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

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

The University of Mississippi Medical Center
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 ummshealth.com/5301.

Zeroing in on cancer. Increasing HOPE for MILLIONS.

Conventional chemotherapy fights cancer but also destroys healthy cells throughout the body. Now, UMMC scientists Dr. Denzer Ranscher and Dr. Lai Ridgwell 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 result: safer doses, fewer treatments, reduced side effects and new hope for cancer patients everywhere. Learn more at ummshealth.com/cancer.

The University of Mississippi Medical Center

Department of Marketing
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'Hara, MD
Neurocritical care

**I help women** with incontinence, prolapse and pelvic floor disorders regain normal function.
Musarrat Abid, MD
Reproductive Endocrinology and Infertility

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

I care for newborns in Mississippi’s only **Level IV NICU**.
Masli Johnson, MD
Neonatology

I help **kids with HIV and AIDS** manage their health.
Kengo Ijagam, MD
Children’s Infectious Diseases

I treat **kids with digestive, liver and pancreatic problems**.
Arash Hashemnejad, MD
Children’s Gastroenterology

Many experts, one focus: a healthier Mississippi.

For appointments, call 888.815.2005 | ummchealth.com

The University of Mississippi Medical Center

UMMMC
Department of Marketing
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
paramiaq
The Township at Colony Park
201 Northlake Avenue, Suite 20
Jackson
601.815.3224 • ummchealth.com/cosmeticderm

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 6 p.m.
February 25 at 6 p.m.
at University Physicians - Gwinna Ferry
601.394.1235
ummchealth.com/weight

UMMC
Weight Management

A world of care for you and your baby

UMMC
Women’s Care

The University of Mississippi Medical Center
Campus shuttle buses
Children’s of Mississippi Campaign

Print Ads

SPECIALIZED CARE FOR KIDS, BECAUSE EVERY KID IS SPECIAL.

With Mississippi’s only children’s hospital delivering specialized care, we’re here to help Mississippi kids. Our growing network is helping kids and their families – closer to home.

Children’s of Mississippi is part of the University of Mississippi Medical Center.

Learn more at mmcm.org

The University of Mississippi Medical Center

UMMMC
Department of Marketing
Children’s of Mississippi Campaign

Outdoor Board

Interactive Banner
Office of Development Projects

Print Ads

The University of Mississippi Medical Center
Outdoor Boards

THIS IS MISSISSIPPI
AND HERE, WE CARE.

GIVE TODAY AT MANNINGSFORHEALTH.ORG

Online Ads

300 x 600 Retargeting Banner

The University of Mississippi Medical Center
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