



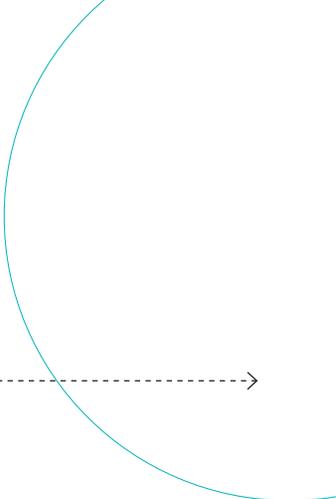
UNDERSTANDING OUR

BRAND STRATEGY

2014

UNDERSTANDING OUR
BRAND STRATEGY
FOR: **NEBRASKA MEDICINE / UNMC**

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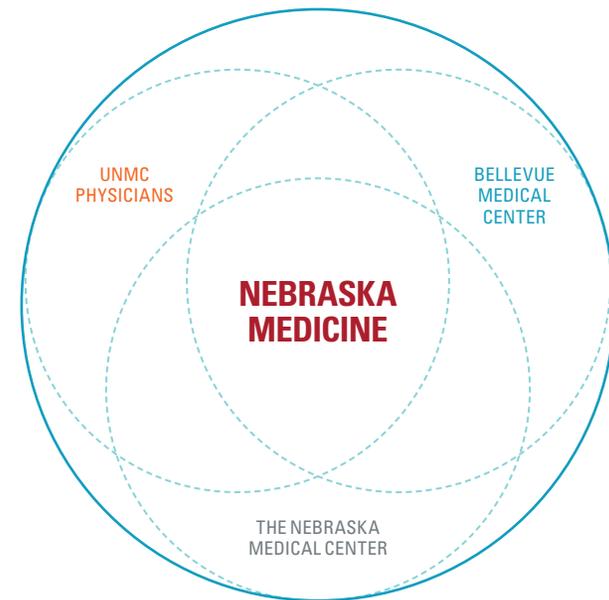
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What is a brand?

A brand is more than a logo or slogan. It is a public expression of an organization's identity. A brand embraces a unique set of values and attributes that define the essence or personality of an organization. It's a promise to our customers, that when communicated successfully, evokes an emotional response that fosters trust and allegiance to our services.

What is changing for the clinical enterprise?

The clinical enterprise is comprised of three entities: UNMC Physicians, Bellevue Medical Center and The Nebraska Medical Center. These entities are coming together to form one unified organization. Operating under one name instead of three, beginning on October 13, 2014, these three organizations will be called **Nebraska Medicine**. We have developed a new logo and symbol, which we are calling an "emblem," that will represent the new brand. The emblem and name, Nebraska Medicine, will be used for the entire clinical enterprise. Specific locations will be identified individually with the new emblem.



Why are we creating one new name for the clinical enterprise?

With multiple logos, slogans and names such as “UNMC Physicians,” “Bellevue Medical Center,” “The Nebraska Medical Center,” we have been sending the message that we are separate organizations.

However, locally and regionally, our stakeholders, which consist of patients, peers and partners, see us as one organization. By unifying the way we communicate our collective brand identity, we will eliminate confusion among our internal and external stakeholders. One common name and emblem will reflect this unity and makes each entity stronger collectively.

We are organizing our services in a more thoughtful and intuitive way around the needs of our patients, and striving to personalize that experience wherever possible. A unified clinical enterprise brand helps us communicate these goals with one “voice.”

With this approach, each of our interactions with the patient — such as an appointment reminder, pharmacy refill, text, email, letter, in-person care or even virtual care — will be experienced by the patient or a caregiver in a unified manner under one brand.

As our patients’ needs continue to be the focus of the clinical enterprise, it is critical that all of our colleagues break down their own historical barriers and come together internally in ways that haven’t happened in the past. An important part of this journey is to transition from the attachments we may have to our former brands and to move forward together with one new brand and one common goal.

It’s also an opportunity for us to more closely align with our academic partner, UNMC. This alignment enables us to enhance our care through cutting-edge research while educating the next generation of health care experts.

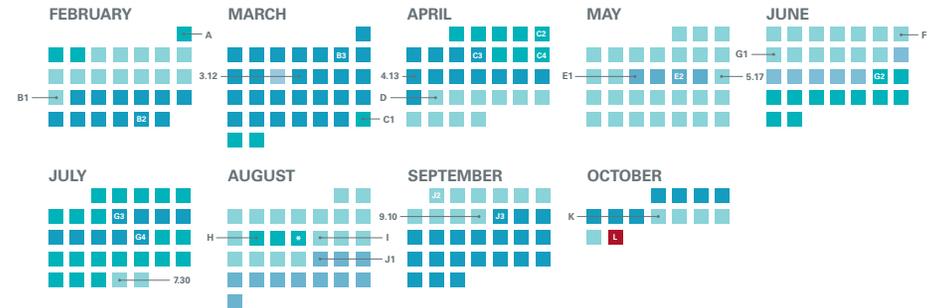
Strength comes not only in numbers but also in collaboration. As we partner more closely with providers and other health care organizations like Methodist Health System and Regional Provider Network member organizations, it will become increasingly more important to identify ourselves in a focused and unified way. Our new visual presence more accurately communicates to the public the world-class learning, discovery and extraordinary care we will be providing as a collaborative team.



Nebraska Medicine

How much thought went into this?

Over the course of seven months, hundreds of our clinical enterprise stakeholders were interviewed and numerous internal and external focus groups were conducted. This research included existing patients of UNMC Physicians, Bellevue Medical Center and The Nebraska Medical Center as well as individuals in the community who had not been patients of the clinical enterprise. After synthesizing what we learned, we presented our findings in more than 30 informational sessions. Only then were the new concepts presented, refined and vetted through leadership and board governance.



How is Nebraska Medicine's relationship with UNMC changing?

The relationship between Nebraska Medicine and UNMC is largely unchanged, although a new governance model and academic affiliation agreement will provide for even more cooperation and collaboration. Together we are greater than the sum of our parts, as we combine outstanding clinical expertise with transcendent research and exceptional education.



How is Nebraska Medicine's relationship with Bellevue Medical Center changing?



The relationship between The Nebraska Medical Center and Bellevue Medical Center has always been a strong one. Over the last year, through feedback from our physicians and our board of directors, we recognized this relationship should become more integrated to the benefit

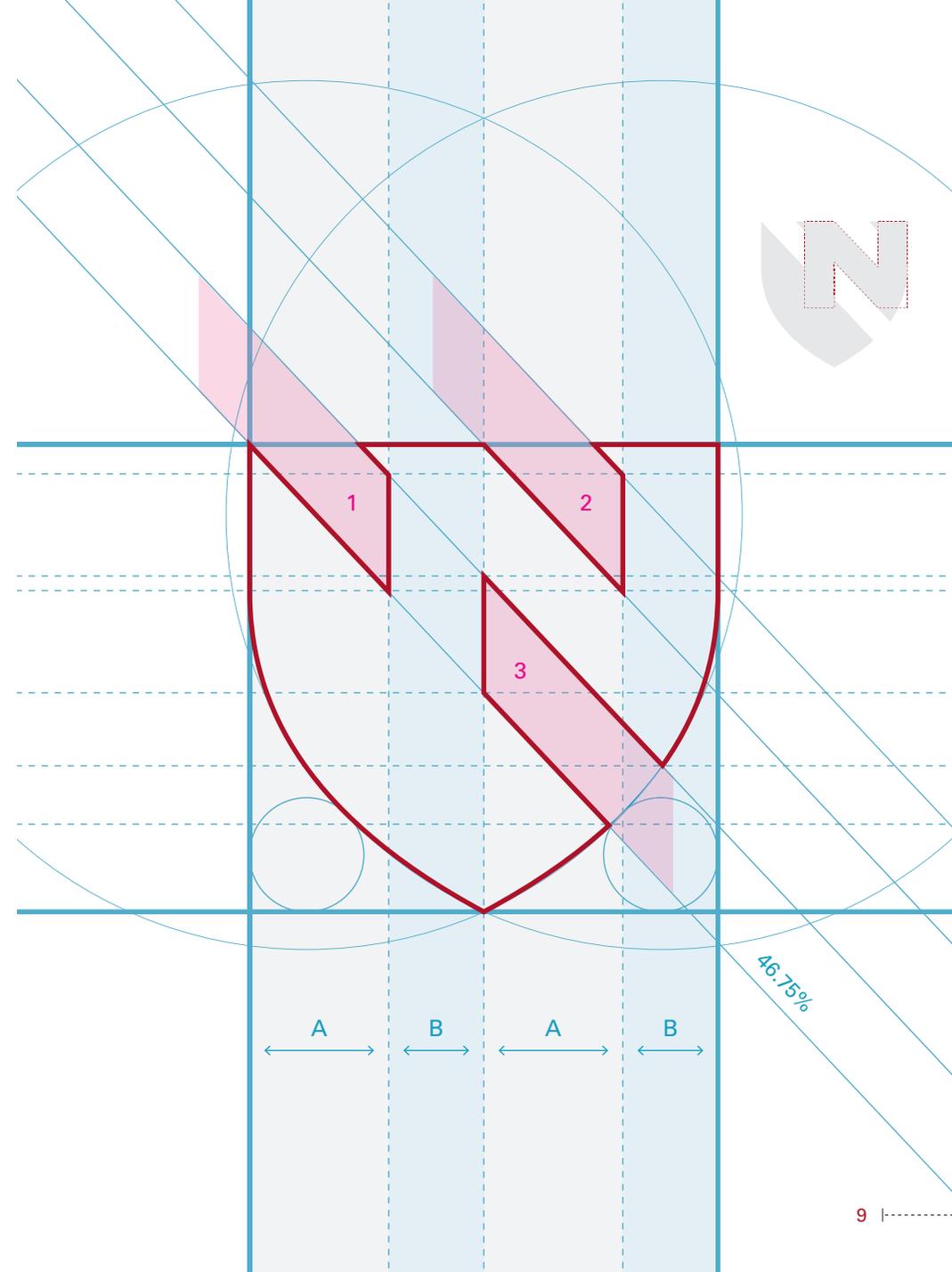
of both organizations. This change is good for Bellevue Medical Center and for Nebraska Medicine and it positions us to care for the entire continuum of health from the community to the larger region and beyond. Moving forward Bellevue will play an integral role in the success and growth of Nebraska Medicine. Bellevue will continue to thrive and will see a broader array of patients, specialists and programs offered to the community. By joining together under one common name and emblem we will heighten our awareness and recognition with consumers in the Bellevue market and throughout the communities in which we serve.

Why the name, “Nebraska Medicine?”

Having trained more than 70 percent of the health care professionals in our state, “Nebraska” is true to our mission and is a source of tremendous pride and confidence. The name also supports our University affiliation. “Medicine” is harder-edged, more definitive and evokes existing and ongoing competitive strengths. It is more authoritative, formal and elevated than “health” and other names that were considered. It also positions us beside our national academic medical center peers and reinforces the serious aspect of our mission.

What does the new red emblem mean?

The new emblem represents skilled leadership in health care, along with a thriving research community and a courageous medical university. The shield shape is derived from our celebrated past and extraordinary present. A new red was selected that merges the two reds formerly utilized by UNMC and the clinical enterprise organizations. The three white parallelograms symbolize **education, discovery and health care**. These shapes are dynamically formed and purposely aligned to reach out toward something greater. They also create a pronounced yet indirect “N” positioned at the leading edge of the emblem.



Why is UNMC's logo changing?

Not only does sharing a single emblem help to clarify UNMC's relationship with Nebraska Medicine, it underscores how closely interdependent this relationship truly is. In the past, UNMC's logo and the clinical enterprise logos had no visual relationships. From the beginning of this brand development process, we committed to the creation of a visual identity strategy that satisfies both the University and the clinical enterprise.



Is everything changing?

No, we are building upon existing strengths. For example, Nebraska Medicine remains deeply committed to our brand promise of *"Serious Medicine. Extraordinary Care."* It is how people know us — and what the community expects from us. This statement has accumulated tremendous equity in 11 years, with the highest consumer awareness and preference in our region, and positive association among all of our stakeholders.

SERIOUS MEDICINE. EXTRAORDINARY CARE.®

Will UNMC's brand promise change?

UNMC's theme, *"Breakthroughs for Life,"* will remain, as will much of its brand personality, rooted in the vital nature of its work for all Nebraskans and beyond.

BREAKTHROUGHS FOR LIFE.®

Why make these changes now?

This is an important moment in the life and history of our clinical enterprise and UNMC that goes beyond a name change and new emblem. These changes are the visual expression of a new era, one in which all of our stakeholders have allied together to achieve a bold vision for the future — a future we call **Our Stand**:

We are Nebraska Medicine and UNMC. We lead the world in transforming lives to create a healthy future through extraordinary care, discovery and learning.

When will we begin using the new identities?

October 13, 2014 at 11:30 a.m.

What does this mean for me?

It means you are part of a unified team dedicated to the promise of delivering the most exceptional patient experience available anywhere. When you talk with colleagues, friends and family, share your interest and support for the new brand. Each of us can have a positive impact on how others internalize and interpret the brand.

Our new identity is intended to reflect the intense personal and collective pride that together we have worked so hard to earn!

More questions?

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