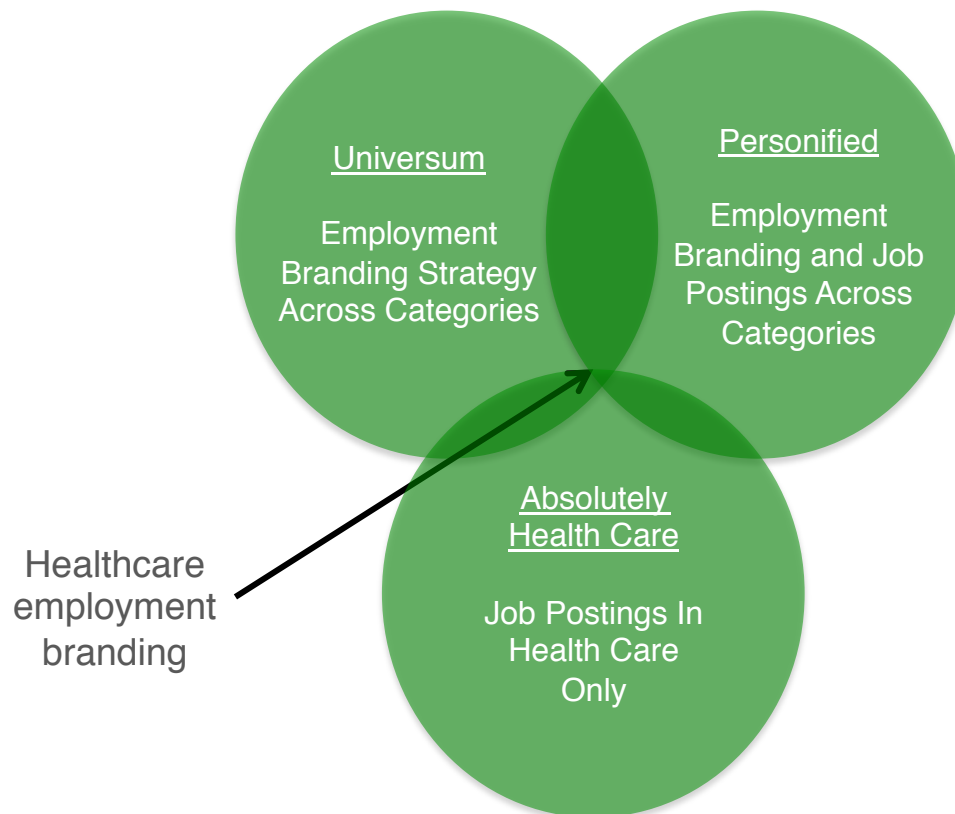
Nurse Practitioner Jobs | Simply Hired
www.simplyhired.com/a/jobs/list/q-nurse+practitioner
Jobs 1 - 10 of 51296 - Every Nurse Practitioner job on the web. 51296 jobs available. Recent Jobs: (2) Nurse Practitioners, Nurse Practitioner Sleep Center, ...

Nurse Practitioner Jobs & Careers. Find Jobs in Nurse Pra...
jobs.monster.com/Healthcare
Explore +1000 jobs in Nurse Practitioner from entry level to management roles. Browse by location or job title. Find the right position and build your career in ...

NP jobs Nurse Practitioner Jobs, Physician Assistant Job...
npworld.us/
NP jobs, Nurse Practitioner jobs, ARNP Jobs, Locum Tenens Nurse Practitioner jobs, Physician Associates Advanced Practice Jobs Clinicians are Professional ...

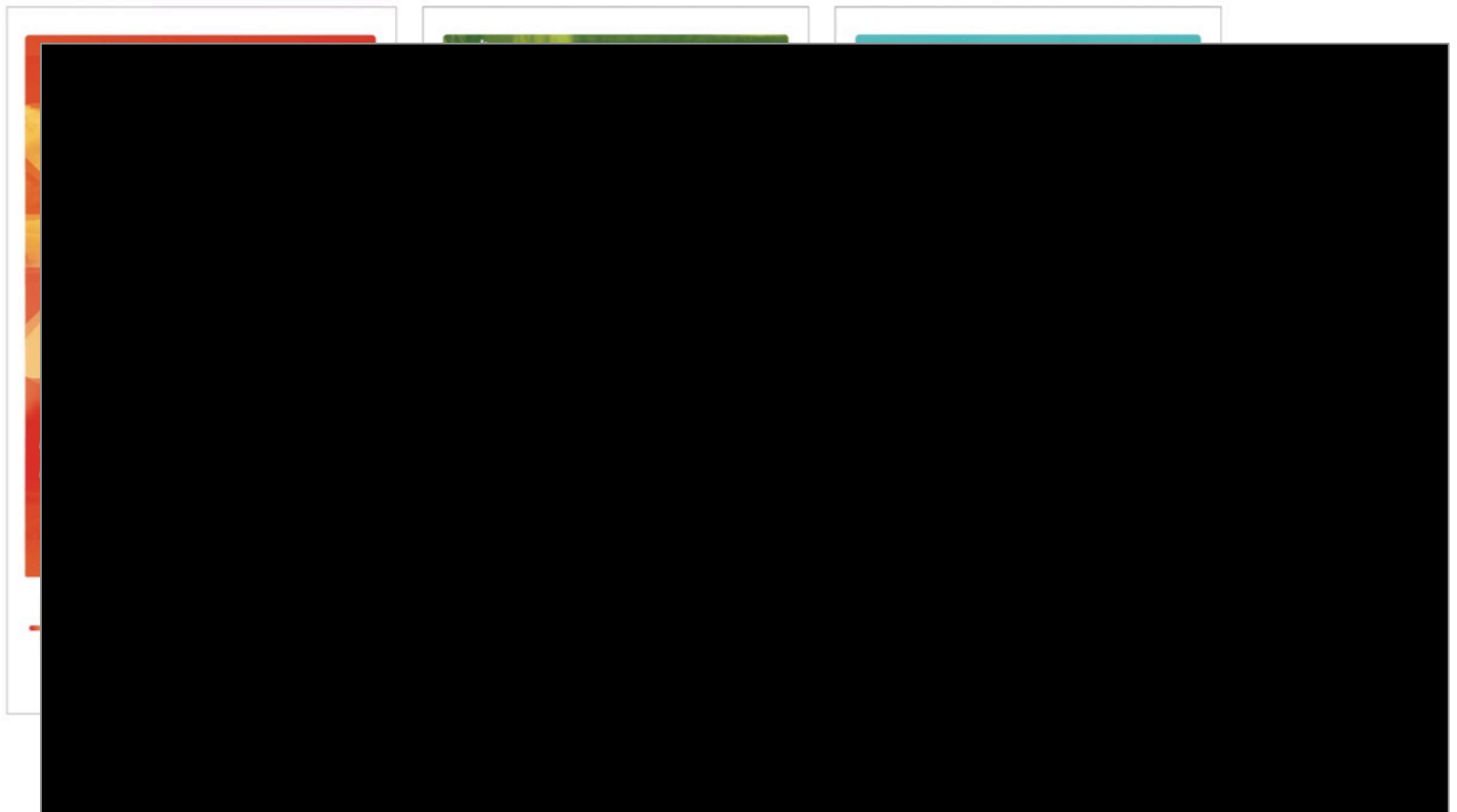
Find Nurse Practitioner Jobs
www.healthcareers.com/nurse-practitioner-jobs
10+ items - Find Nurse Practitioner jobs ranging from Family Medicine - NP

Fourth, broaden product portfolio to include employment branding offering, a true strategic value-add.



- HeCN and [REDACTED] could partner on an employment branding offering with HeCN bringing recruitment expertise, [REDACTED] leveraging branding expertise, and both sharing heritage in health care category
- Product could command price premium and could be tied to wider offering (e.g., “lower end” = brand page, “higher end” = employer value proposition)

Fifth, align HeCN employees with the HeCN brand vision through an internal branding campaign.



Sixth, support leadership positioning via social media – thought leadership for B2B + more robust profiles / distribution channels communication for B2C.



Employers

Support brand positioning with employers by developing/distributing thought leadership and by publicizing new products that meet their needs. Topics might include branded series on ROI of talent retention in health care.

Target Talent

Become the place for target talent to connect with employers by creating/promoting significantly more robust profiles that are searchable and embedded with two-way communications.
and

Possibly create additional distribution channels by vertical (e.g., HeCn Twitter For Nurses)

twitter

facebook

Seventh, could create greater connectivity with target talent by developing a mobile site (table stakes) or app (point of difference).



- According to Nielsen, 60% of new phones are smart phones
- Meaning 1/5* of target talent use smart phones for job searches
- ...but only 7% of employers have mobile capabilities*

*Ericka Swallow, "Mobile Recruiting is on the Rise," Mashable, 11/13/11

* The recommended budget would not include development costs.



Eighth, using the Tool Box and an appropriate investment, raise awareness and drive traffic via an efficient and powerful banner campaign* in select vertical sites.

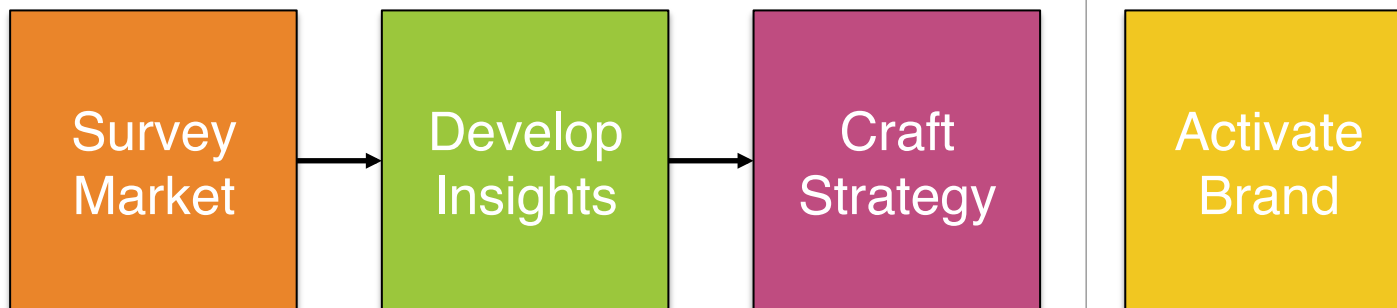
The screenshot displays the Nurse.com website, which is a Gannett Company. The header includes the site logo and navigation links for Home, Jobs, Education, News, Events, Community, Regions, Specialties, Resources, and Breast Cancer. A search bar is prominently featured with the text "SEARCH NURSING JOBS" and fields for "Specialty, Company Name, etc." and "City, State, or ZIP". Below the header, there is a welcome message and a section for "Latest Nursing News" featuring articles such as "Study: Brachytherapy increases risk of losing breast" and "School-based health centers receive federal grants". To the right, there is a section for "STATE CE REQUIREMENTS" for North Dakota and Louisiana. At the bottom, there are three main sections: "FIND A NURSING JOB", "TAKE A CE COURSE", and "ATTEND AN EVENT". The website also features several advertisements, including one for "Online. On your time. RN to BSN." and another for "Health Care Professionals" by Fidelity.

* The recommended budget would not include media buys.



We understand that an investment of \$120,000 has been allocated to develop the brand strategy, creative concepts, and activation strategies.

January 201 – March 201



Final art, implementation,
and outside costs would
be covered by a
supplemental SOW

Q & A



Thank you.

