



MERLIN

BUILDING A DIGITAL
HEALTHCARE BRAND

infinia

Delivery
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increased
by **2,800%**
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MERLIN: BUILDING A DIGITAL HEALTHCARE BRAND

RON CAPPELLO, CEO Infinia Group LLC

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Crisis-Driven Innovation

COVID has impacted the world in ways that we are still discovering, but one thing we know for sure is that the delivery of digital care increased by 2,800% in one year. Consumers have come to expect it and insurers are close behind in supporting digital care with wider coverage and increased payment schedules.

Healthcare delivery is never going back to how it was, so the ways marketers support digital health, ambulatory centers, and other new modes of care delivery is a top priority.

New World, New Expectations

Change drives people to find comfort in the familiar. This fact elevates the importance of having a credible brand that supports new and innovative services.

To keep up with the cadence of change, consumers require a compass to help them make the right choice of care delivery. That compass is a strong brand.



Digital Brands Should Enhance the Doctor-Patient Relationship

The **doctor-patient relationship** remains central to the growth of these cost-effective and efficient modes of care delivery.

New technologies to share data and information, shrink distance, and make it easy to connect doctors to patients and their family members is a positive advancement in the delivery of care.

As new technology infrastructures enable innovative care models throughout the healthcare system, new brand and communication models need to be developed to keep apace.

However given the uneven adoption rates, audiences must be informed as to what health technology is on the horizon and how it will contribute to improving care and the patient experience.

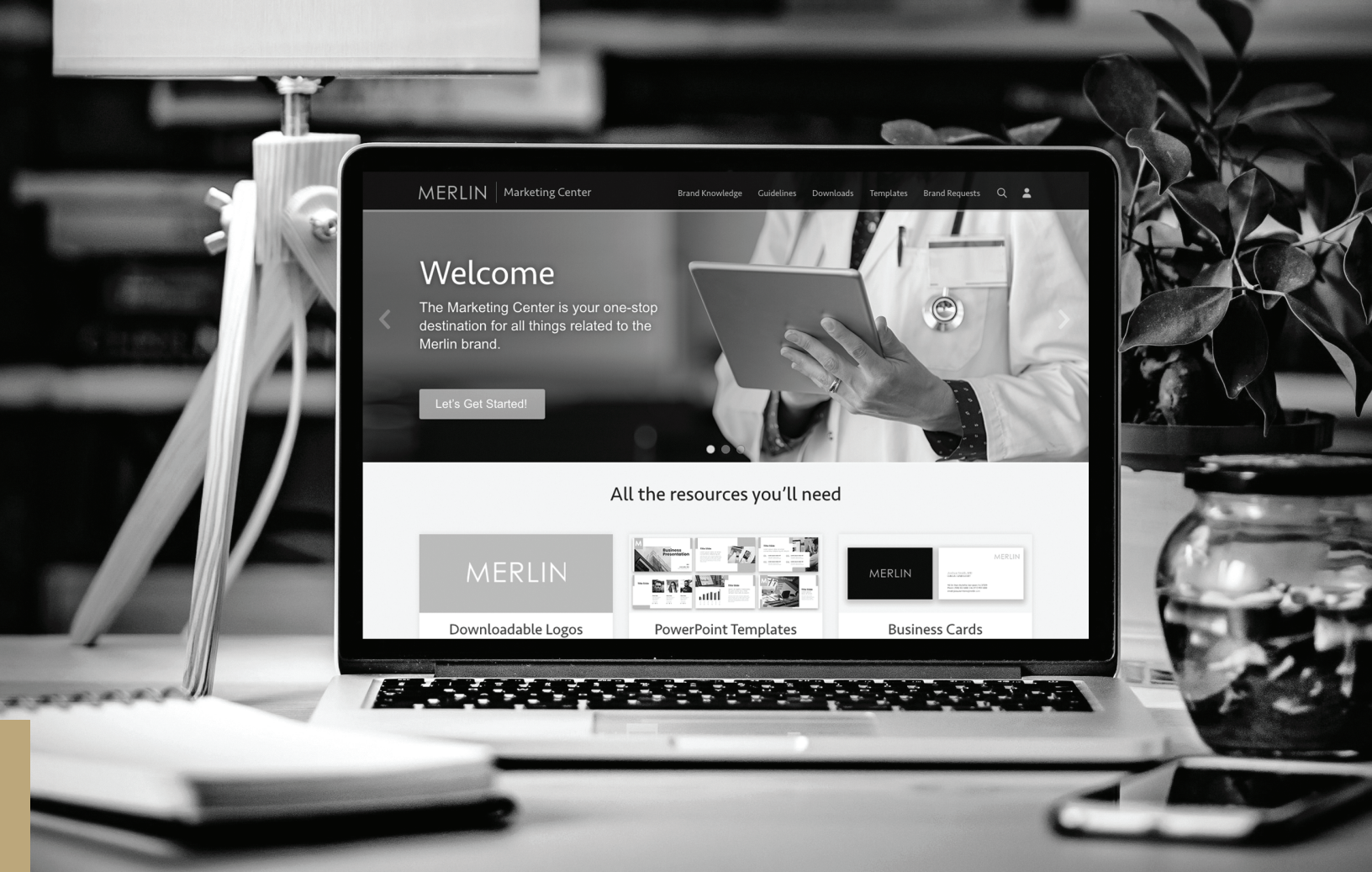


Traditional analog care is relational, especially when it comes to the doctor-patient relationship. The advent of new technologies is causing healthcare to become more transactional.

Balancing Transactional with Relational

To achieve an effective balance during this transition, the following need to be considered:

- + How to navigate the paradox of distance and the need for connection health technologies create.
- + How to bridge the widening doctor-patient gap technology contributes to with empathy and constructive communication.
- + How to reduce the growing time deficit in healthcare that technology exacerbates.
- + How to address the digital divide between urban and rural areas, and between the digital native and digital novice.
- + How to assess the growing number of health tech options available to consumers today, including hospital at home.
- + How the lack of national standards impedes adoption and interoperability.



MERLIN

A Service Model Based on Ease and Empathy

Keeping up with these evolving technologies and consumer expectations is a challenge.

That is why **MERLIN** was created. It is a SaaS platform and service based on ease of use and empathy. Think of us as the NETFLIX of brand, sales, and marketing.

We help healthcare leaders gain greater control of their brand in the digital realm while enabling creatives to communicate the promise of quality and convenience that comes with digital care.

Our services are intuitive and include the self-directed technology and tools you expect and the human interactions and support you want.

Tried and True

MERLIN offers Basic and Enhanced Memberships.

MERLIN's Basic Membership includes offerings that address education (people and performance) and marketing (growth and value). MERLIN's Enhanced Membership offers custom advisory services that address strategy and execution.

Things will be different in a post-pandemic world. Having the ability to build and sustain a strong digital healthcare brand now and into the future will be critical.

Opportunity abounds. We are here to capture it for you and your enterprise.

www.MerlinASC.com



Founded in 2003, Infinia creates straightforward and strategic communications that move organizations forward. We do this by making the complex, simple and the simple, memorable.

Contact: rcappello@infiniagroup.com | +1 646.209.0832



Founded in 2012, Solve helps managers of high-value brands improve control, maintain consistency, and build employee engagement, with technology and service offerings to increase marketing efficiency and reduce costs. We believe people are the most important brand asset. They should be the foundation of any brand management initiative.

Contact: mike@solvedigitalpartners.com | +1 303.359.3654

INFINIA GROUP LLC

New York | Denver | Austin

www.infiniagroup.com

We create simple brand strategies, designs and communications that move markets, organizations — and the world — forward by collaborating with our clients to change experiences in ways that positively impact the behaviors of customers, employees, investors and policymakers. We make this happen by transforming complexity into simplicity and ensuring what is simple becomes memorable.

Infinia is a founding member of the Selbey Anderson Global Alliance: selbeyanderson.com

