



Nicole Baxter

*Vice President Marketing Strategy &
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To Move Business, You Must Move People

(and to move people, you have to know them first)

Nicole Baxter, Vice President Marketing Strategy & Brand Development, HCA Healthcare

Jason Brown, CEO & Chief Strategy Officer, BPD



Welcome!

HCA 
Healthcare®



NICOLE BAXTER

Vice President Marketing Strategy & Brand
Development

bpd



JASON BROWN

CEO & Chief Strategy Officer

Today's Agenda

1

Leveraging data to find a powerful POV

2

The inside-out approach

3

Ensuring your message is landing

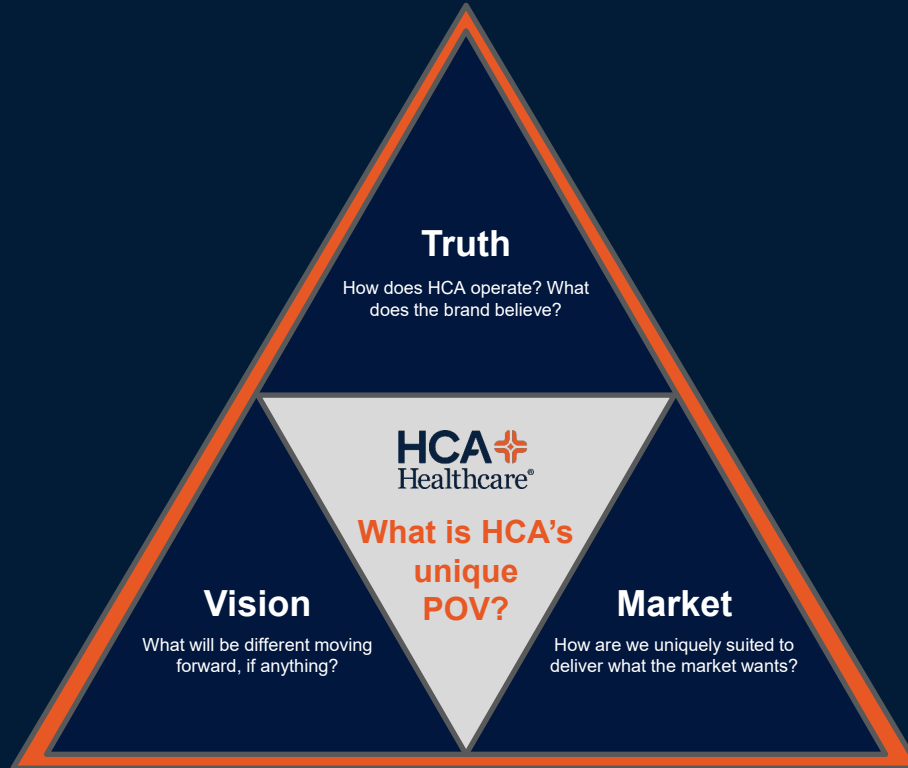
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Staying the course

Leveraging data to find a powerful POV



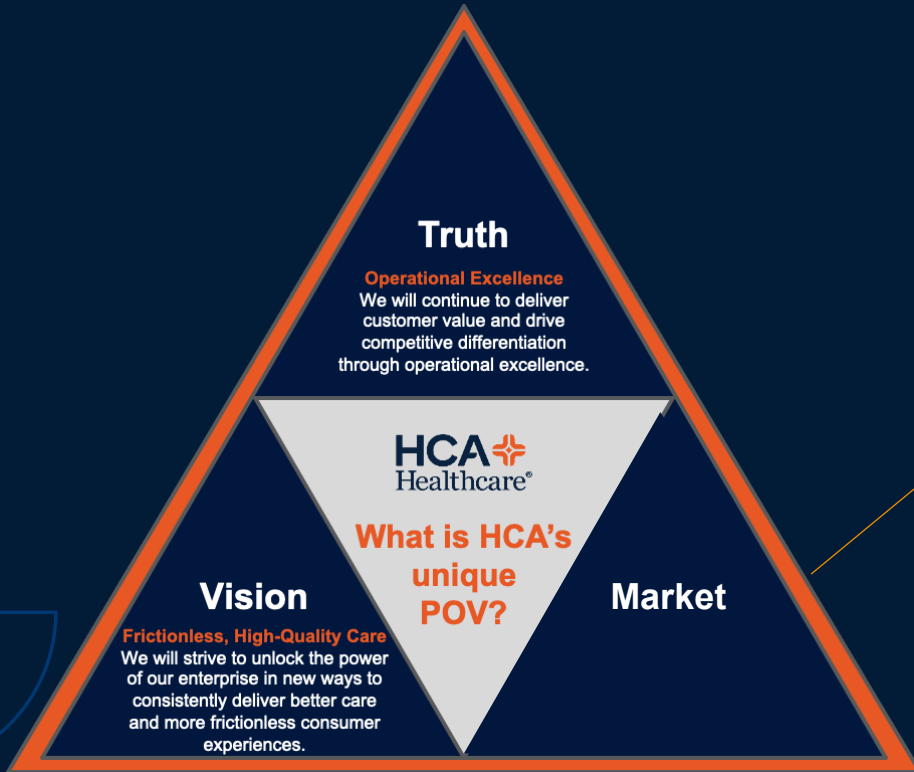
Triangulating a unique POV



Triangulating a unique POV



Triangulating a unique POV



This is where great data and insights can be a game changer?

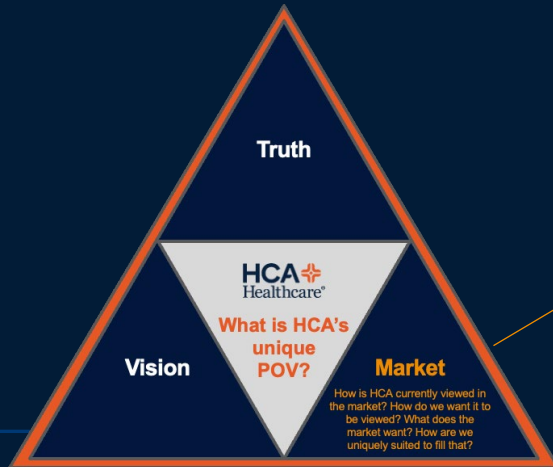
How is HCA currently viewed in the market?

How do we want it to be viewed?

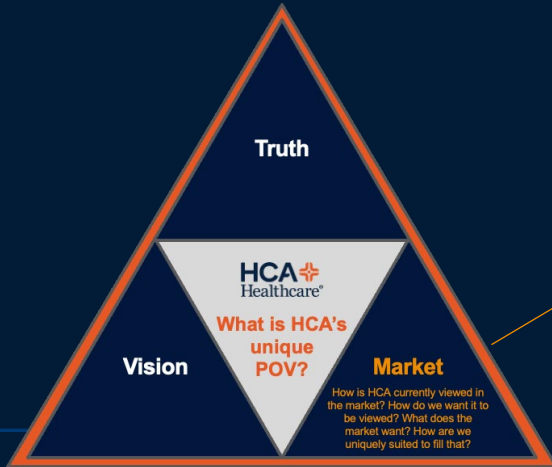
What does the market want?

How are we uniquely suited to fill those wants?

Triangulating a unique POV



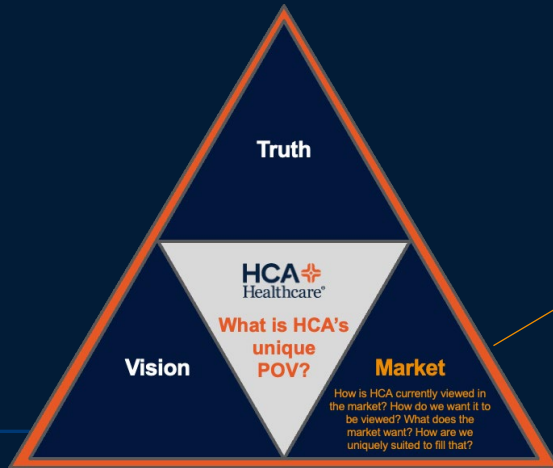
Triangulating a unique POV



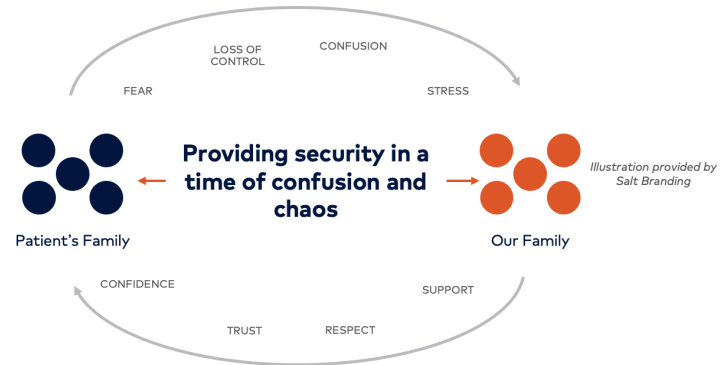
Key Takeaways

- 1 Awareness of HCA Florida is relatively low compared to other health systems. 42% of North Florida respondents, 30% of Jacksonville respondents, 41% of West Florida respondents and 37% of East Florida respondents were aware of HCA Florida. Of those respondents who do not prefer HCA Florida, they most often indicated it was because they were unfamiliar with the health system (North Florida 34%, Jacksonville 43%, West Florida 40%, and East Florida 34%).
- 2 Other than insurance acceptance, having the best doctors (67%), being trustworthy/making them feel safe (57%), and access to the most resources that allows the health system to provide higher quality care (52%) are some of the most important selection factors to respondents. Respondents from all markets who prefer HCA Florida placed great doctors within the top reasons for why they most prefer HCA Florida. It will be important to highlight the doctors when promoting HCA Florida.
- 3 In the past 6 months, 26% of North Florida, 30% of Jacksonville, 22% of West Florida, and 27% of East Florida respondents have a much more or somewhat more positive perception of HCA Florida. When asked why they have an improved perception of HCA Florida, respondents cited positive personal experiences, patient-centered, high-quality care, and seeing organizational improvements.

Triangulating a unique POV



Market: Consumers want security above all else
Care is an intensely emotional experience



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Triangulating a unique POV



We will provide consumers with security in a time of confusion and chaos

The inside-out approach



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People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.

Maya Angelou



How do we express the concept of security and safety in a marketing approach that inspires from the inside out?

Leverage HCA's operational excellence to be known as the healthcare brand that **always shows up**—in a high quality, dependable, reliable manner—and in the process provides a sense of **security and safety** to our patients and their loved ones.



This is only possible when our team is living the brand.



DELIVERING ON OUR BRAND PROMISE



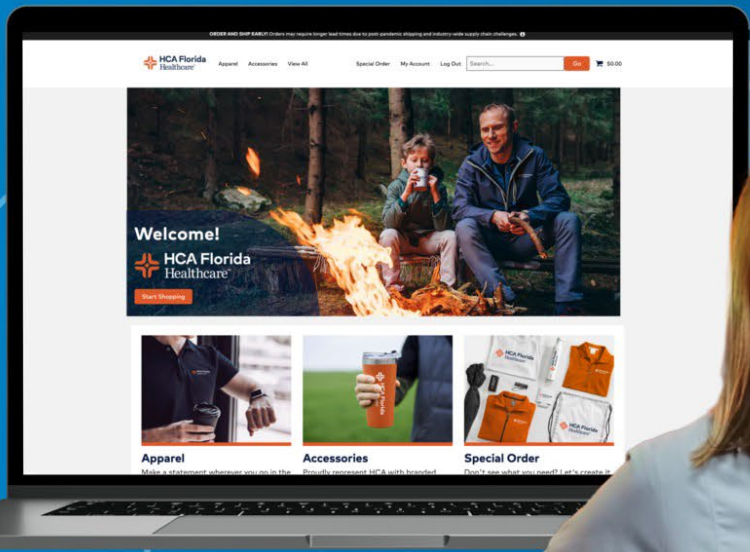
How we
SPEAK

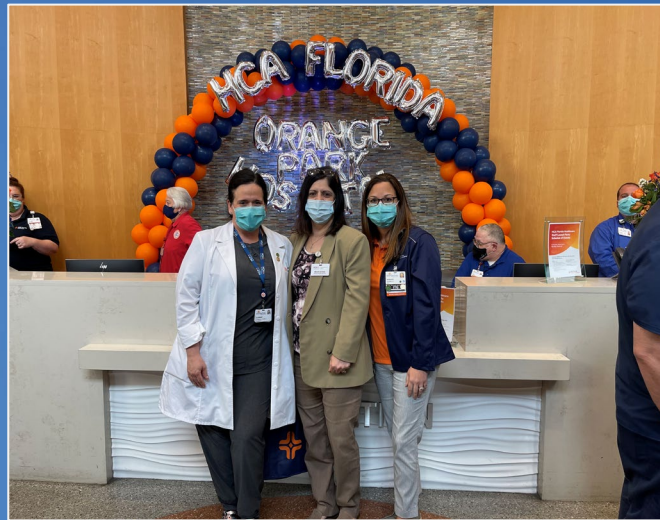
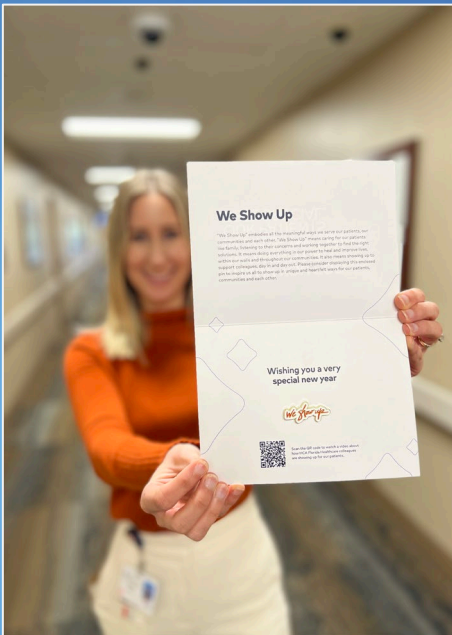


How we
LOOK



How we
ACT





Having inspired our own ambassadors, we connected them to our external messages.



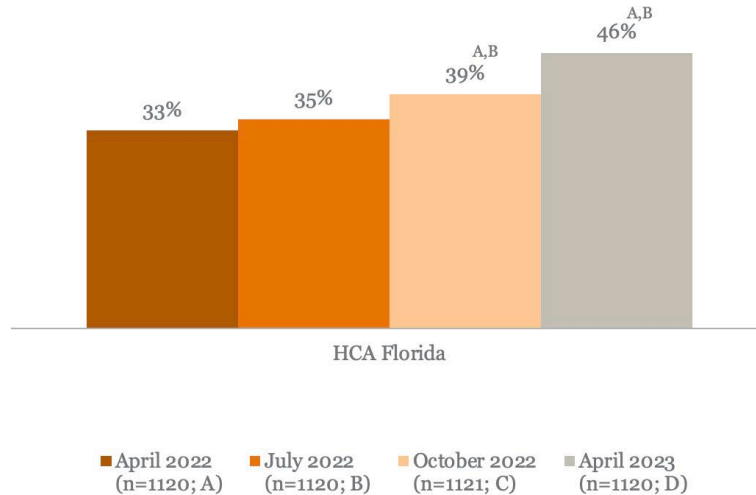
Connecting Our Team to the External Message



Ensuring your message is landing

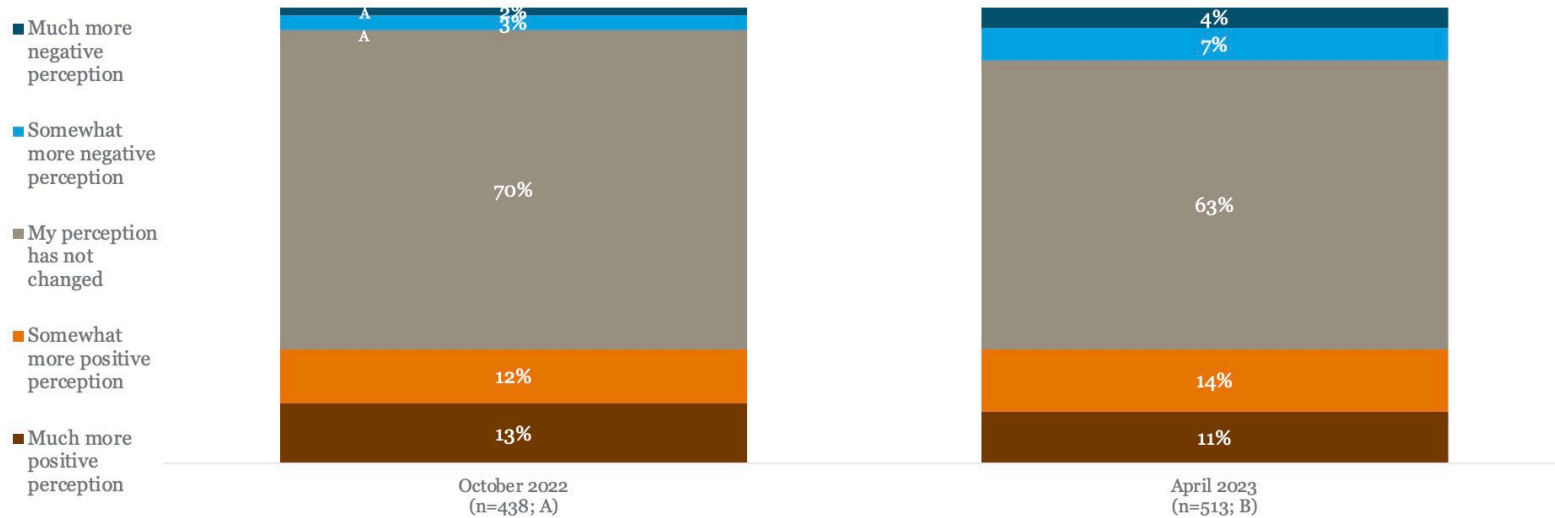
Provider Awareness (6 of 6 – Total Respondents)

When combining respondents from all markets together, aided awareness of HCA Florida Healthcare significantly increased in April 2023 (46%) and December 2022 (39%), compared to both July 2022 (35%) and April 2022 (33%).

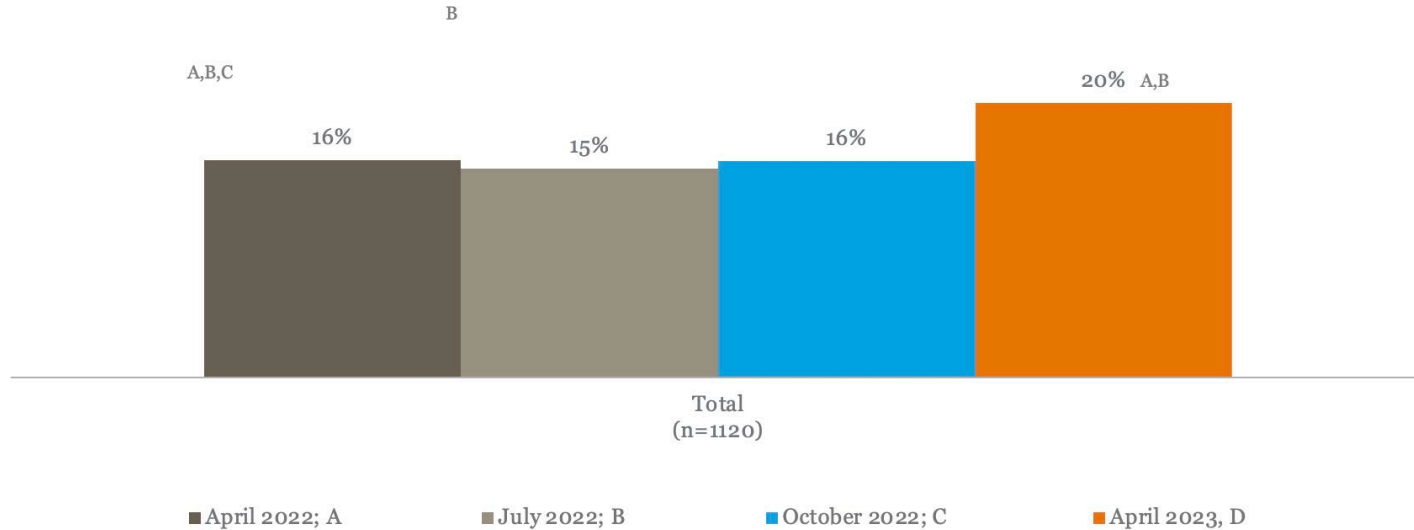


Changed Perception of HCA Florida

26% of respondents say they have a somewhat or much more positive perception of HCA in the past six months; these results are consistent from October 2022.



Provider Use (6 of 6 – Markets, HCA Florida Only)



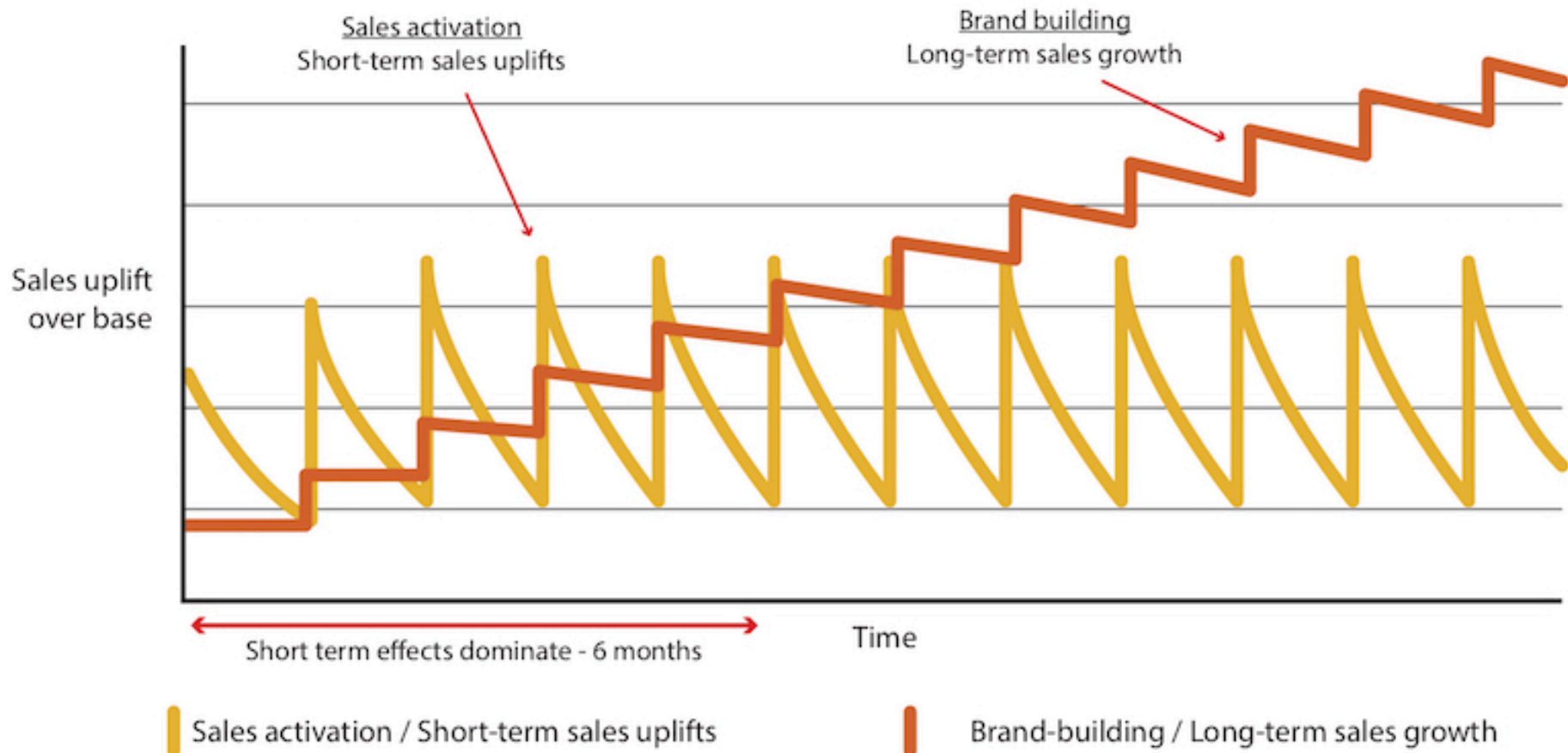
Staying the course



“A truly great business must have an enduring ‘moat’ that protects excellent returns on invested capital. The dynamics of capitalism guarantee that competitors will repeatedly assault any business ‘castle’ that is earning high returns. Therefore, a formidable barrier such as a company **possessing a powerful...brand is essential for sustained success.**”

—Warren Buffett

Brand-building and sales activation work over different timescales



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

Let's
Recap

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Staying the course

Thank You

SPEAKER BIOGRAPHY

Nicole Baxter

Vice President Marketing Strategy & Brand
Development

HCA Healthcare

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Nicole Baxter has a reputation for her strategic vision and building brands. Combining her curiosity for consumer insights and passion for creative, Nicole has built award-winning marketing campaigns responsible for driving connections with consumers and growth.

As the lead of marketing and brand strategy at HCA Healthcare Nicole plays an integral role in advancing the company's customer growth strategies. Since joining HCA Healthcare in 2003, Nicole built the capabilities and processes to put digital, data and insights at the heart of all marketing programs, put an intense focus on creative excellence and successfully launched new innovations like ER Wait times. Nicole's relationship-first approach has also been critical in building a high-performing team and strengthening partnerships internally and externally with agencies and partners. Nicole is also the architect behind HCA Healthcare's rebrand in 2018 that was launched to HCA Healthcare's more than 280,000 employees.

SPEAKER BIOGRAPHY

Jason Brown

CEO & Chief Strategy Officer
Brown Parker & DeMarinis Advertising
Jbrown@bpdadvertising.com



Jason Brown is a co-founder, CEO, & Chief Strategy Officer of Brown Parker & DeMarinis Advertising, an internationally recognized healthcare marketing agency that works with healthcare systems to generate brand lift, boost patient volumes across service lines, improve the payer mix, and develop new physician referral patterns.

Since the agency's founding in 2002, Jason has worked with more than 100 healthcare brands, including regional and national healthcare systems, community hospitals, academic medical centers, and Fortune 500 companies. As the head of strategy, Jason's team practices purpose-driven marketing. In practice, this means collaborating with healthcare systems to unlock the power of their purpose inside and outside their ecosystems.

A believer that Brown Parker & DeMarinis is not merely in the marketing business but also in the service business, Jason engaged the Ritz-Carlton in a multi-year program to inculcate a culture of service excellence within his company. Due in large part to this unique approach, Brown Parker & DeMarinis has been recognized for the past six years by Fortune as one of the best companies to work for in the United States.

An entertaining and inspiring speaker, Jason has been a featured presenter and guest lecturer at leading industry trade shows as well as at several universities.