

# Let's get everyone on the same page

Align your healthcare organization's marketing strategy around the one thing you can always agree on: the patient comes first.

[Schedule a Discovery Call](#)

<b>Step Out of Reaction Mode</b>	<b>Replace Conflict with Alignment</b>	<b>Lead the Way to Real Change</b>
----------------------------------	--	------------------------------------

## You don't have to keep everyone happy

Healthcare marketing is caught in a crossroads of competing priorities between Patient Experience, IT, Administration, and Medical Staff. You should be able to prioritize the best interests of your patients instead.

## A Patient-First Strategy = Empowerment

We empower you with the tools you need to own your strategy and lead the way, and when competing priorities emerge, you'll restore alignment with one question, "Is this in the best interest of our patients?"

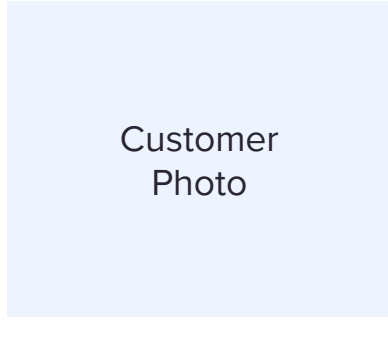
Icon/Image	Icon/Image	Icon/Image
<b>Step Out of Reaction Mode</b> You won't be at the mercy of new requests from other departments. They'll be governed by your shared strategy.	<b>Replace Conflict with Alignment</b> Experience less stress and more enjoyment at work while your organization becomes more productive and efficient.	<b>Lead the Way to Real Change</b> Think big, know how to reach your goals, and be a leader who has a positive impact on patients' lives.

[Schedule a Discovery Call](#)

## It's not your fault that marketing is pulled in so many directions.

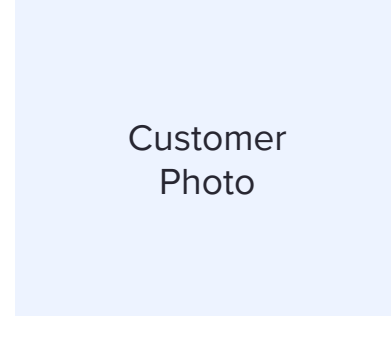
We've worked alongside so many people in your position, and we understand. That's why Branch Strategy uses 15 years of digital marketing expertise to help you regain control and define your own strategy.

- Principal Consultant Jackie Martin 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*.



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor."

– Name



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor."

– Name


[Schedule a Discovery Call](#)

## Services & Pricing (Section TBD)

### Category

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

### Category

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

### Category

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

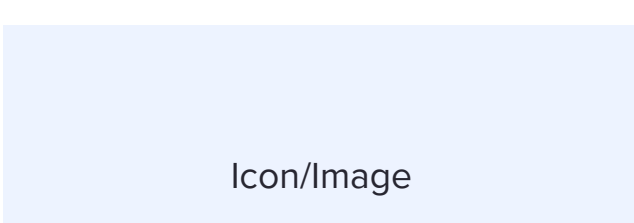
[Schedule a Call](#)

## Here's Your Path to a Patient-First Strategy



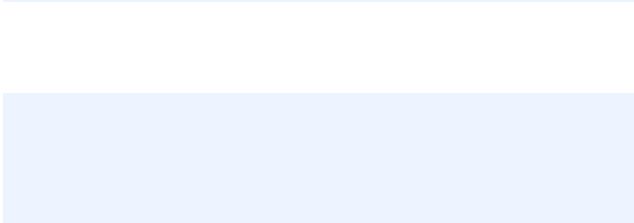
### 1. Discovery

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

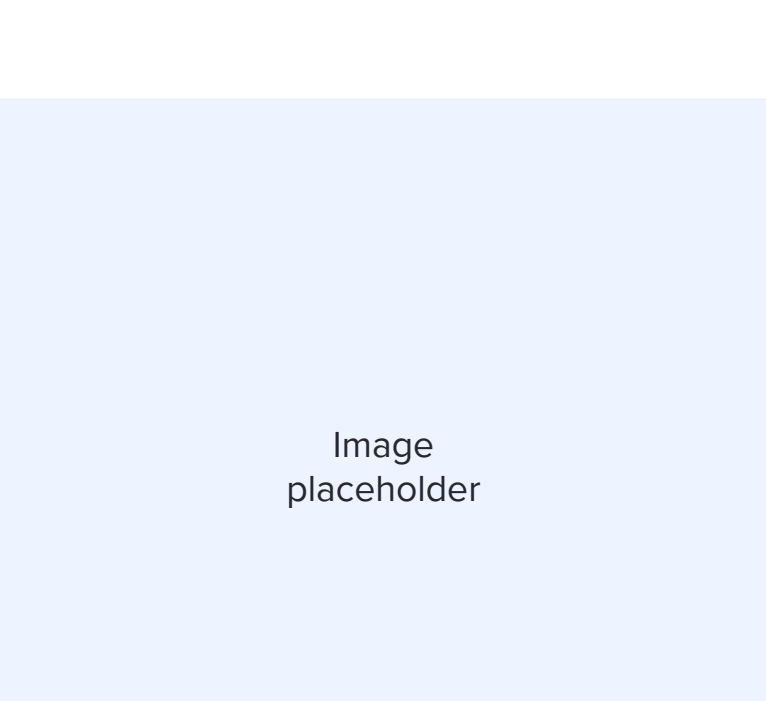
Lead the way to your ideal state using a flexible roadmap that anticipates the unexpected while keeping **everyone moving in the same, patient-first direction**.

**Align Your Agencies, Too!**  
Under a patient-first strategy, you won't be dependent on marketing agencies for direction. You'll be able to tell them exactly what you want without paying for services you don't need.

[Schedule a Discovery Call](#)


**Branch Strategy was founded on a simple idea: Good strategy prunes back the branches of activity that don't align with your goals.**

**In healthcare, marketing is pulled in too many directions by too many different departments. We help you prune things back and align those competing priorities around a shared strategy that puts your patients first instead.** [Read More](#)

[Schedule a Discovery Call](#)


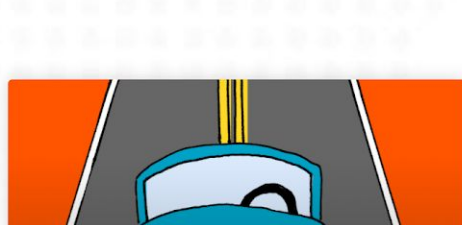
### Sign Up for Our Free Weekly Series, "One Step at a Time"

The path to a Patient-First organization can be long and overwhelming, so we give you practical action items you can use right now to keep moving in the right direction.



[Download](#)

### Our latest insights



#### How to fix wayfinding in hospitals

We're using technology more and more to create a patient-first approach for healthcare, but how can we combine the digital and in-person experience to finally solve way finding for hospitals?



#### Using Micro Content to Create Authenticity in Healthcare

Branch Strategy's Jackie Martin defines the difference between "macro authenticity" and "micro authenticity." How can hospitals become patient-first through an empathetic approach to content and social media strategy?



#### Press Release: Branch Strategy Presents at HCIC 2019

6 November 2019—Branch Strategy Founder, Jackie Martin, presented at the Healthcare Internet Conference (HCIC), HCIC in its 23rd year as one of the premier

### Recent Podcasts



Healthcare Marketing Strategy – a Conversation with Jackie Martin, Digital Marketing Strategy Consultant

The New Normal - Episode 4: Healthcare marketing is often considered lagging when compared to other industries. Due to the coronavirus crisis, healthcare marketing teams are now forced to become even more strategically aligned. Jackie Martin, digital marketing strategist, discusses how healthcare marketing should change in a post-COVID19 world.



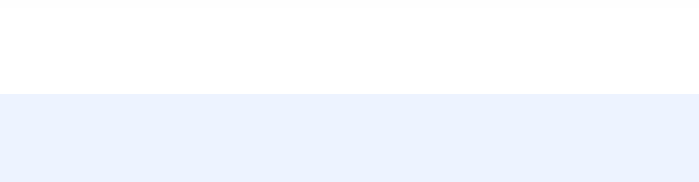
Tips To Help Optimize Your Digital User Experience

"Let's Talk Taxonomy Panel: Tips To Help Optimize Your Digital User Experience," was captured in the fall of...

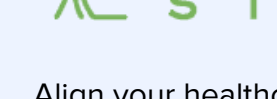


TP139 – Why is Digital Strategy So Hard?

In hospitals and health systems, it is often a struggle for a digital technologist to remain strategic. Perhaps...



Align your healthcare organization's marketing strategy around the one thing you can always agree on: the patient comes first.



### About

- [About Us](#)
- [Case Studies](#)
- [Contact](#)
- [Blog](#)

### Services

- [Digital Strategy](#)
- [Customer Research](#)
- [Website Design & Planning](#)
- [Content Strategy](#)