

Marketing and Branding

UMMC



The University of Mississippi Medical Center

The UMMC Marketing Department goal is to help the community understand:

- Why to choose UMMC for medical care.
- How our education, research and healthcare missions help our state.
- What an academic medical center is and why it matters.

The UMMC Department of Marketing is responsible for:

- All logos
- All advertising
 - TV and radio
 - Newspaper and magazine ads
 - Brochures and other print pieces
 - Billboards
 - Online ads

What is a brand?

Our brand tells people our purpose.

To build a healthier Mississippi,
a healthier country,
and a healthier world
through our three missions.



The University of Mississippi Medical Center






Batson Children's Hospital,
plus all UMMC pediatric
resources, including:

- Providers
- Facilities
- Service Lines
- Transport
- Departments, Centers, and Institutes

**Here are some examples
of our work.**

UMMC Projects


Current UMMC brand print campaign



5,301 hearts. Making history. Changing the odds.

The University of Mississippi Medical Center is a partner in the largest heart disease study ever focused on African-Americans: the Jackson Heart Study. Now on its 15th year, the study, which is a collaboration between UMMC, Jackson State University and Tougaloo College, includes 5,301 Mississippians. It has resulted in groundbreaking data that could someday lead to new treatments and prevention methods that can help people in our state and around the world.

Learn more at ummhealth.com/jhs.

 THE UNIVERSITY OF MISSISSIPPI
MEDICAL CENTER

UMMC Research.
Tomorrow. Every day.

©2015 UMMC



Zeroing in on **cancer.** Increasing **HOPE** for **MILLIONS.**


Conventional chemotherapy fights cancer, but also destroys healthy cells throughout the body. Now, UMMC biochemists Dr. Drazen Raucher and Dr. Lee Bidwell have developed a new method. It uses biopolymers and gentle heat to deliver anticancer drugs directly to a tumor without affecting the rest of the body. The results are lower doses, fewer treatments, reduced side effects and new hope for cancer patients everywhere. Learn more at ummhealth.com/cancer.

 THE UNIVERSITY OF MISSISSIPPI
MEDICAL CENTER

UMMC Research.
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New faculty print ads



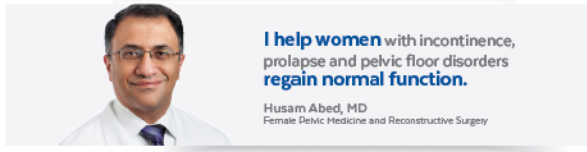
I perform **minimally invasive aortic valve replacements** that help patients heal faster.

John Parks, MD
Cardiology



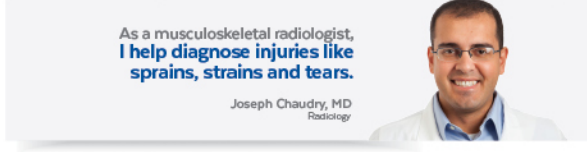
I provide **critical care** for patients suffering from **traumatic brain and spine injuries.**

Christa O'Hana San Luis, MD
Neurocritical Care



I help **women** with incontinence, prolapse and pelvic floor disorders **regain normal function.**


Husam Abed, MD
Female Pelvic Medicine and Reconstructive Surgery



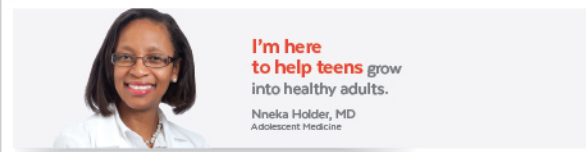
As a musculoskeletal radiologist, I help **diagnose injuries like sprains, strains and tears.**

Joseph Chaudry, MD
Radiology

Many experts, one focus: a healthier Mississippi.




For appointments, call 888.815.2005. | ummhealth.com




I'm here **to help teens** grow into healthy adults.

Nneka Holder, MD
Adolescent Medicine




I care for newborns **in Mississippi's only Level IV NICU.**

Maria Johnson, MD
Neonatology



I help **kids with HIV and AIDS** manage their health.


Kengo Inagaki, MD
Children's Infectious Diseases



I treat kids with **digestive, liver and pancreatic** problems.


Anshu Maheshwari, MD
Children's Gastroenterology

Many experts, one focus: healthier kids.




For appointments, call 888.815.2005. | ummhealth.com/childrens

Service line marketing



Luminous

Get the glow of health and youth.
Call the Face and Skin Center today.

 **UMMC**
Face and Skin Center
Kimberly Ward, MD
Dermatologist

The Township at Colony Park
201 Northlake Avenue, Suite 211 • Ridgeland
601.815.3374 • ummchealth.com/cosmetiderm



Lose weight,
gain health.

Health is a gift. Don't let obesity steal it away.
Start the weight loss program backed by education and research from Mississippi's only academic medical center.

Call to register for a free info session:
February 11 at noon
February 25 at 6 p.m.
at University Physicians—Grants Ferry

601.984.1285
ummchealth.com/weight

 **UMMC**
Weight Management



A world of care for you and your baby

 **UMMC**
Women's Care

Campus shuttle buses



Children's of Mississippi Campaign

Print Ads



The University of Mississippi Medical Center



Children's of Mississippi Campaign

Outdoor Board



Interactive Banner



Office of Development Projects

Print Ads



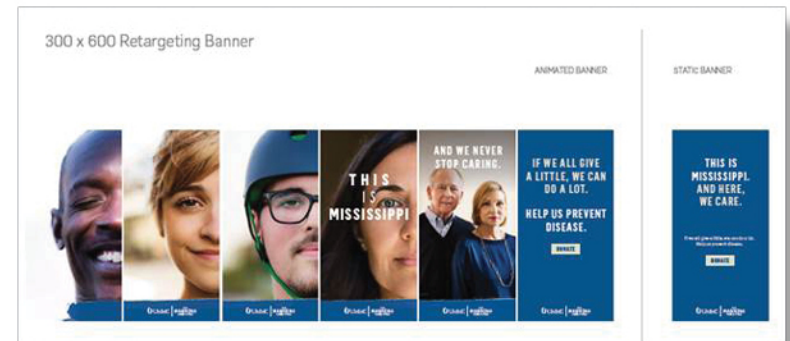
The University of Mississippi Medical Center



Outdoor Boards



Online Ads



**But enough
about us!**

You
are our most powerful
marketing resource.

You create word of mouth by giving care, respect, and attention to everyone at UMMC.

Positive word of mouth can't be bought, and it's more powerful than any advertising.

You deliver the patient experience,
the visitor experience,
and the community experience.

Your Role

- Give an excellent experience every time.
- Share your stories with us.
- If it has a logo on it, **please show it to us first.**
- Follow the brand guidelines available at **umc.edu/marketing.**

Together, we'll continue
to build the **UMMC** and
Children's of Mississippi
brands.

Thank you!

marketing@umc.edu