

# San Francisco Health Network

## Our Brand Story

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San Francisco  
Health Network

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

# Why brand?

The SF Health Network is a three-year-old **organization** in a 100+ year-old public health system. People—*including our own teams and patients*—do not know what it is.

**The lack of a single well-crafted Network story has a negative impact on people's experience and access to care.**

- Our own people don't think of us as a network, so we don't yet behave like one.
- Patients know their clinic or provider, but don't know that they're part of a network and can access a range of health care services.
- This makes them more likely to leave for another provider or network.

# 2017-2018 Priorities

## Build the Foundation

### 1. Brand

#### **Introduce the SF Health Network**

Build belief in the San Francisco Health Network, inside and out.

Create the brand story and begin to improve understanding and perception of the SFHN.

### 2. Communications

#### **Begin ongoing patient communications**

Create communications that helps build trusted relationships with patients over time.

### 3. Services knowledge

#### **Ensure patients understand our services and go to the right place for the right care.**

Educate patients on the value and breadth of our services, and where to go for what.

### 4. Capabilities

#### **Develop and strengthen patient communications capabilities**

- Brand strategy and messaging
- Content development and design
- Measurement
- Print communications including data management, printing and fulfillment
- Web and digital communications
- Operations, processes, and infrastructure

# In Summary: Evolving our brand

**From**

**To**

Message

San Francisco's only complete system of care

World-class care, near you, for you

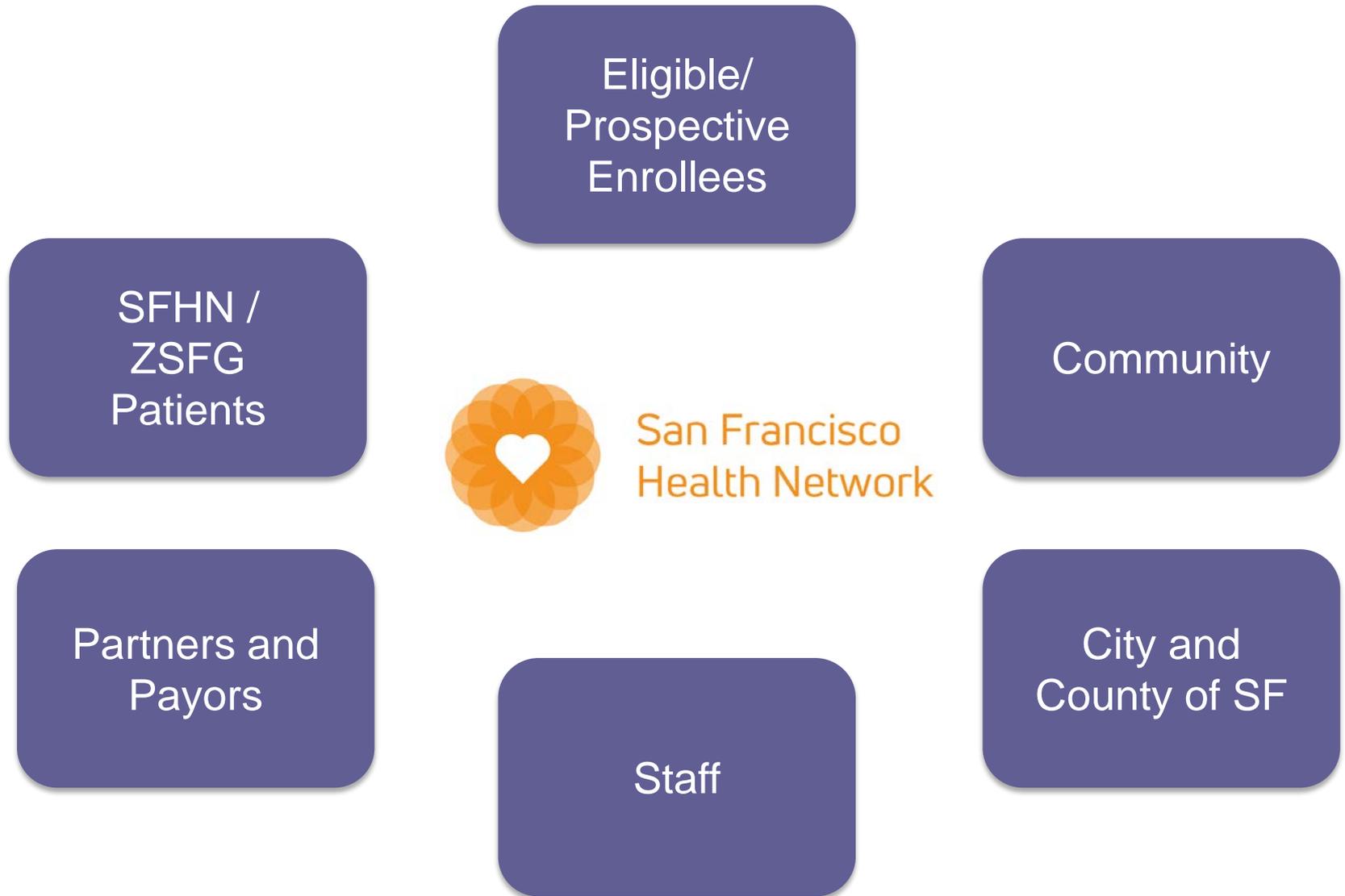
Logo



System



# Audiences



# Research Insights & Recommendations

## Who we met

- 39 people including SFHN and DPH executives, staff, providers, leadership and outside partners
- 4 patient workshops including SFHN Primary Care patients, English, Spanish and Chinese speaking groups
- 5 staff workshops: SFHN, ZSFG, Laguna Honda, DPH executive, Primary Care leadership team





## Opportunity Areas

- SFHN puts the people we serve first.
- SFHN is accessible.
- SFHN is a community.

“There is a clinic near you.”  
That message needs to be  
broadcasted.  
-Patient, ZSFG

When the staff says they want  
Kaiser, I hear them saying they  
want clarity. They want to be  
equipped to talk about the  
network.  
-SFHN Leadership

You have to be sick to know  
the resources within the  
network. I wish I can know  
those preventative health  
resources before I got sick.  
-Patient, Potrero Hill

We have 20 different versions  
of the conversation that our  
employees are telling the  
public.  
-Behavioral Health Leadership

The clinic is like a family to us. I  
feel home there.  
-Patient, Ward 86

I learned about great resources  
that we have access to in the  
behavioral health group. There are  
so many resources we didn't know  
about.  
-ZSFG Specialty Care Leadership

## SFHN Mission

**Provide high-quality health care that enables all San Franciscans to live vibrant, healthy lives.**

## In Four Words

**Health care is here.**

## At our best: Brand Principles

**Welcoming  
Caring  
Connecting  
Quality**

## In Fifty Words

The SF Health Network is a community of top-rated clinics, hospitals and programs that connects San Franciscans to quality health care.

We provide world class care near you, for you, regardless of immigration status or lack of insurance.

# Now we can describe the Network

The San Francisco Health Network is a community of top-rated clinics, hospitals and programs operated by the Health Department. We connect San Franciscans to quality health care.

Every year we serve more than 100,000 people in our clinics and hospitals, such as Castro Mission, Chinatown, and Southeast health centers, Zuckerberg San Francisco General and Laguna Honda Hospital and Rehabilitation Center. We provide continuous care for people wherever they are – in clinics, hospitals, at home, in jail, in transitional housing or on the streets. As the city's public health system we also provide emergency, trauma, mental health and substance use care to any San Franciscan who needs it.

The Health Network celebrates the city's diversity, serving individuals and families of all backgrounds and identities, regardless of immigration status or lack of insurance. The Health Network is dedicated to empowering all San Franciscans, without exception, to live the healthiest lives possible.

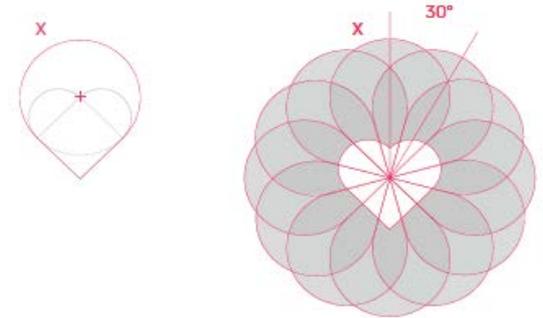
# Brand Mark

**Represents collaboration and partnership of all within the Network**

Heart & flower emphasizes our focus on caring for people, always **putting their best interest and experience at the heart.**

Petals overlap to create flower pattern, representing multi-layered cooperation among many in a **concerted effort to provide world-class health care.**

Symbol Grid



# Color Palette



San Francisco  
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# Brand System

***Logo with City Seal***



San Francisco  
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***Logo with Clinic Name,  
integrated identity***



San Francisco Health Network  
Chinatown Public Health Center

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

***Logo with hospital name,  
existing visual identity***



San Francisco  
Health Network



ZUCKERBERG  
SAN FRANCISCO GENERAL  
Hospital and Trauma Center

# Sharing the story

	APRIL	MAY	JUNE	JULY	AUGUST
<b>OVERALL</b>	Pre-launch reviews	Production and translation		<b>July 31 launch</b> 	
<b>LEADERSHIP</b>	SFHN/DPH leadership	Health Commission May 16		Directors message and presentations	
<b>STAFF</b>		<ul style="list-style-type: none"> <li>- Train the Trainers begin May 26</li> <li>- Staff training sessions</li> </ul>			
<b>PATIENTS/ CLINICS</b>				Clinic celebrations/ posters, patient appreciation	Updated patient communication/ enrollment materials
<b>PARTNERS</b>					Begin partner communication consortium, SFHP, others
<b>PUBLIC</b>				Street banners, web site, video	
<b>MEDIA</b>				Press release	



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Caring  
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San Francisco Health Network

# Thank you