Scaling a healthcare brand starts with centralization

Nearly two-thirds of healthcare marketers believe their biggest opportunities are doing more with less and building patient centricity, according to a report from MM+M. But outdated tools and fragmented processes make both of these opportunities difficult to achieve.

3 signs you need to centralize your healthcare brand

You need more efficient ways of working

Outdated tools and inefficient processes lead to duplicate content or brand assets that never get used, which is doubly inefficient given lengthy approval times and expensive agency costs

You need a better way to ensure compliance

When combined with outdated tools, the complexity of healthcare ecosystems can lead to non-compliant or expired brand assets being used across the organization

You need to strengthen your brand experience

Poor internal understanding and adoption of your brand will inevitably show up in the market, resulting in inconsistent brand experiences with HCPs, consumers, and others

"Without a functional brand portal, it becomes nearly impossible to effectively disseminate a strong brand experience across the organization."

Damian Amherd
Senior Brand Program Manager at Roche

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Building a healthier centralized brand

According to a Forrester study, organizations who centralize their brands with Frontify's software can see a 367% ROI and efficiencies of $4.2 million over three years.

amplifon   CHARITÉ   EMS⁺   ivoclar vivadent   Healthscope   novozymes one HEALTH   Roche

How healthcare brands benefit from Frontify

Greater efficiency

Consolidating your brand guidelines, DAM, and templating to a single tool enables you to do more with less, especially for companies with multiple brands and global-to-local needs

Greater compliance

Frontify makes it easier for your entire organization to search, find, and reuse brand guidelines and brand assets that are approved, on-brand, and compliant

Greater brand adoption

With a brand center in place you can increase brand adoption internally, deliver more consistent brand experiences in the market, and scale your brand growth

"A brand is never fully implemented as it continues to breathe and grow, but with Frontify we feel like we have a partner that can accompany us throughout the whole process."

Michael Jäger,
Director Global Customer Portal at Ivoclar Vivadent

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