

People create the Baptist brand

– our physicians, our staff, our patients and clients.

Our brand is what differentiates us from other organizations. Ultimately, a strong compelling brand creates preference, active loyalty and advocacy. Our brand is the unique impression we leave on our patients and clients: it's how our patients and clients feel about us; it's the special way we deliver our services; and it's the attitude and the way we talk about ourselves. The brand is embedded in our culture; it already exists. Our opportunity is to seize the elements of our brand that are relevant and compelling to the community - things that drive patient/client choice - pull it out, define it, live it and share it broadly.

Not surprisingly, we learned that at Baptist, it's all about the people - our patients/clients, physicians, nurses, and staff. That culture is our strength. And, it's not just that we're nice cheerful people, it's about trust.

Patients and clients place their trust in Baptist when they choose us for care. They want the best:

- **Personal Experience:** to know they are at the center of all that we do
- **Outcomes:** that they will have the best possible results
- **Compassion:** that every person they encounter at Baptist will treat them with courtesy, kindness, sincerity and a friendly smile – without fail.

Baptist Health Care earns and keeps the trust of patients and clients, families and physicians every day by acting with integrity, caring with kindness and being passionately dedicated to providing the highest quality care and outcomes.

To view the Baptist Health Care Brand Campaign, visit www.BHCFocusOnExcellence.org.

Our brand promise to

our community is that

they can count on

Baptist Health Care

to do our best for them –

every day in every way.



You'll Love the Way Baptist Cares for You