

## Putting a Face with a Name

Letter from Carolyn Merriman, President

How many times do you conduct business with someone exclusively by phone, often wondering what they look like? And when you finally get the opportunity to meet them, you marvel at how their actual appearance doesn't match what you imagined.

The experience can be much the same when you're establishing a brand for your organization. Too often, who you say you are and what you promise to deliver falls short for your customers. Even the most enticing marketing and advertising won't fix this problem. In this issue, we address how those in healthcare can build a brand continuum in their organizations—a way to “walk the talk” in every customer interaction.

We offer a checklist for shoring up your brand efforts and ensuring that your staff delivers on the promise. Catherine Baumgardner shows us ways to build on your brand from the inside out by focusing on superior customer service. And Allison McCarthy discusses how two concierge physicians used branding to establish a new identity in their markets.

We look forward to helping you make your brand a living, breathing extension of your organization. Contact us at [www.corporatehealthgroup.com](http://www.corporatehealthgroup.com) for more information about how CHG can be your branding partner. And feel free to share your success with us—we'd enjoy hearing from you and possibly featuring your story in a future issue.

Regards,

Carolyn Merriman



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