

Brand Platform

The who, why, what and how of PS+D

This document is a tool. It serves many purposes and audiences. Part education and part inspiration, it begins with larger, internal-facing ideas and transitions to more tactical, consumer-facing tools. Inside these pages are the foundational elements that makes us who we are.



Contents

04	What is a Brand Platform?
08	Our Story
11	Our Audience
31	Brand Foundation
39	Brand Personality
54	Content Alignment
65	In Closing

What is a Brand Platform?

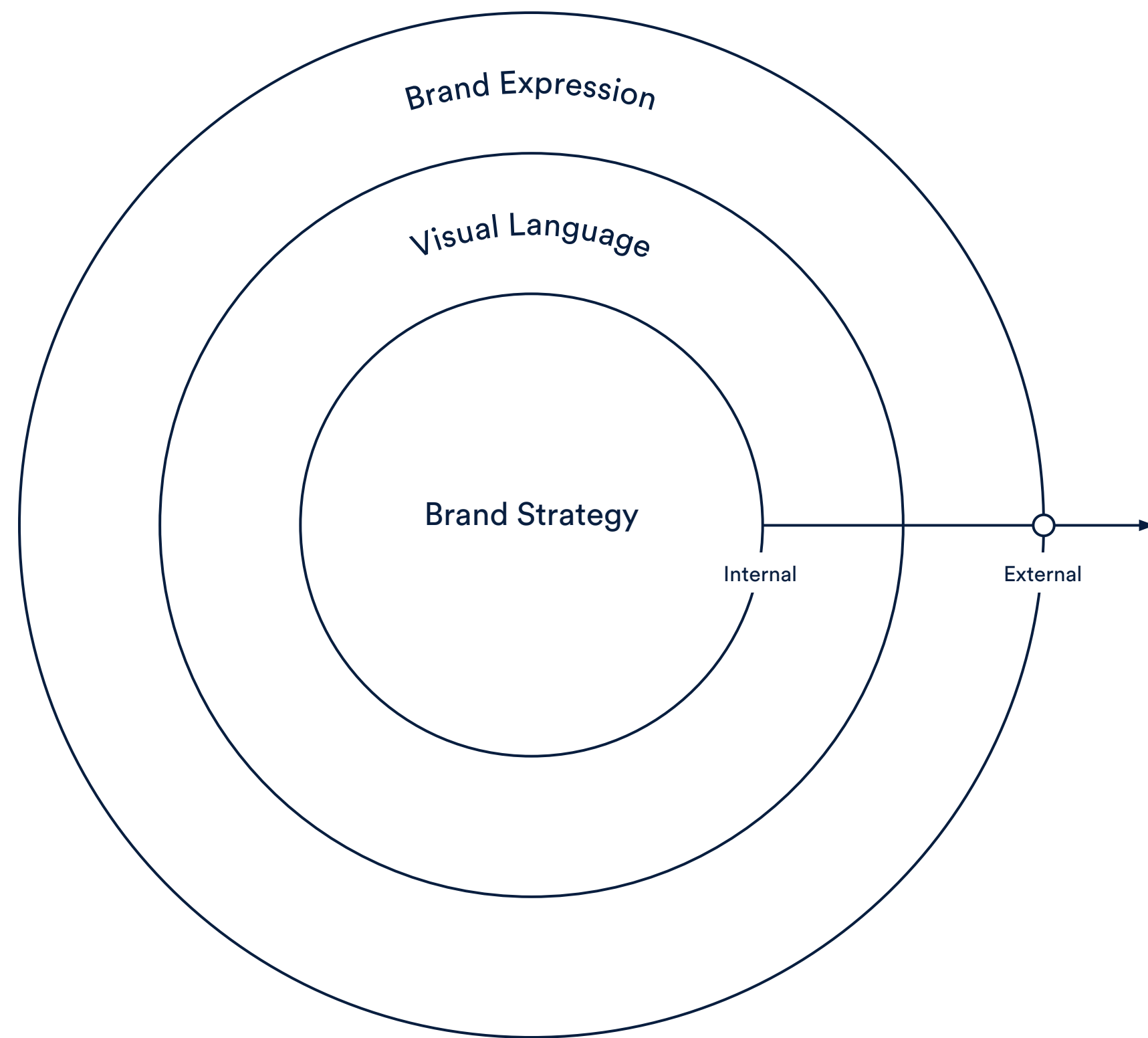


Our Brand Platform is
a shared understanding
of our core purpose.

It's our North star.

It's for us, *not* our audience.





Our Brand Platform is the strategic foundation of PS+D's internal ethos and external expression. It informs our daily practice and shapes the way our brand looks and feels.

Our Story



Our Beginnings:

Twenty years ago, Providence Health & Services leadership saw an opportunity for better recruiting practices through the lens of their purpose-driven mission. They were disheartened by the high prices and short-sighted tactics of commission-based, third-party networks. They knew the model of recruitment needed to be re-evaluated, re-constructed and re-born.

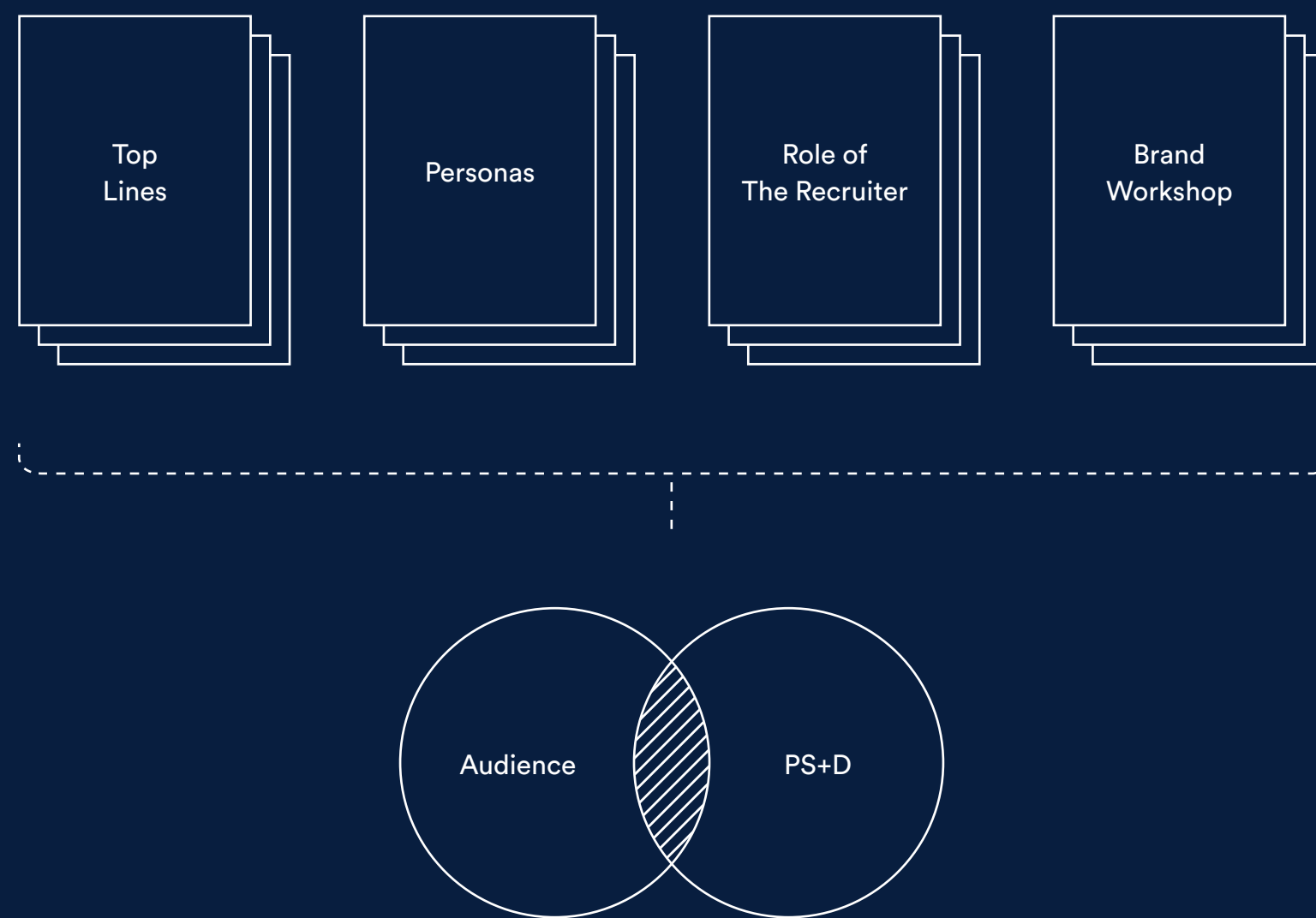
After nearly two decades of experience in improving their own in-house recruitment, Providence felt the need to branch out and provide this same expertise to healthcare systems other than their own. Provider Solutions + Development came to life in 2018 to expand the mission of provider-centric recruitment.



Our Evolution:

As we've matured in our identity, we've grown in our belief that when we directly and deeply care for our providers, we contribute to the well-being of healthcare as a whole. In effect, we create a circle of care and compassion that transforms communities. Our touch isn't transactional. It's personal. We believe the right intentions will lead to the right decisions and that the right path will lead to the right fit. From residency to retirement, we support and serve our providers with heart, so they can do the same for their patients.

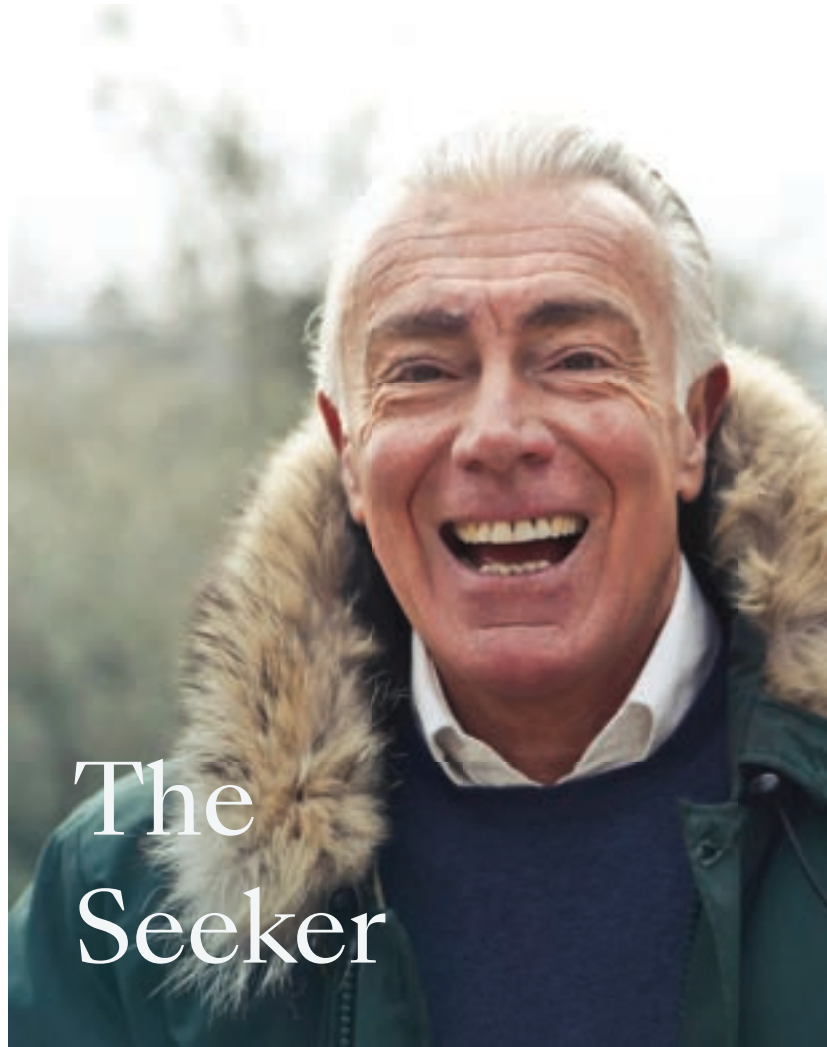
Our Audience



The following pages highlight our consumer research^{*} and provide an objective summary of the findings.

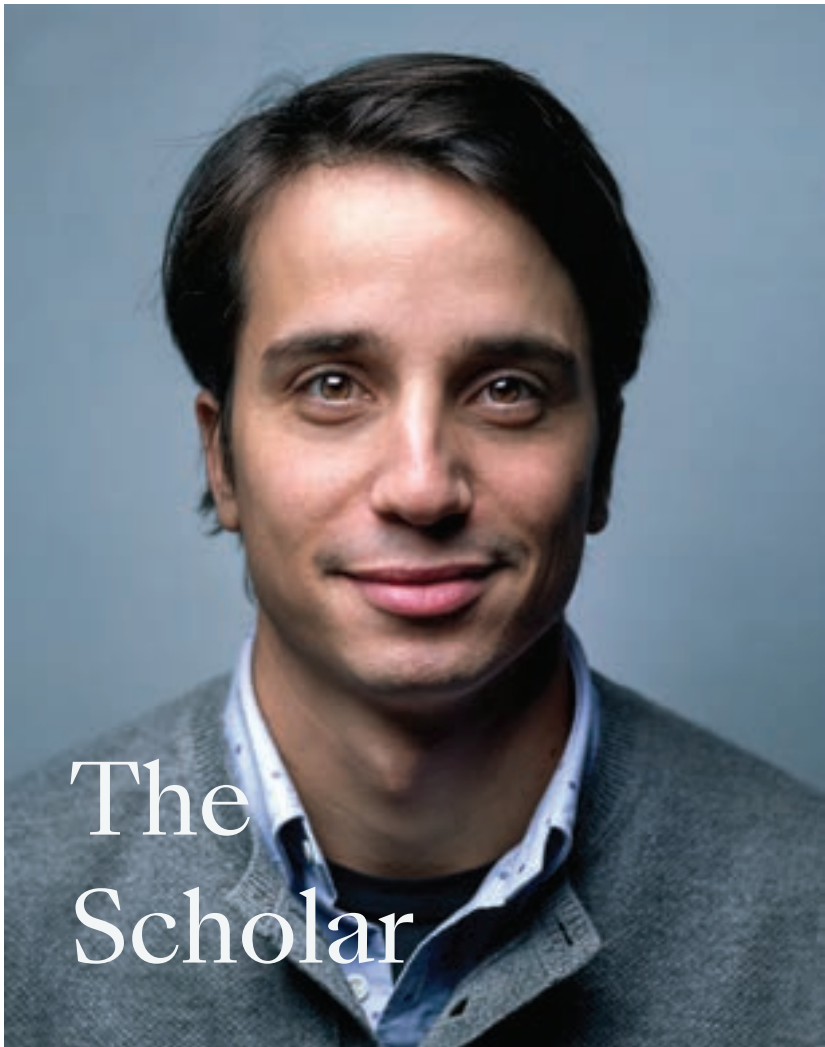
The goal of this summary is to guide the alignment of our providers' needs, with the foundation of PS+D's brand strategy.

Our Audience



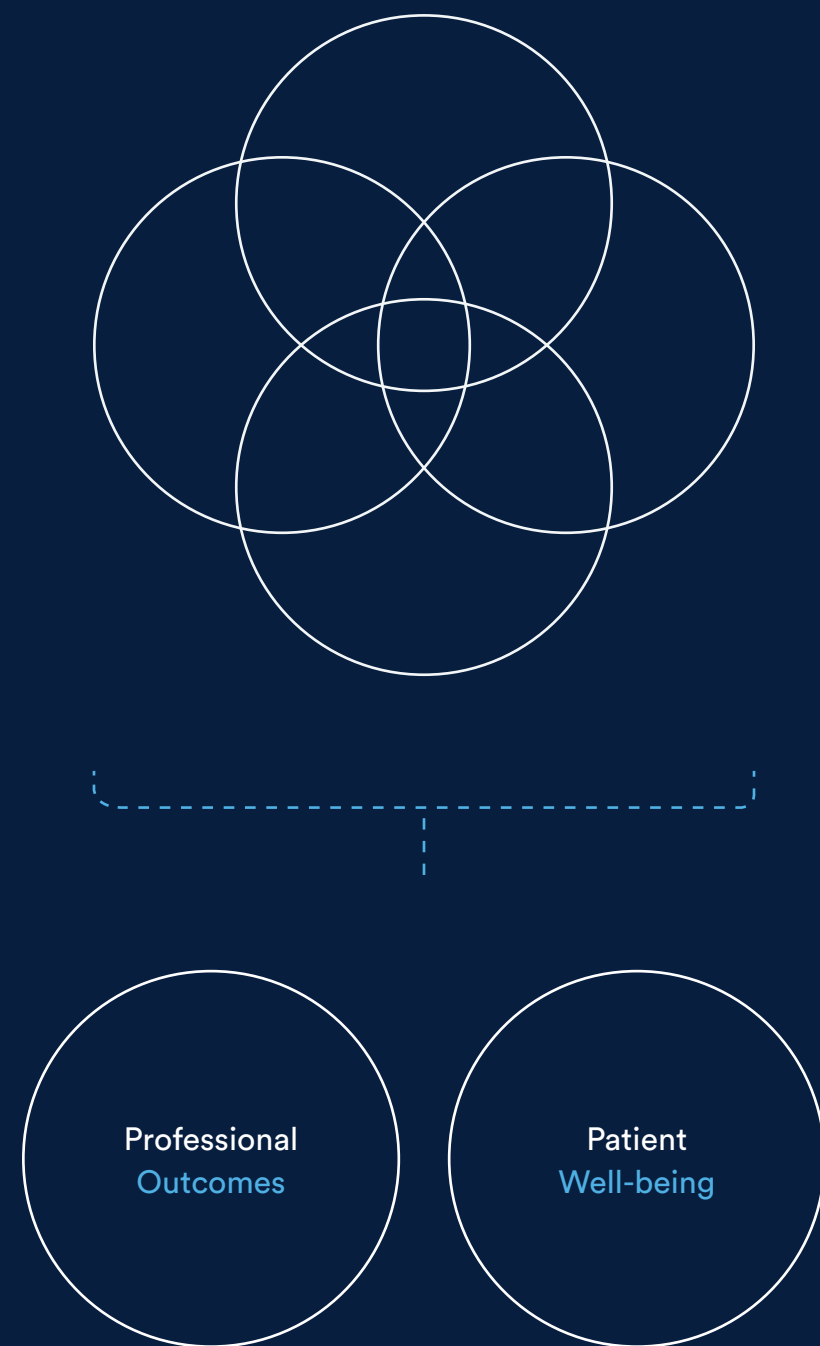
Internally focused

Job satisfaction and professional outcomes are paramount.



Externally focused

Knowledge and patient outcomes are paramount.



Our audience encompasses a broad spectrum of personalities with a diverse range of career needs and personal values.

This dynamic audience can be divided into two main categories; those driven by professional outcomes and those motivated by the outcomes of those they serve.



The Shiner

The Shiner wants to be the best and be surrounded by the best. They are titled, rigorous and relentless. Naturally determined, achievement-oriented and focused, Shiners are most fulfilled when they can rise to a challenge and overcome it with pride and recognition, sharing their strength and expertise along the way. Their drive for validation and status fuels consistently successful results for their patients, their teams and themselves.

How does PS+D serve The Shiner?

We give the best an opportunity to be the best.

How does the Shiner serve the PS+D brand?

The Shiner builds credibility and elevates our best-in-class reputation.



“Maryam is 37. She spent five years at John Hopkins for her residency and completed a three-year fellowship at Duke. She currently works at the Mayo Clinic. She’s pioneered numerous experimental cardiac surgeries and rehabilitation protocols. She confidently speaks about those successes with her colleagues. She is often found amongst specialty teams of medical elite.”



Shiners Traits

Shiners are uncompromising and have relentless passion.

They are heroic, confident and accomplished.

Their desired workplace needs to be trusted and well-known within the industry.

They are not intimidating, arrogant and unapproachable. Though they may be perceived this way, Shiners have a fundamental desire to improve the lives of their patients.

Communicating with The Shiner

Success equals recognition, achievement and pride.

The Shiner desires to be surrounded by the best.

Speak to their traits by using heroic language such as *uncompromising, intentional, focused, genuine, precise, rigorous, purposeful, bold, relentless, strong, determined and tenacious*.

Focus on resources and accomplishments when defining opportunities that position them to be the best.

Values: Protocol

Shiners: Expect to be at the table to make decisions on protocols and how things are done.

Recruiters: Focus on healthcare systems where decisions are made by the physician, not administrators.

Values: Autonomy

Shiners: Do not want to compromise what they believe is the best course of treatment.

Recruiters: Focus on opportunities to collaborate with senior staff on experimental procedures.

Values: Innovation

Shiners: Want top-of-the-line resources; scheduling systems, staff, technologies, etc.

Recruiters: Focus on places where innovation is a standard for care. Look for tangible examples of this value (best-in-class technology acquisitions, industry-leading providers on staff, a track record of encouraging speaking engagements and publishing, etc.)



The Seeker


The Seeker is an experienced provider on the verge of burnout. They are medical professionals who over time have become frustrated and bogged down by healthcare bureaucracy. Uncertain about what is next, they want to feel invigorated about their work again but may not know how to take the next steps. They are nervous about the future, unsure about important decisions and need a guide to get them out of their lull.

How does PS+D serve The Seeker?

We reignite the Seeker’s original sense of purpose and passion for medicine.

How does the Seeker serve the PS+D brand?

The Seeker provides quality and seasoned care for niche healthcare systems.

 “Robert has specialized in Radiology for over 20 years. He spent the majority of his tenure at the Barnes-Jewish Hospital, but moved to St. Louis Children’s Hospital because of his frustration with “arbitrary” protocols that seemed to favor the hospital over the patient. The move to St. Louis initiated excitement but the bureaucracy and lack of support has him feeling helpless again. He is at a cross-roads in his career and is not sure what to do next. Even if he had an idea, he lacks motivation to take the next steps.”



Seeker Traits

Seekers are burnt out and need to feel reinvigorated (work-life balance).

They are anxious and cautious but hopeful.

Their desired workplace needs to be inspiring, helpful and thoughtful.

They are not bitter, rebellious and punitive.

Communicating with The Seeker

Success equals confidence, excitement and inspiration.

The Seeker desires to feel reinvigorated in their work.

Speak to their traits by using introspective language such as *flexibility, self-awareness, self-improvement, motivation, growth, curiosity, the journey, overcoming, collaboration, aspirations and happiness.*

Focus on support, inspiration and the opportunities this creates to be a healer.

Values: Workplace Ethos

Seekers: Want deeper meaning and parity between the institution’s vision and their own.

Recruiters: Focus on the company’s vision and its commitment to supporting physician’s personal and professional growth.

Values: Protocols

Seekers: Resentful of rigid and “arbitrary” protocols.

Recruiters: Focus on a company’s patient-first approach to care.

Values: Schedule and Flexibility

Seekers: Desire predictability because their world currently feels out of control.

Recruiters: Focus on the company’s commitment to supporting work-life balance.

Values: Work Culture

Seekers: Want to be surrounded by staff who make the day more pleasant.

Recruiters: Focus on the company’s commitment to hiring staff that are passionate and vested in creating positive daily outcomes.

Values: Growth Opportunities

Seekers: Value a clear career path and room for advancement.

Recruiters: Focus on a company’s commitment to funding continued education, conference attendance and personal interest projects.



The Soother

The Soother is a dedicated healer with a heart of gold. They are deep, empathetic and supportive. With a strong desire to serve, they listen closely to understand patients and help them holistically. They genuinely improve lives, not just health, by making a difference and acting as an ally for those in need. They are personally vested in the outcome of their patients. For the Soother, personal relationships translate to professional successes.

How does PS+D serve The Soother?

We align with the Soother’s fundamental need to deeply connect and care for their patients.

How does the Soother serve the PS+D brand?

They align to and support our internal mission-driven approach and human-centered values.



“Imani has a new job at Providence Portland Medical Center. She’s excited for the change, as strict hospital protocols at her former job meant she could not prioritize her patients as much as she wanted to. Originally, smaller hospitals were Imani’s focus, but Providence has a mission of serving the poor and vulnerable, which resonated with her core value—to genuinely improve patients’ lives.”



Soother Traits

Soothers are nurturers with genuine interest and a caring spirit.

They are approachable, thoughtful and dependable.

Their desired workplace needs to be welcoming, supportive and personal.

They are not passive, pushovers and incapable.

Communicating with The Soother

Success equals authentic connections, commitment and lasting impact.

The Soother desires to treat all patients as people.

Speak to their traits by using deeply personalized language such as *empathy, courtesy, patience, encouragement, safety, honesty, collaboration, welcoming, trust, respect, availability and support*.

Focus on connections and relationships and the opportunities this creates to be a nurturer.

Values: Workplace Ethos

Soothers: Prioritize patient care over everything else.

Recruiters: Focus on positive impact in underserved patient populations and what's being done to make a difference for the greater community.

Values: Protocol

Soothers: Don't want to be limited by a set amount of time that can be spent with patients.

Recruiters: Focus on places with a slower-paced practice, an emphasis on personal interactions with patients and strong community ties.

Values: Work Culture

Soothers: Want small family-like environments where people know one another personally.

Recruiters: Focus on environments known for extensive collaboration, healthy team dynamics and a spirit of client-care innovation.



The Scholar

The Scholar is a diligent academic with an innovative vision.
They are bright, insatiably curious and collaborative. Excited and challenged by the opportunity to blaze a new trail, they are often found researching and analyzing information that leads to advancement in the medical field at large and directly for their patients. They highly value wisdom, knowledge and truth and are rarely satisfied by the status quo.

How does PS+D serve The Soother?

We facilitate opportunities to advance medicine through trailblazing research via our partners.

How does the Soother serve the PS+D brand?

The Scholar advances our connections within the top-tier medical research centers.



“Published prolifically, Sebastián feels best in large, hospital-based research programs. Massachusetts General has been instrumental for him in transforming medicine through innovation. Sebastián has an accomplished tenure and unlimited curiosity and drive to make a difference advancing medicine. He often partners with the Shiner to solve rare, complex cases with ground-breaking treatments and surgeries.”



Scholar Traits

Scholars are dissatisfied with the status quo and want to advance medicine.

They are curious, driven and open-minded.

Their desired workplace needs to be creative, passionate and cutting-edge.

They are not nerdy, single-minded and standoffish.

Communicating with The Scholar

Success equals medical break-throughs, increased wisdom and improved outcomes.

The Scholar deeply desires to advance medicine.

Speak to their traits by using problem-solving language such as *improving, advocating, understanding, solving, notice, fixing, advancing, developing, follow-through, efficiency, responding and sharing*.

Focus on knowledge, learning and opportunities to be a trailblazer.

Values: Patient Population

Scholars: Need a diverse mix of patients to ensure research is not biased by a homogeneous culture.

Recruiters: Focus on broad patient types of varying socioeconomic status/lifestyles and the ability to monitor and stay with the patient over time across various treatments.

Values: Workplace Ethos

Scholars: Value institutions with significant investments in research, learning and discovery.

Recruiters: Focus on grants awarded to physicians at the hospital, current research programs and published research.

Values: Work Culture

Scholars: Want to know that physicians and staff are invested in knowledge and value research.

Recruiters: Focus on academic collaborations between institutions with access to resources for research, learning and mentor programs.

Values: Schedule and Flexibility

Scholars: Want devoted time to conduct research without being overloaded with clinical time.

Recruiters: Focus on allocated and dedicated time for research, provide examples based on current physician's schedules and responsibilities (how this is impacted by research and continued learning).

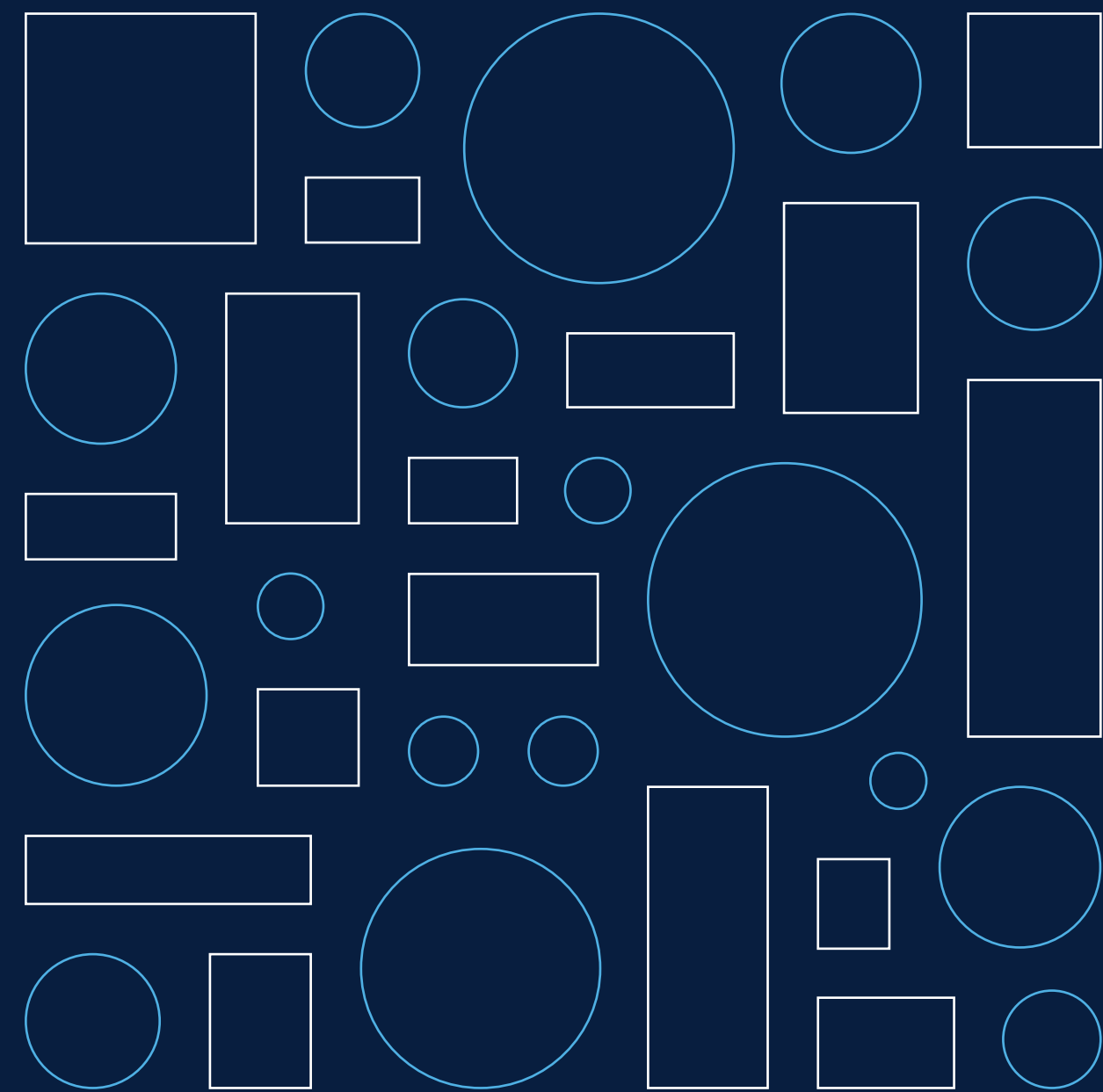
Values: Innovation

Scholars: Value research and knowledge as a way to innovate.

Recruiters: Focus on healthcare systems' latest technology acquisitions, grants and endowments and vision statements that align with advancements in medicine.

General considerations when engaging with our audience.

- Listen, listen and then listen some more.
- Regardless of the audience, our primary goal is to listen to their needs and understand their wants. Do not tell them what you think they need before you've earned their trust.
- This is a two-sided conversation that they lead and we follow.
- Do not present an opportunity until you've fully heard what they are looking for.
- Titles matter; call them what they are (PA, NP, etc.). Do not lump "Physicians" and "Doctors" into the same category as "Providers."



Our audience values a wide range of tangible and intangible aspects of an employment opportunity.

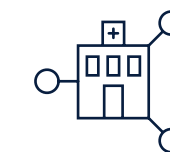
What are *tangible* priorities?

Tangibles are aspects of a job that are easily understood and measured without first-hand experience with the employer or position.

While these aspects are less important to our audience and may be measured without a recruiter's help, they serve an essential role in the PS+D experience. The tangible elements of a role are an initial filter for a “best fit” placement.



Hospital
Size



Hospital
Network



Patient
Population



Location

What are *intangible* priorities?

Intangibles are aspects of a job that cannot be measured with numbers or pinned on a map. These criteria are far more difficult to understand without intimate knowledge of an employer or position.

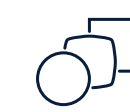
Not only are these aspects of an opportunity extremely important to our audience, they must be deeply understood by recruiters. A keen awareness of an individual's intangible priorities forms the foundation of a personalized relationship.



Company Values



Work Culture



Protocol Flexibility



Innovation



Schedule/Flexibility



Growth Opp.



Autonomy

Workplace Priorities

Most of our audience values...

- Hospital size
- Company values
- Work culture
- Protocol flexibility

Some of our audience values...

- Location
- Innovation
- Schedule and flexibility

Few in our audience values...

- Patient population
- Growth opportunity
- Amount of autonomy

No one in our audience values...

- Hospital network

High Priority

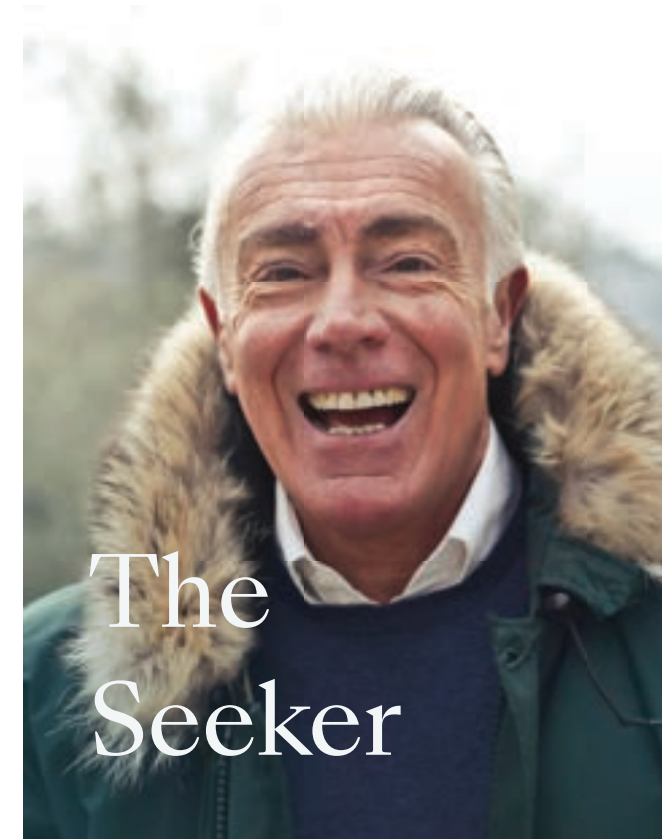


Low Priority

- Tangible Priority
- Intangible Priority



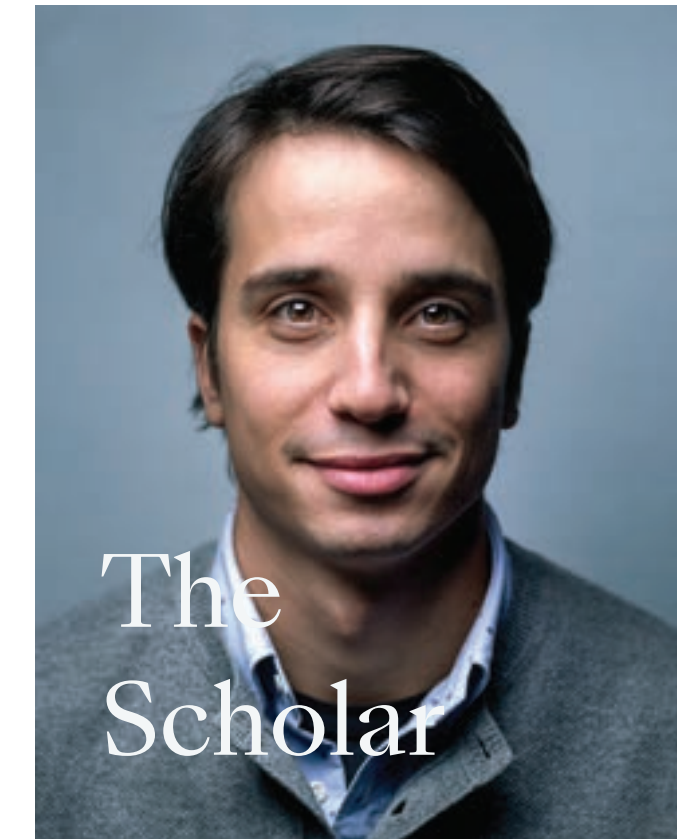
- Hospital Size
- Hospital Network
- Patient Population
- Location
- Company Values
- Growth Opportunities
- Innovation
- Amount of Autonomy
- Schedule and Flexibility
- Work Culture
- Protocol flexibility



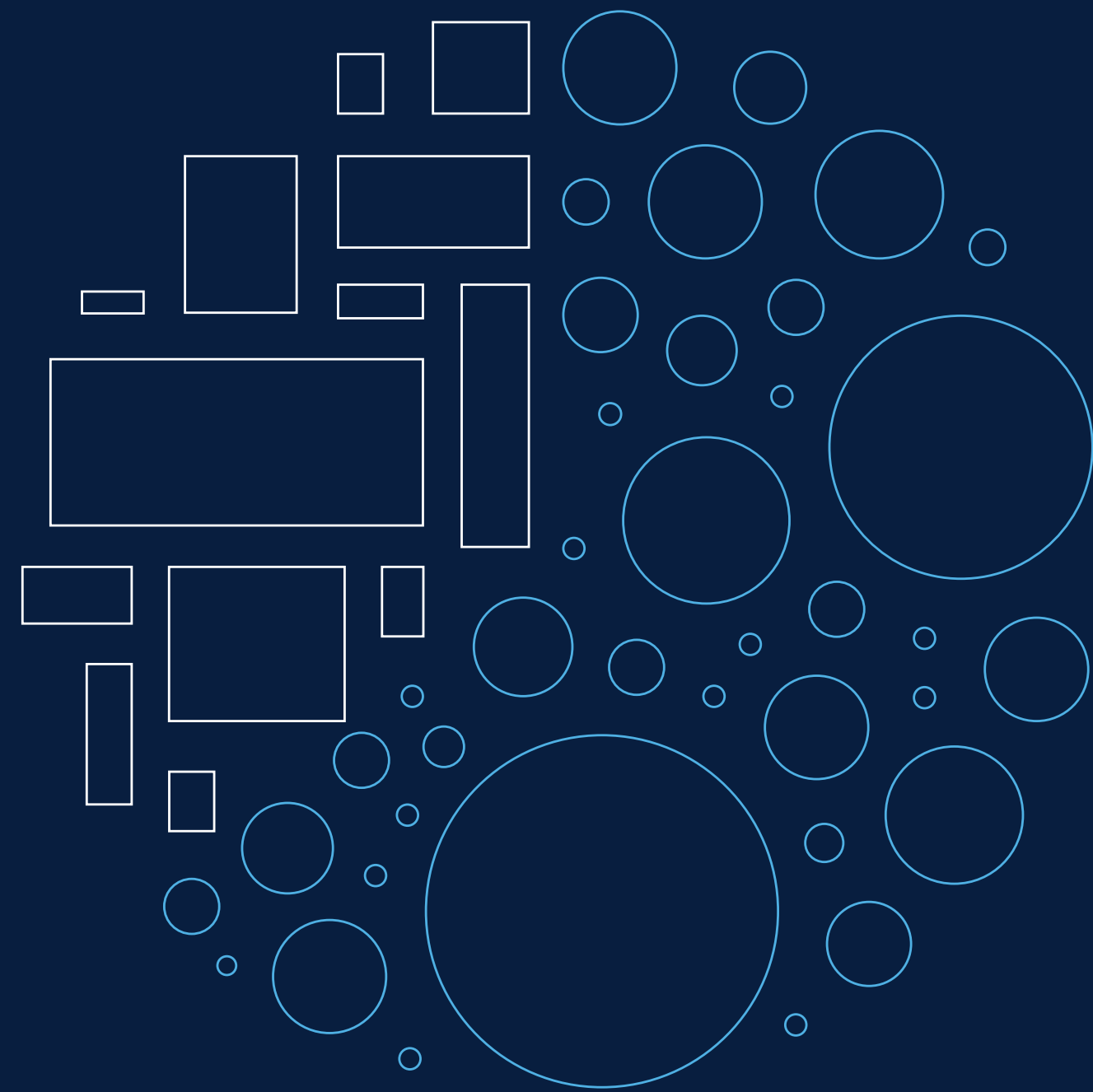
- Hospital Size
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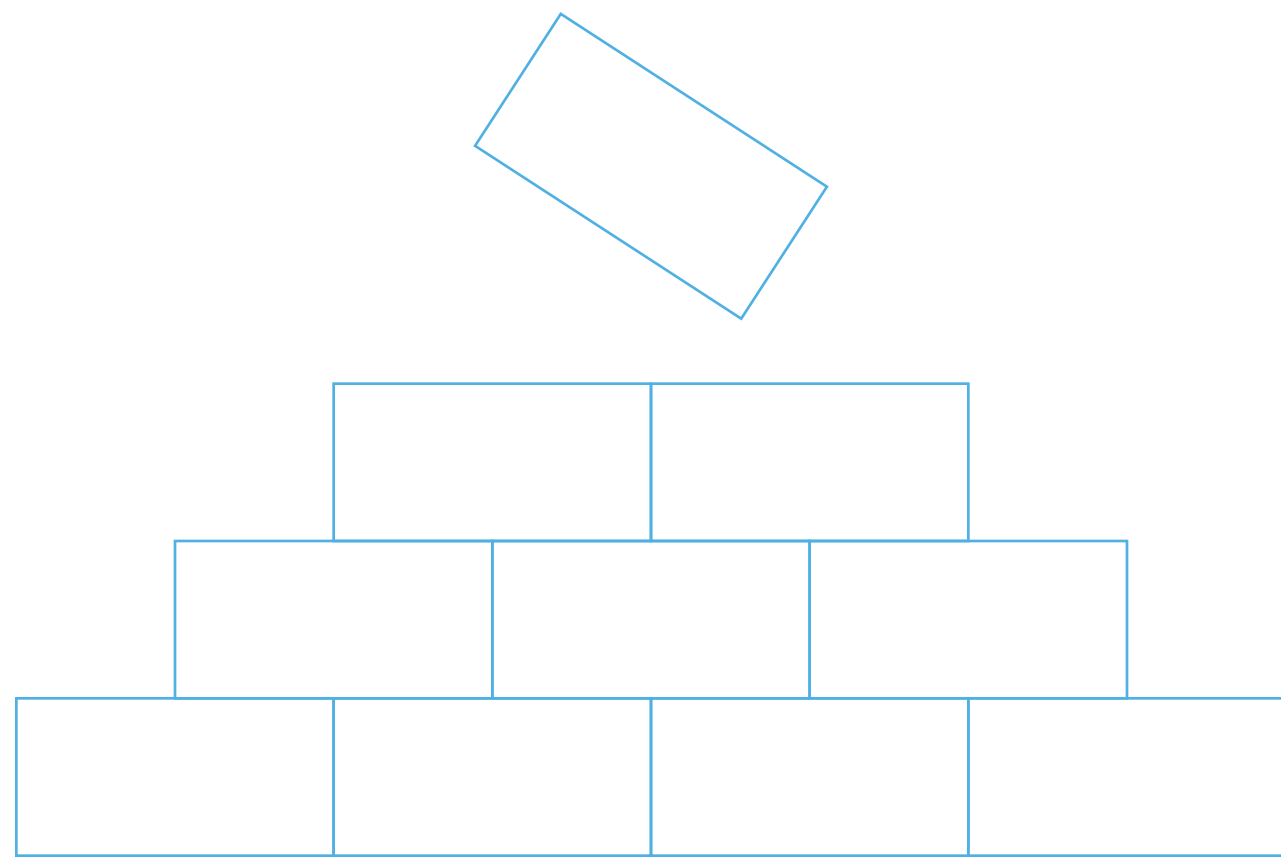
While a position may look great ‘on-paper’, our audience makes career choices based on the intangible aspects of an opportunity.

PS+D must intimately understand the intangible priorities of a provider and how a particular healthcare system aligns with those values. Meanwhile, tangibles should influence the functional aspects of the product experience such as search and filter criteria on our website.



We must evolve from a brand focused on our mission and core values to one focused on the values of our audience. While our mission will continue to guide us and form the foundation of our brand ethos, our voice and engagement with our audience must change to a highly personalized approach centered around the personal and professional needs of the individuals we serve.

Brand Foundation



These foundations are the
building blocks of our brand.
They guide our path internally
and form our voice externally.

Our Vision

This is our internal, long-term focus. Our vision forms the foundation of our mission and values, guiding our brand ethos and decision-making process.

It charts the course for our future and drives the purpose for the problem we are solving.

To *build*
and *support*
healthier
communities,
one provider[★]
at a time.

A woman with voluminous curly brown hair is sitting on a paved path in a park, laughing joyfully with her head tilted back. She is wearing a dark green V-neck sweater with white stripes on the sleeves and orange high-waisted trousers. The background shows a grassy area and trees with light-colored blossoms.

Our Mission

Our mission statement is the core of what we do. It's our reason for being and dictates our day-to-day focus.

To *inspire*
and *empower*
the next
generation
of care.

A blue stethoscope is positioned diagonally across the left side of the page, set against a solid pink background. The stethoscope's chest piece is at the bottom left, and its tubing extends towards the top right.

Our Values

These are the guiding principles for our company and everyday practice.

Be human

Treat those you serve the way you want to be treated—with honesty, respect and transparency. The current perception of recruiters is that they are aggressive and commission-focused, and that’s not what we stand for.

Listen

Before truly knowing what people need, we need to understand exactly what they want. Our duty is to genuinely connect with our providers by asking, not telling.

Empower potential

The grass is greener where you water it. We nurture and guide your next best self, aligning opportunities that transform potential with personal values and professional aspirations.

Help one to serve many

The care you give today sets the standard of care for tomorrow. At PS+D, we believe in building healthier communities for all. A healthier world is a better world.

Guide a path to care

We strive to match provider potential with the needs of healthcare institutions to advance the future of care.



Our Promise

Our North star—the experience
we deliver to our audience.

Committed to care.

Our Manifesto

They say altruism, compassion and empathy are the things that make the human species unique. That explains why we're so deeply fulfilled when we take care of one another.

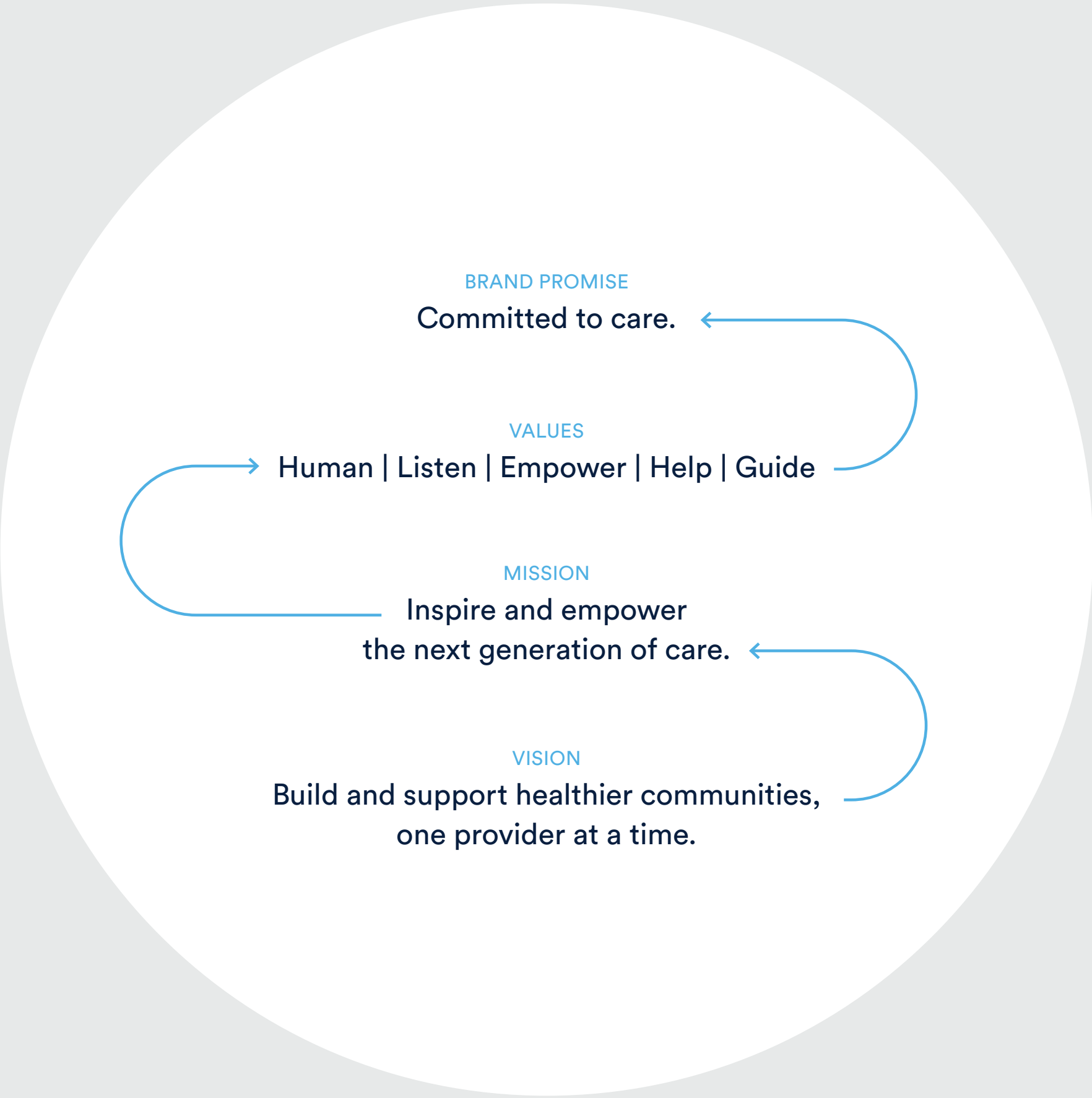
They say the first duty of love is to listen. That explains why our open ears often accompany our open hearts.

They say business shouldn't be personal. That explains why so many services and systems feel cold and broken.

We know that we're not here to do things the way they've been done. We can't settle or compromise.

We know that we're here to fiercely nurture our providers, their career paths and their potential. We don't fill positions. We fulfill individuals.

We know that we're here to care for others in the same way we'd want to be cared for. We support and serve our providers with heart, so they can do the same for their patients.



POSITIONING SUMMARY STATEMENT

Connecting through a circle of care.

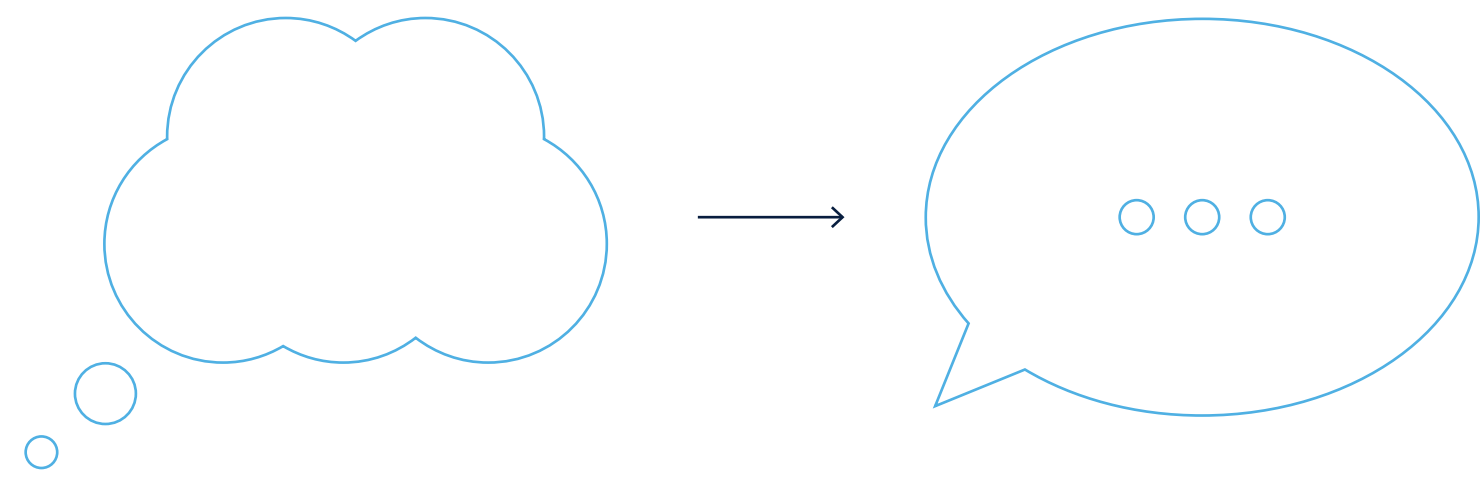
PS+D is part of a bigger picture—an interconnected and mutually dependent circle of care. When our providers are taken care of, their patients are taken care of. When their patients are taken care of, our community as a whole is better, healthier and stronger.

Our physicians and advanced practice clinicians care for their patients on a daily basis. It’s our duty to do the same for them. We will provide them with thoughtful personalization, dedicated service and compassionate support. When we do our best we empower them to be their best.

Brand Personality

People
interact
with brands
on a very
personal
level.

*Authentic brands foster deep,
meaningful relationships with their
audience by aligning the brand's
external self with its true internal self.*



Our Brand Personality is the external expression of our vision, mission, values and brand promise. It's what we say and how we say it.

Our Personality

This internal mantra summarizes our brand's personality and approach. It encompasses how we act and express ourselves to our partners and providers.

We are a
community
that *listens*,
guides and
empowers.



Who we are

Some people have more compassion than they know what to do with. They find an outlet in helping others and making a difference through empathy, insight and action. They somehow strike a balance between caring for themselves and others while maintaining an altruistic concern for the world at large.

Can you imagine a world without them? We wouldn't want to either.

That is who we are—a community that listens, guides and empowers. We give our expertise to ensure others are on the right path. Our strength and sensitivity enables us to steer and support the people we serve. Our impact starts with empathy and ends with real relationships (typically the long-term kind).

That is how we connect with others, through our steadfast commitment to care.

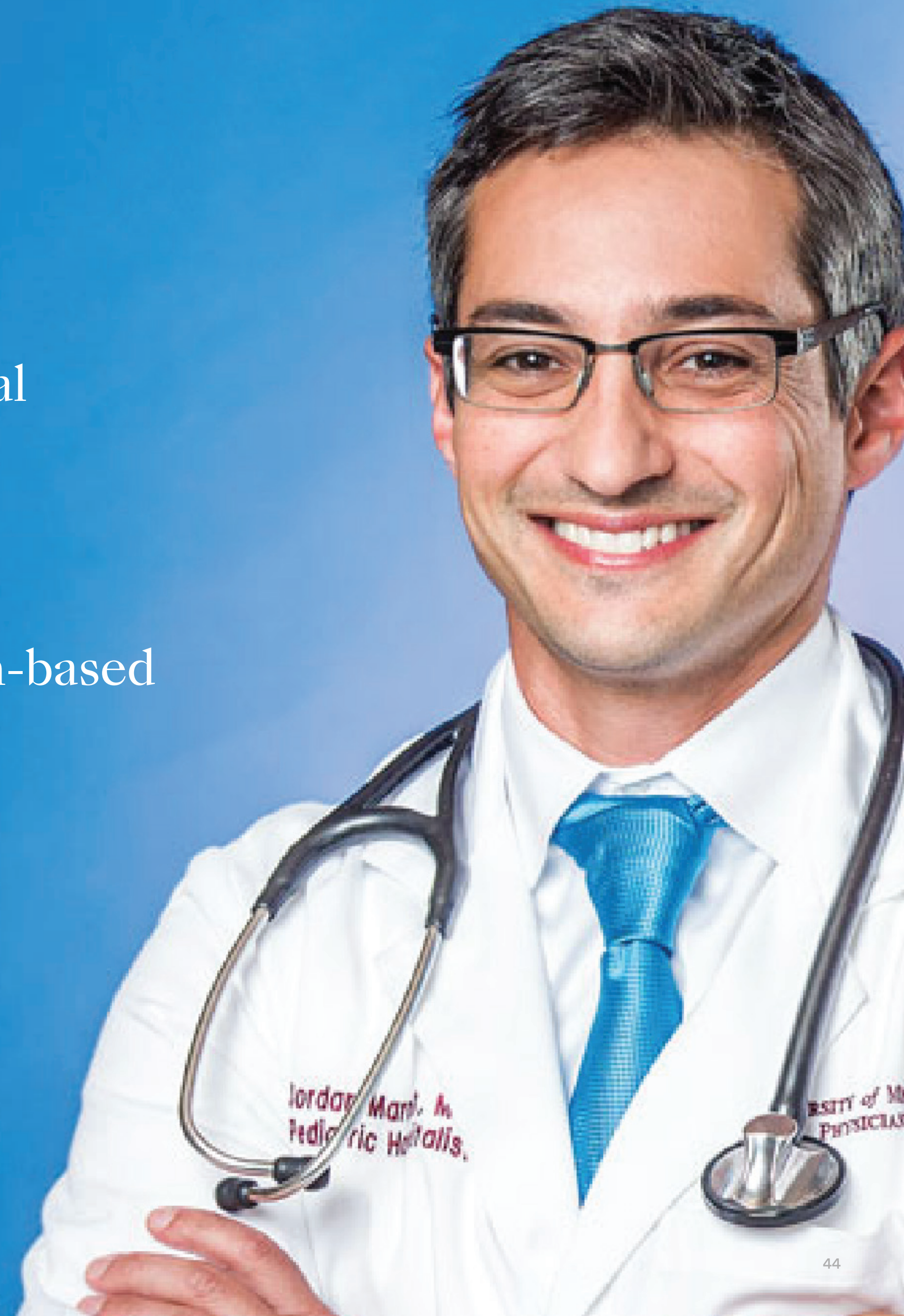


PS+D IS

Human
Relational
Trustworthy
Understanding
Advocating
Long Lasting
Dedicated
Innovative

PS+D IS NOT

Stock
Transactional
Doubtful
One-sided
Commission-based
Temporary
Aggressive
Status Quo



Our Voice and Tone

These sentiments influence the tone of our communications and our brand’s attitude. This is how we sound.

**Our voice is comprised of language that directly reflects that of our consumers; Shiner’s heroic language, Seeker’s introspective language, Scholar’s problem-solving language and Soother’s personalized language.*

Personal

TONE We speak to our audience and partners in the same way we treat them—as people. Our voice must resonate with and adapt to our audience as individuals. To achieve this aim, we use a conversational tone and language people can easily relate to.

VOICE* Empathetic, Trustworthy, Supportive

Empowering

TONE When we empower our providers, we help them unlock the right opportunities. We inspire and encourage them on the path to get there by gracefully guiding them to what’s next. Our support and optimism opens doors they didn’t know existed.

VOICE* Confident, Aspirational, Guided

Insightful

TONE We are experts in our field. Our messaging must portray precision and purpose. The communication we provide should always be relevant to our audience. Less is more for our providers; let’s give them the things they value most—information and time.

VOICE* Relevant, Focused, Transparent

Our Messaging Strategy

Our messaging channels dictate the substance of our communications. They inform and organize what we speak about with our audience.

We connect.

We Educate.

We Inspire.

We Connect

Our committed team of recruiters connects with providers on a deeply personal level to understand their values and match their needs with their next opportunity.

Connect Headline

Career moves without
the protocols.

Connect Subhead

Forget the formalities. Tell us what
you want and even what you don't.
We'll find the right fit for you.
#committedtocare

Connect



SOCIAL POST EXAMPLE

We Educate

As a trusted resource for all things “clinical career,” we create and curate relevant content focused on everything from cutting-edge medicine and research to career guidance and the business side of medicine.

Educate Headline

The five things I wish I knew leaving residency.

Educate Subhead

We sit down with Dr. Jennifer Andrews to talk about her practice and unlock insider advice for your new career in medicine.

Educate



EMAIL NEWSLETTER EXAMPLE

We Inspire

We help unlock and inspire professional potential. Whether we're lining up career-changing opportunities or spreading knowledge from world-class healthcare systems and physicians, PS+D encourages and motivates the future of care.

Inspire Headline

Elizabeth wants equal pay.

Inspire Subhead

We're all ears.

Inspire

A photograph of a woman with blonde hair in a ponytail, wearing a dark blue quilted jacket, holding a light-colored dog (possibly a Weimaraner) in her arms. They are in a forest with trees and foliage in the background. The woman is looking up at the dog with a smile.

PS +D Provider Solutions + Development

Elizabeth wants equal pay.

So she can afford a nice little house with a great big yard for Duke to run around in. A new hospital with a competitive salary will allow her to live her best life. She works hard so her fur baby can play hard. We're here for her—and Duke.

We're all ears.

psdrecruit.org

PRINT AD EXAMPLE

Connect.
Educate.
Inspire.

We connect with, educate and inspire our varied audience with a personal, empowering and insightful voice. When we use these defining characteristics consistently over time, we strengthen our brand-audience connection through recognition and authenticity.

Content Alignment

Content Matters

Marketing is nothing without content. Relevant content elevates PS+D above the competition and meaningfully connects us with our audience.

Our Content Resources

Stories and knowledge from our seasoned recruitment team and the world-class partners and providers we serve, give PS+D a wealth of relevant content to share with our audience.

Recruiters

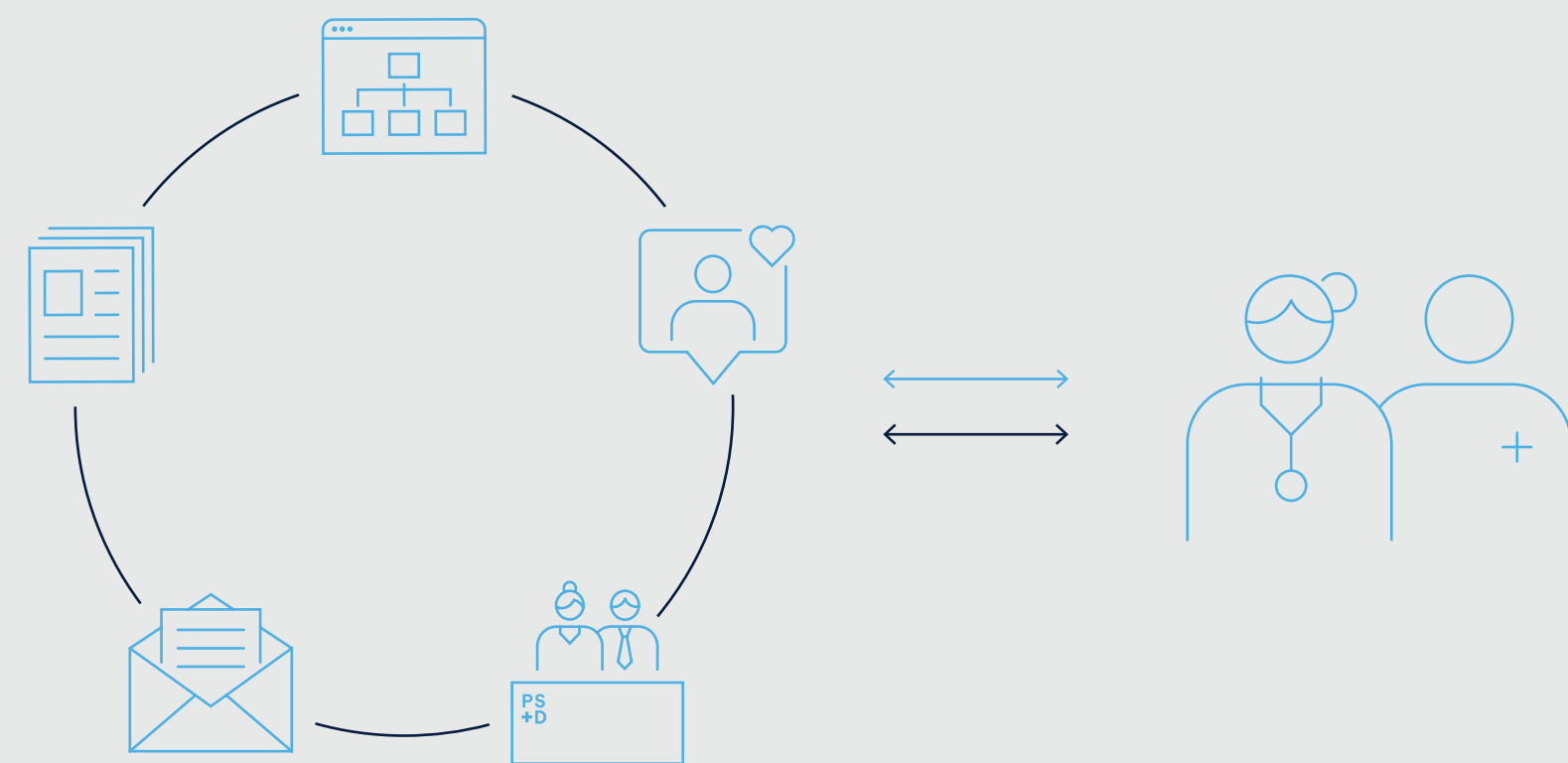
Showcasing our recruitment team and the insightful, insider knowledge they hold provides our audience valuable information while emphasizing our human-centric values and steadfast commitment to care.

Providers

We inspire our audience by sharing stories of best-in-class care, with our providers at the center. This allows us to celebrate the successes of those we serve and aligns our brand with the best in medicine.

Healthcare Systems

Highlighting the initiatives and resources of our world-renowned partners showcases and elevates our vast and diverse network of care in a way that's relevant and inspiring to our audience.

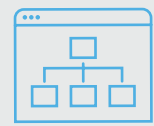


Why it's Important?

Outward brand expressions, whether digital marketing, seasonal campaigns, email activations, social, sales toolkits, OOH or industry tradeshows/events, are the first points of contact with our potential providers. How they judge us based on what they see, read, hear and feel will determine whether they look the other way, delete the email or connect with us.

Provider-centric, aligned content creates a unified message and the greatest impact.

Our content should be an authentic expression of who we are. All touchpoints should focus on the relationship we have with our providers and our understanding of their personal wants and professional needs.



WEBSITE: CONSTANT



EMAIL: WEEKLY



SOCIAL: DAILY



PRINT: SEASONAL

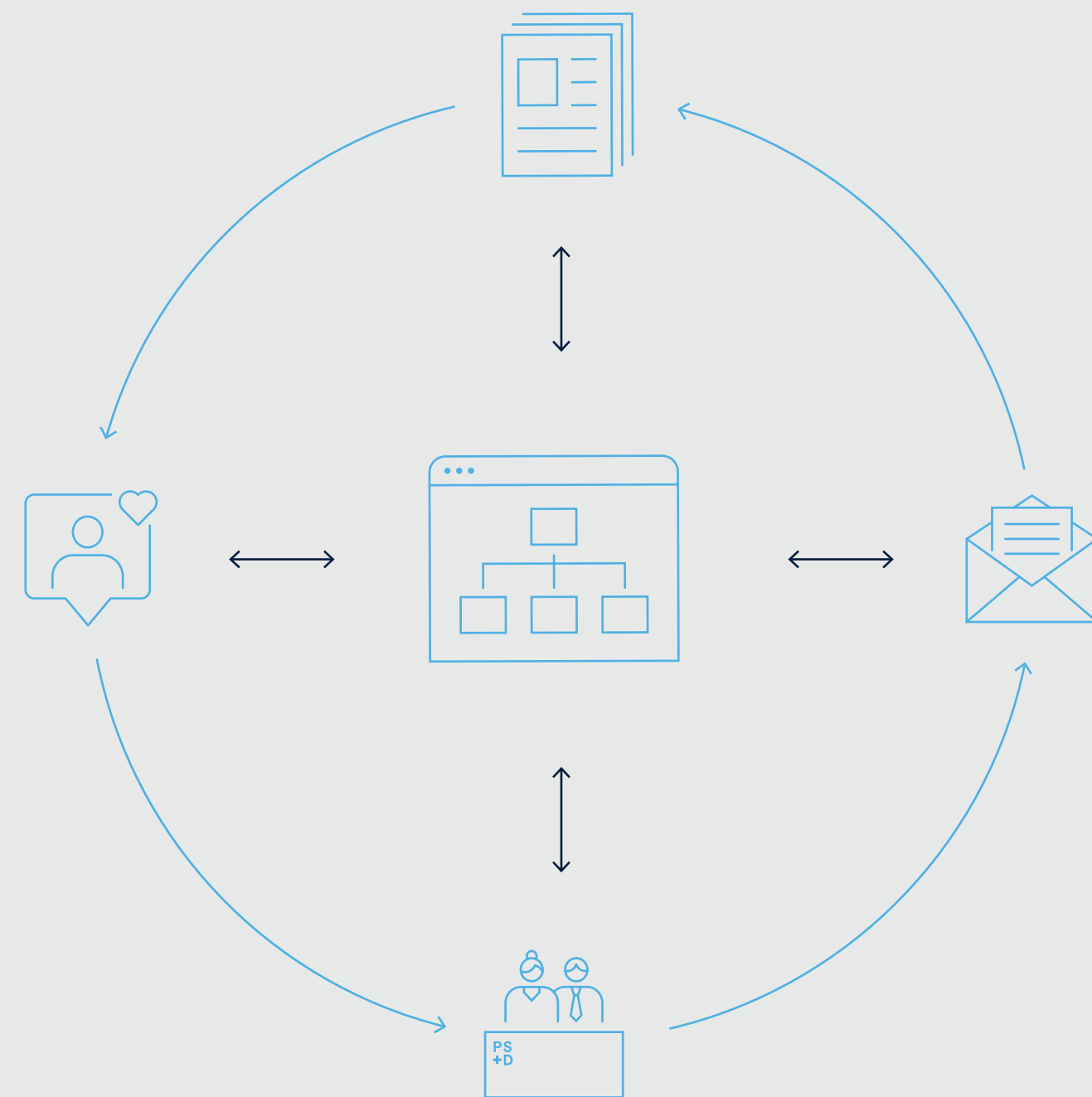


EVENTS: TARGETED

Channel Cadence

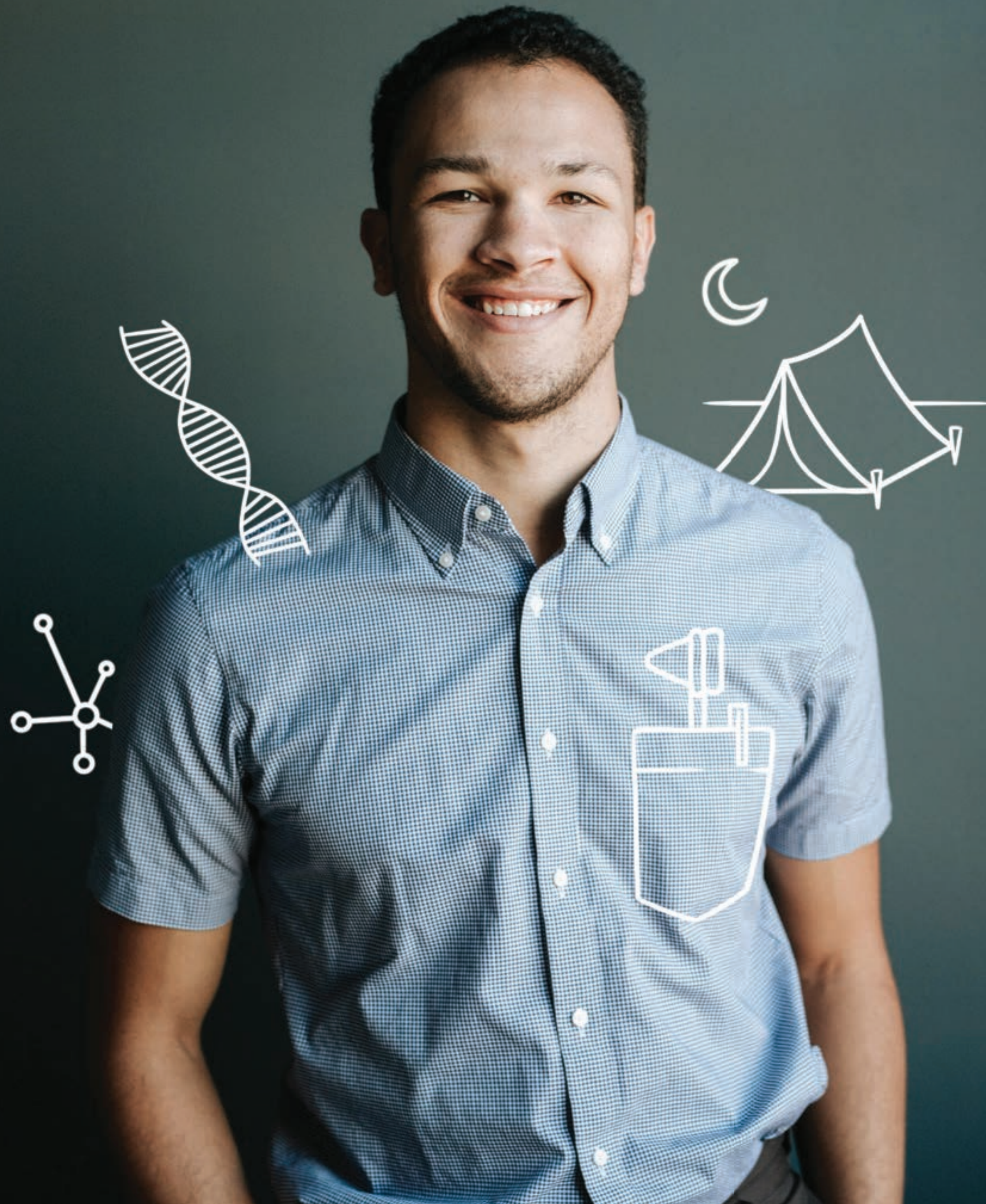
Effective marketing and communications are to be strategically coordinated. Each marketing channel has a respective strength and purpose and will be used in conjunction with another channel.

For example: a brand campaign will be primarily supported through the website, social, email and events. The website is the hub of activity, driving people to events and connection while also being the destination for social and email CTAs. Email activations inject a bit of life into the campaign and simultaneously speak to the broader PS+D messaging. Organic and paid social serve a similar purpose.



How it Works Together

Everything is connected. Effectively communicating across all channels increases PS+D's exposure to passive and active audiences. Our content should be strategically integrated and cross-referenced. Teasing audience-relevant content across channels improves the chances of engagement and retention.



CAMPAIGN EXAMPLE

“Success Stories”

Logic: 30% of our hired providers come from word-of-mouth referrals.

Approach: We will capture the stories of active, PS+D-placed providers to replicate the word-of-mouth experience. We will create narrative videos and compelling print pieces by pairing their quotes and sound bites with studio-shot portraits. Giving them a chance to share what they want (tangibles) and what they REALLY want (intangibles).

Outcome: This direction/theme communicates the depth and diversity of PS+D’s consumer needs. It exemplifies that PS+D treats its providers with open ears and boundless personalized service.

Visual Direction

Treatment

A provider portrait communicates that PS+D is hyper-focused on the provider. They literally appear front and center.

Large text overlay on portrait communicates that we hear them and that their needs are the most important focal point.

Outcomes

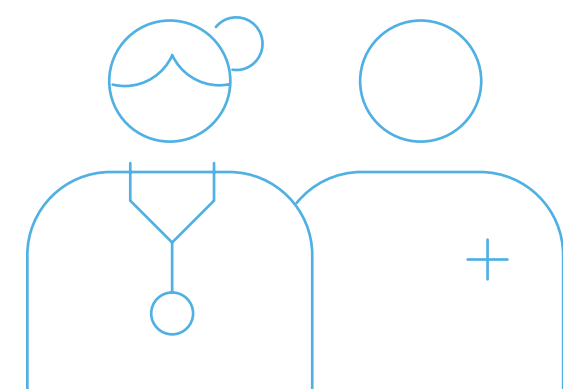
Personal: Highly focused on personal desires to communicate an authentic connection.

Insightful: Proves how PS+D is different than the competition.

Empowering: Makes the provider feel like anything is possible.



Consumer Journeys



Example 01 - Social

Elizabeth isn't actively looking for a job. She thumbs through Instagram and a paid social post intrigues her based on professional and personal life goals she is trying to achieve in the near future.



Example 02 - Website

Rafael wants to retire but not leave the medical field entirely. He'd like to make a career change and practice part-time somewhere with a slower pace of life. He actively searches the internet for a recruiter to help and comes across PS+D.



Example 03 - Event

Rosana is about to complete her residency and isn't sure about next steps. She attends a PS+D-hosted event focused on empowering early-career physicians as they navigate their first job and negotiate their employment contracts.



Campaign Calendar

● Campaign-specific
○ Evergreen

Website

Our website should be a hub of relevant content. This requires a constant stream of articles, videos, interviews, etc. that connect with our audiences. Content should be repurposed via our other channels.

Email

Email should be personalized to the audiences’ needs and not exhaustively used. Balance weekly email communication with campaign-specific messaging and evergreen content that is useful to the intended persona.

Social

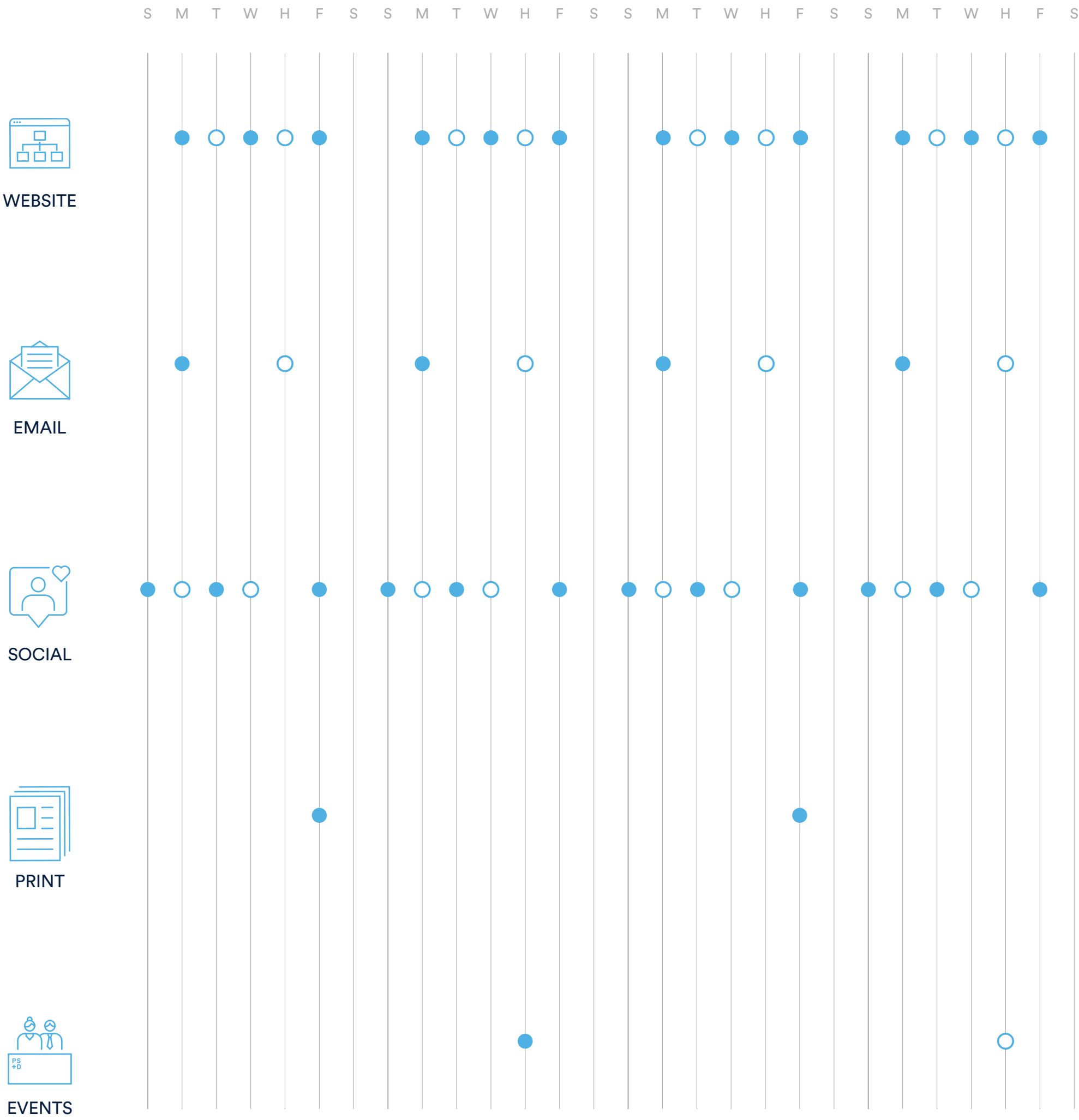
Social demands daily consumable content. This can be paid and/or organic. Paid should be hyper-targeted, while organic can be a blend of targeted and generalized content in order to build awareness and drive traffic to our site.

Print

Tried-and-true print advertising is still relevant to the medical field. The cadence is dependent upon the media buy but it should be cross-pollinated with a consistent hashtag, visual direction and link to our site.

Events

Events should be coordinated with the launch of a campaign for maximum exposure. Data should be collected in the form of audience profiles and at the very least, a newsletter sign-up.



Content Connects

Cohesive content adds value for our providers and elevates our brand. It clearly communicates that we: fulfill individuals, balance personal wants with professional needs, and are provider-centric and human-centered.

In short: it sets us apart.

In Closing

Just remember...

Listen to what matters.

Fulfill people,
not just opportunities.

Commit to care.

Thank you.