



REVISED DRAFT BRAND STRATEGY

National Health Service Corps

Directions on How to Use This Document

The brand strategy will serve as a blueprint to guide all communications. It is an internal document that will not be shared with our target audiences (except for the Vision and Mission Statements). Once this document is final, it will be translated into external communications such as taglines, logos and audience-specific messages, which will be tested with various NHSC audiences as outlined in the research plan. The results of testing will be used to inform a final NHSC logo and tagline, and to refine the audience-specific messages.

The brand strategy document will help to keep communications consistent and compelling and should be referred to any time materials are developed.

1. NHSC Vision

The National Health Service Corps envisions a strong network of primary health care clinicians and sites, throughout the United States, that enables everyone to have fair and equal access to quality health care.

2. NHSC Mission

To deliver exemplary health care to medically underserved communities by engaging primary care clinicians, through an extraordinary career opportunity and the benefit of financial incentives, to provide their vital care and service to make a difference for the Nation's neediest communities.

3. NHSC Positioning Statement

A brand positioning statement describes the space a brand should occupy in the minds of the target audience/end-user. The brand positioning statement focuses on the elements and associations which meaningfully set a brand apart from the competition. It may be evaluated based on whether it is focused, whether the brand's strengths for its end-user are highlighted, and whether the brand realistically fulfills the statement.

For skilled, compassionate and service-oriented primary care providers who want to make a difference, the National Health Service Corps connects them to communities where medical care is most needed. The NHSC offers an exceptionally rewarding and unparalleled career opportunity, combined with the financial benefit of scholarships or loan repayment. Unlike typical primary care careers in places where there is adequate access to medical services, the NHSC connects doctors, dentists, nurses, physician assistants and behavioral health specialists to communities where they are exposed to many different areas of medicine, with a focus on patient-centered care. Corps members see the positive impact of their practice not only on individual patients, but throughout the whole community, which provides Corps members with immeasurable fulfillment and pride in their work.

4. NHSC Brand Values

- Dedication
- Passion
- Honor
- Gratifying
- Pride
- Service
- Genuine/authentic
- Sincere
- Patient focus
- Excellence of care
- Belonging
- Problem-solvers
- Caring
- Driven

5. Audiences for Communications (this information will be used to develop audience-specific messages)

Priority Ranking	Rationale for Ranking, Value of Audience to NHSC	What does NHSC/HRSA offer them?	What do they want from NHSC/HRSA?
Potential Members	Need to meet current and future recruitment goals. Actual providers of care.	Meaningful and rewarding careers that speak to their values of providing patient-focused care to, and making a difference for, those who need it most.	<ul style="list-style-type: none"> • Financial incentives • Professional growth opportunities • Flexibility – geographically and professionally • Easy application and ongoing paperwork • Connection to the community in which they’re placed and a sense of belonging to the Corps
Current Members	Key to recruitment of new members. Their satisfaction and retention can improve the reputation/branding of NHSC.	Assistance and support to help them make the most of their NHSC experience.	<ul style="list-style-type: none"> • Financial incentives • Flexibility – geographically and professionally • Connection to the community in which they’re placed and a sense of belonging to the Corps • Professional growth opportunities • Simple paperwork/requirements
Sites	Key to recruitment and retention, the NHSC member professional experience, and the provision of care to the community.	Highly skilled professionals who are committed to helping the underserved gain access to quality healthcare.	<ul style="list-style-type: none"> • Resources/manpower • Financial incentives for recruitment and retention • Flexibility with paperwork/process • Connection to the Corps
Partners	Critical to successful and effective promotion, outreach and recruitment.	Resources that help reach the common goal of providing fair, equal and quality healthcare to underserved communities.	<ul style="list-style-type: none"> • Resources/manpower • Information • The government “seal of approval”