

KENTUCKYONE HEALTH MEDICAL GROUP BRANDING FAQ FOR PHYSICIAN PRACTICES

Stationery, Envelopes, Business/Appointment Cards

- **Do we continue to use the current stock in our offices?**
Yes, continue to use stock with the intention to order new stock within the next two months.
- **What is the process to order all stationery products?**
American Solutions for Business (ASB) is the approved vendor handling all stationery orders statewide for KentuckyOne Health. They are prepared to begin using the new logos, names and typesetting guidelines. Your orders will be placed as usual with your local representative: (see below)
Louisville and Bardstown market: Marsha Mitchell, materials manager
Central and Eastern market: Current supply chain manager or supervisor
- **What are the guidelines for these products?**
All products will use the KentuckyOne Health logo and the NEW practice name will be positioned appropriately depending on the item, along with an additional line that reads: *Formerly known as [previous practice name]*.
- **What is the timeline?**
All employed physician practices should be using new stationery products in their offices by April 1, 2014.

Lab Coats

- **Who do we contact to place lab coat orders?**
Louisville and Bardstown market: Marsha Mitchell, materials manager
Central and Eastern market: Karen White, marketing administrative support
- **What will our lab coats look like?**
The KentuckyOne Health logo will appear on the right chest and the physician name and practice name will appear on the left chest. If all of our physicians and clinical staff wear lab coats and uniforms that are brand appropriate and consistent, this will strengthen brand awareness with the consumer.
- **What is the timeline?**
New lab coats and uniforms are available now. All employed physicians and clinical staff should be wearing the new coats and uniforms by April 1, 2014.

Signage

➤ **What is the status of signage replacement?**

The marketing and branding team is working on the entire signage conversion plan for all facilities within KentuckyOne Health. This is a very complex project.

We are entering the bidding phase of this project and foresee installation to begin this spring. Completion of systemwide signage replacement should be complete by fall 2014.

➤ **What do we do in the meantime to help our patients find us and understand our new name?**

The marketing and branding team will provide temporary signage for your offices. Temporary signage may include door vinyl's or plaques, outdoor banners and posters for your waiting areas.

➤ **What will the temporary signage look like?**

Temporary signage will include the KentuckyOne Health logo and a simple message saying the former practice name is now the new practice name.

Example: Sun Valley Family Care is now KentuckyOne Health Primary Care Associates

➤ **What is the timeline to receive temporary signage?**

A detailed timeline will be shared with managers next week that will provide dates of delivery and installation. The goal is to have all practices displaying by the end of February.

Answering Phones/Reception

➤ **How do we answer our phones during this transition from the previous name to our new name?**

This transition will be challenging, but it will get easier as temporary signage is installed. We recommend mentioning the new name first, followed by the previous name.

Example: "Good Morning, KentuckyOne Health Primary Care Associates, formerly Premier Family Health. How can I be of assistance?"

➤ **When should we begin using this greeting?**

Immediate

Advertising

➤ **How is advertising affected?**

For the next several months of brand transition, the marketing team will design print ads, brochures and other collateral materials with both the new KentuckyOne brand name and the former name.

➤ **What is the timeline?**

Immediate

All Others

- Prescription Pads
- Note Pads
- Promotional Items
- Forms
- Other

As we continue to transition, the KentuckyOne Health Medical Group and the marketing and communications department will work together to make this transition as smooth as possible for our physicians, clinical staff and, most importantly, our patients.

Please direct your questions and feedback to:

Marsha Mitchell MarshaMitchell@kentuckyonehealth.org

Liz Sword at ElizabethSword@kentuckyonehealth.org

Matt Stull at MattStull@kentuckyonehealth.org