

# UC Davis Health

## Naming considerations & implementation plan

UC Davis Communications Council  
February 2, 2017

## Background

- UC Davis Health System leadership, with approval from Interim Chancellor Ralph Hexter, resolved to officially change the name of the umbrella organization encompassing the UC Davis School of Medicine, UC Davis Medical Center, UC Davis Medical Group and the Betty Irene Moore School of Nursing at UC Davis from **UC Davis Health System** to **UC Davis Health**.

**UCDAVIS**  
**HEALTH SYSTEM**



**UCDAVIS**  
**HEALTH**

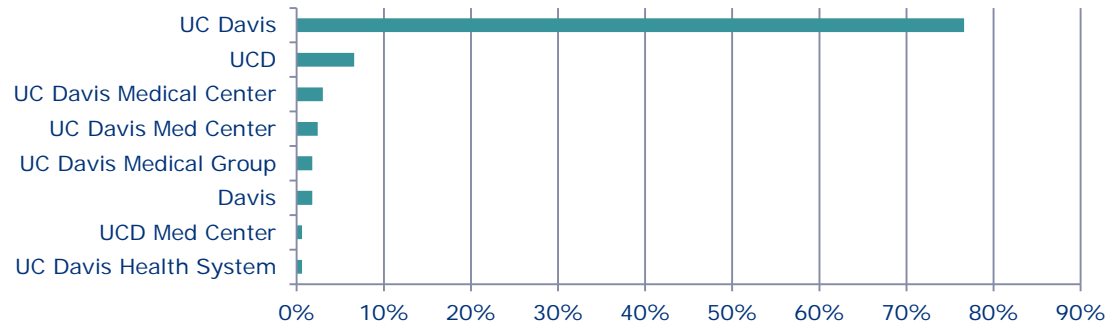
## Rationale

- Shorter name is more memorable, allows for larger logo treatment where space is limited
- Refreshes our image from lingering association with county hospital to one of health, critical care, healing and wellness
- Shifts focus from bureaucratic “system” to one of more warmth, accessibility
- Creates an important extension to the UC Health master brand and sister UC institutions

## Rationale (continued)

- **There is little equity in the “system” name.**
  - As evidenced by a recent survey, a majority of consumers think of us simply as “UC Davis.”

**When you think of health systems, that is, groups of doctors and hospitals in the Sacramento area, what names come to mind?**  
(base = those who mentioned UC Davis)



# The context

## Local health care market



## UC HEALTH



UC San Diego Health

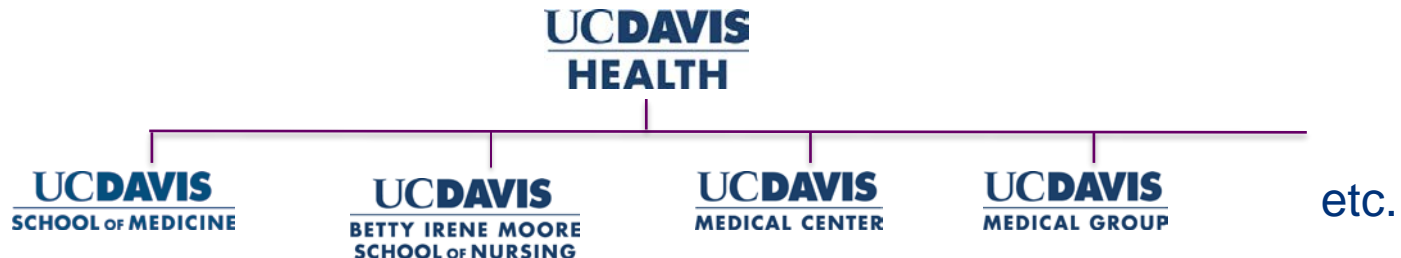


## Why now?

- **We are poised to launch a major new sponsorship with the soon-to-be MLS Sacramento Republic FC.**
  - branding on player jerseys, signage, team advertising and telecasts will bring us significantly more visibility - and allow us to capitalize on local, regional and national media hype surrounding the team's ascension to the majors
- **The February launch of the institution's new strategic plan provides an ideal platform for employee communication and engagement.**

## Considerations

- The change will affect only those entities currently using the Health System name/brand; the schools, hospital and clinical units will retain their existing names and wordmarks.
  - Sub brands will retain their current identity and naming.



## Considerations (continued)

- **A phased implementation will help us minimize unnecessary cost and staff resources, spreading necessary costs over longer term.**



# High level timeline

Activity	CY 16	CY17				CY 18	CY 19	CY 20
		Q1	Q2	Q3	Q4			
<ul style="list-style-type: none"> <li>Pre-launch planning (new logo, templates, communicate internally)</li> </ul>								
<ul style="list-style-type: none"> <li>LAUNCH event, rebrand pertinent ads, websites, social media, electronic pubs</li> </ul>								
<ul style="list-style-type: none"> <li>Update printed collaterals (brochures, letterhead, business cards)</li> </ul>								
<ul style="list-style-type: none"> <li>Rebrand institutional print pubs, remaining web applications, remaining name badges</li> </ul>								
<ul style="list-style-type: none"> <li>Replace remaining uniforms/scrubs, floor mats, collaterals</li> </ul>								
<ul style="list-style-type: none"> <li>Complete rebranding of fleet vehicles, signage</li> </ul>								

# Detailed tasks and timeline

UC Davis Health Name Change Implementation Timeline					Target Completion Date							
ID	Activity	Status	Task Owner	Q4 CY16	Q1 CY17	Q2 CY17	Q3 CY17	Q4 CY17	CY18	CY19	CY20	CY21
<b>Pre-launch: Project planning and pre-design</b>												
1	Define project scope	Complete	PA&M	X								
2	Create new wordmark	Complete	PA&M	X								
3	Update online Communications Toolkit	Complete	PA&M	X								
4	Communicate change internally (3 Things, First Tuesday, Insider)	Complete	PA&M	X								
<b>Phase 1 (complete by Jul 2017)</b>												
5	Hold launch event (reveal new signage; branded giveaways)	Complete	ELT/PA&M		X							
6	Rebrand advertising and direct marketing materials	In progress	PA&M		X							
7	Update electronic publications, websites, social media	Complete	PA&M/Depts.		X							
8	Revise stationary/letterhead (phase as new orders placed)	Complete	Repro		X	X						
9	Update business cards (phase as new orders placed)	Complete	Repro		X	X						
10	Update prescription pads/appt. reminders	In progress	Repro		X	X						
11	Provide new logo to vendors and contractors	In progress	Purch/Contracts		X	X						
12	Rebrand/replace Sacto campus lightpost banners	Not started	PA&M			X						
<b>Phase 2 (complete by Jan 2019)</b>												
13	Rebrand periodical pubs (UC Davis Medicine, Synthesis, Pts of Dist.)	In progress	PA&M		X	X	X					
14	Rebrand Clinical Information Systems	In progress	IT		X	X	X					
15	Rebrand other HS enterprise/dept. applications	In progress	IT		X	X	X					
16	Rebrand remaining Web applications	In progress	IT		X	X	X					
17	Update all marketing collaterals (100 misc. brochures/fliers @ \$1500/ea)	Not started	PA&M		X	X	X	X				
18	Rebrand employee name/security badges (phase as new badges ordered)	In progress	HR		X	X	X	X				
19	Update art on uniforms, scrubs (as new ordered, old replaced)	Not started	Depts.		X	X	X	X	X			
20	Update existing posters (Pt Rights, Princ of Community, Smoke-free)	Not started	PA&M					X	X			
21	Executive communication (podium, banners, drapes)	In progress	PA&M					X	X			
22	Revise parking permits, passes, citations, collaterals	In progress	Prk & Trans					X	X			
23	Rebrand marketing merchandise/promotional items (new orders)	Not started	PA&M/Depts.					X	X			
24	Update printed collateral/display materials	Not started	Depts					X	X			
25	Replace floor mats (phase in)	Not started	FD&C					X	X			
<b>Phase 3 (complete by Jan 2021)</b>												
26	Rebrand fleet vehicles (100 vehicles)	Not started	Prk & Trans						X	X	X	
27	Revise permanent signage (interior, exterior, wayfinding; see detail)	Not started	FD&C						X	X	X	

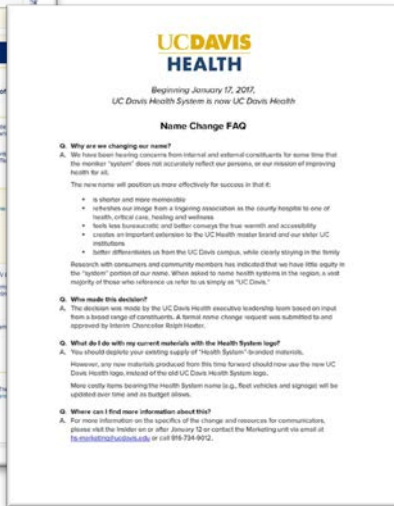
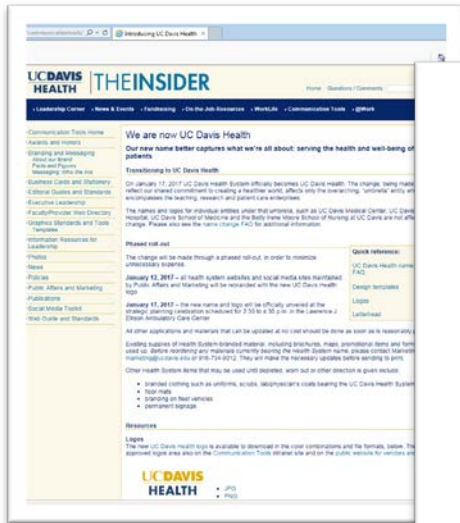
# Launch Communications

# Internal com



1. Change announced internally Jan. 13 via all-hands email, video from Dean/AVC and story on "Insider" employee news site
  - links to FAQ, revised logos, templates, other resources

2. Formally launched by Dean/AVC at Jan. 17 strategic plan event



3. Branded "goody box" delivered to all employees



## External com

- Advance letter notifying major donors, friends and board members mailed Jan. 12
- “Health System” websites rebranded Jan. 13
- Press release issued Jan. 17
- Social media sites rebranded Jan. 18 with organic posts announcing the change
- Print and digital ads in local publications; paid social media launched Jan. 18



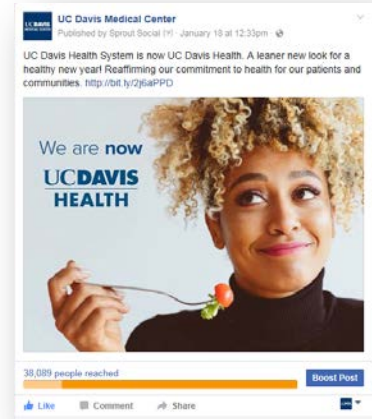
# Creative



Print



Bus benches



- 24 Introducing Our New Name
- 25 UC Davis Health
- 146 Our new name reaffirms our commitment to health with patient-focused primary care and nationally renowned specialty care at a world-class university.
- 25 UC Davis Health
- 47 UC Davis Health, A New Name & A Leaner New Look
- 154 Serving the health and well-being of our patients and community remains our priority. We wish you health and wellness in the New Year.
- 25 UC Davis Health
- 45 UC Davis Health System is Now UC Davis Health
- 146 Capturing a leaner new look for a healthy new year and still serving our community with excellence in patient care, research and technology.
- 25 UC Davis Health
- 30 Same Excellence but a New Name
- 25 UC Davis Health
- 146 Continue to look to us for patient-focused primary care, nationally renowned specialty care with expertise and research at a world-class university.
- 25 UC Davis Health

Social, online text

# Organic social





# Online and social outcomes

## Organic

- **Facebook**
  - 2,881 impressions; 122 engagements; 92 website clicks; 3.19% website ctr
- **Twitter**
  - 1,583 impressions, 50 engagements; 10 website clicks; 0.63% website ctr

## Paid

- **Facebook boost**
  - 60,005 impressions; 1,441 engagements; 68 website clicks, 0.11% website ctr
  - \$.67 cpc; \$.86 cpe
- **Twitter**
  - 115,516 impressions; 2,548 engagements; 45 website clicks, 0.04% website ctr
  - \$1.70 cpc; \$.39 cpe
- **Yahoo**
  - 1,369,658 impressions, 3,210 website clicks, 0.23% website ctr
  - \$.59 cpc

**Questions?**