

Branch Strategy Brand Narrative

At Branch Strategy, we know you want to feel empowered to lead a successful healthcare marketing team. In order to do that, you need a way to align your organization around *a strategy that puts your patients' needs first.*

The problem is, in healthcare, marketing sits at a crossroads of competing priorities, which leaves you feeling pressured to keep everyone happy. We believe you should be able to prioritize the best interests of your patients instead.

We know it's not your fault that marketing is pulled in so many directions. That's why our Principal Consultant, Jackie Martin, uses 15 years of digital marketing expertise to help you regain control and define your own strategy. She has developed digital transformation strategy for Fortune 500 and 50 companies as well as many of America's largest healthcare organizations. Branch Strategy is a recognized leader in hospital taxonomies, and Jackie is a frequent contributor for healthcare conferences like HCIC and industry podcasts like *touchpoint media.*

Here's how our Patient-First Strategic Framework empowers you to align the competing priorities of your hospital or healthcare company:

1. **Discovery** – Using tools like consumer research and usability studies, an expert review will reveal *who your patients are and what they need.*
2. **Vision** - Your digital ecosystem will be mapped so you can define the gap between where you are now and *the ideal state that gives your patients what they need.*
3. **Alignment** – You'll lead the way to your ideal state using a flexible roadmap that anticipates the unexpected while keeping *everyone moving in the same, patient-first direction.*

So schedule a discovery call today, and in the meantime you can [sign up here](#) to receive weekly, practical action items you can use right now to lead your organization to a patient-first environment.

You can avoid working in a contentious environment that leaves your team trapped in reaction mode. Instead, you can own a strategy that reduces stress, increases productivity, and **produces real change that has a real, positive impact on your patients' health.**

One-Liner

In healthcare, marketing is pulled in too many directions by too many different departments. We help you align their competing priorities into a shared strategy, so you can stop working to keep everyone happy and keep them focused on the best interests of your patients instead.

“Shorter Version”

In healthcare, marketing is pulled in too many directions by too many different departments. We help you align their competing priorities around a shared strategy that prioritizes your patients instead.