

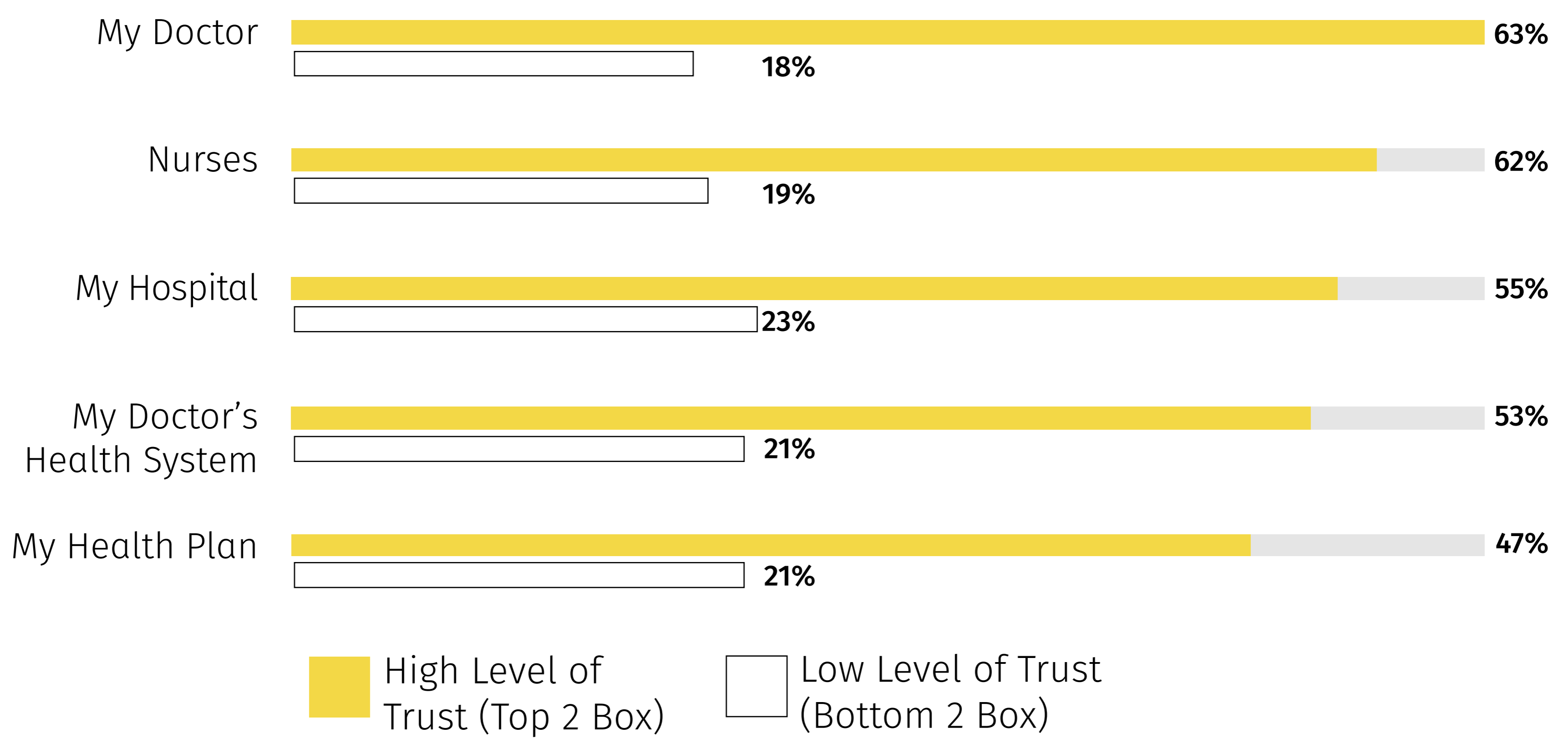
THE PROBLEM

The COVID-19 pandemic has literally fractured the normal course of life, unleashing forces that reorder the social and political dynamics and disrupt complex business value propositions. Health care is at the epicenter of our fractured world with consumers viewing and engaging with health brands through a new lens as healthcare brands seek financial recovery. Brand trust becomes essential currency for business recovery.

THE FACTS

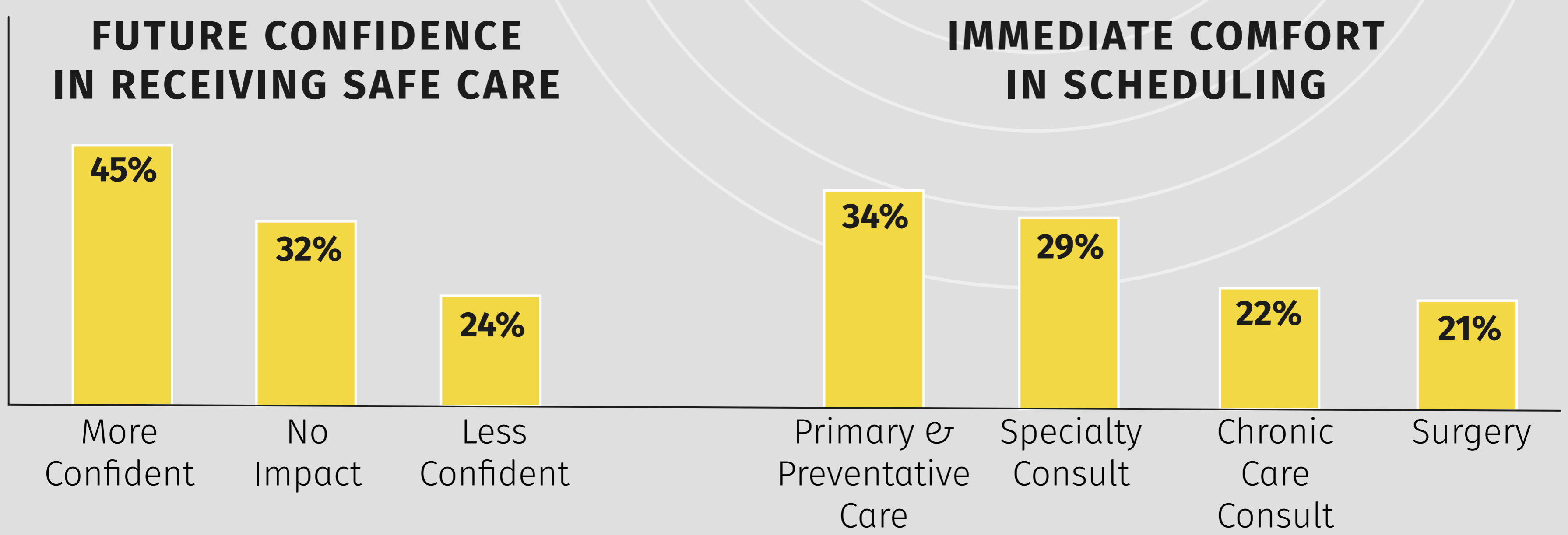
People trust doctors, nurses and hospitals that care for them. They trust individual providers in general and health systems, hospitals, and health plans less so.

WHO WE TRUST



Source: BVK Health Care Pulse Wave 2 May 28th-June 1st, 2020 (N=500)

They are increasingly confident in receiving safe care as the pandemic eases, with the highest level of comfort in scheduling primary care and specialty consults, right now.



Source: BVK Health Care Pulse Wave 2 May 28th-June 1st, 2020 (N=500)

THE SOLVE

There are three keys to moving forward with precisely the right message to instill consumer confidence in your healthcare brand

- A Clear Line of Sight:** Understanding the nuanced view of trust toward your organization. BVK offers a 2-week brand pulse quantitative study that can help you quickly and efficiently understand your current state.
- Impactful Messaging Construct:** Authentic, relatable messaging delivered by physicians and nurses as the center point of recovery communication will rebuild and/or amplify brand trust.
- Right Place, Right Time.** Meeting consumers where they are, right now, is an imperative. With greater comfort in scheduling primary care and specialty consult, marketing efforts should focus on refilling the pipeline here first. BVK has developed a series of strategic, integrated recovery campaigns for primary care and key specialty service lines that are both cost effective and quick-to-market.

INTERESTED IN LEARNING MORE?

To discuss the different components of our Brand Pulse, or to request a formal proposal, please reach out to bvkemail@bvk.com. We would love to work with you.