

Instinct

Case Study

York Central Hospital

Brand Foundation

In 2007, York Central Hospital received patient satisfaction scores that were deemed by the hospital's leadership to be in need of great improvement. In the preceding five years, in an effort to define a culture that would inspire the organization to higher achievement, the leadership group had retained consultants to attempt three separate Branding initiatives – all of which yielded unacceptable results.

In 2008, Instinct was retained to facilitate development of a concise, memorable, authentic, inspirational and aspirational **Brand Foundation** that key stakeholders throughout the organization could enthusiastically buy-in to and live every day in their jobs.

This was ultimately achieved through a series of working sessions with a wide variety of stakeholders, including physicians and front line staff, volunteers, the local community, the CEO and the 26-member Board of Trustees – which gave its unanimous approval in October 2008.

York Central Hospital now has a Brand Foundation upon which every decision at every level should be based, in pursuit of an ambitious vision – *To be the finest community hospital in Canada* – which directly confronts the issues of the past.

www.yorkcentral.com



BRAND FOUNDATION

Core Purpose – *Why we exist.*

To enrich the health and well-being of our diverse community .

Vision – *Where we are going.*

To be the finest community hospital in Canada.

Mission – *What we do every day to get there.*

We reach out – with expert and compassionate care.

Values – *What we believe in; our principles.*

Accountability
Collaboration
Leadership
Respect
Safety

Positioning Statement – *How we are different, and how we articulate that difference*

Caring to make a difference™

Character – *How we act; our voice*

Caring
Friendly
Professional