

# NETWORK HEALTH BRAND STRATEGY

## 2011

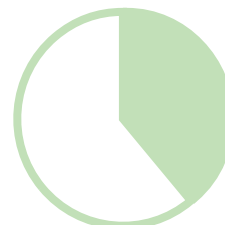
As the rollout of the Affordable Care Act approached, the Wisconsin-based health insurance provider was facing a serious dilemma:



Only **1 in 3** consumers were familiar with Network Health



Only **4 in 10** businesses were familiar

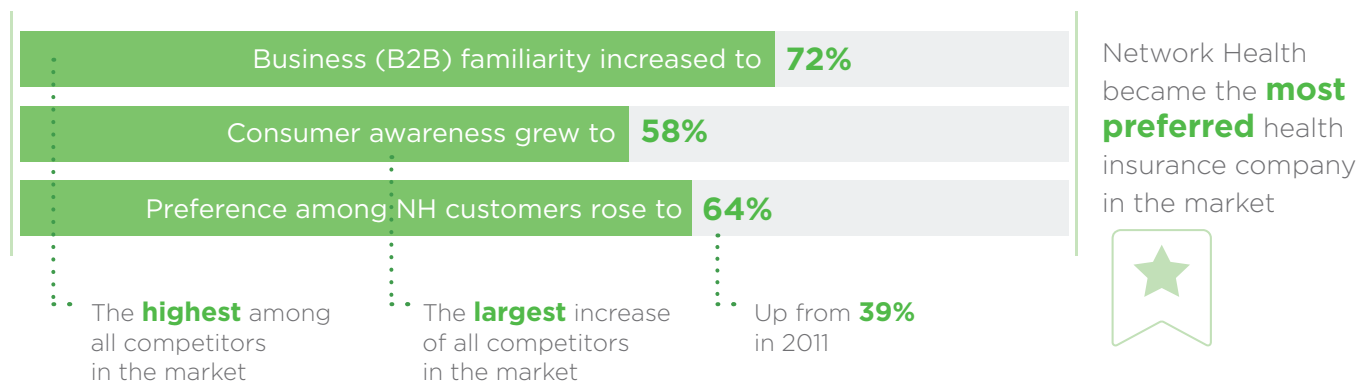


Only **39%** of existing customers identified Network Health as their preferred insurer

Source: Klein Research 2011

## 2013

Less than 18 months after the “We Speak Your Language” enterprise brand strategy and marketing campaign launch:



Source: Klein Research 2013

## 2016

Network Health launched the largest employee documentary campaign in healthcare history, sharing the personal lives of its associates. As a result:



Brand awareness **grew 14%**  
Source: Qualtrics Research 2017



**92% customer satisfaction** leads the state and national averages



Employee satisfaction is at an **all time high**