American College of Physicians

Internal Medicine Brand Identity Campaign
Increase enthusiasm and pride about being an internal medicine physician and highlight the value Internal Medicine specialists and subspecialists bring to health care through increased visibility.
Objectives

- Launch a new **Internal Medicine Physician** Identity
- Unify the profession and educate about the breadth, depth, and diversity of this profession
- Demonstrate the leadership and impact Internal Medicine has within the health care environment
ACP wants to evolve:

- How medical students, trainees, all internal medicine physicians practicing in outpatient, hospitalist, private practice and other settings see themselves;

- As well as how they, and payers and legislators, perceive the importance and value of internal medicine's place within the medical community and within health care.
**Background**

- *Fall 2021*: Established Internal Medicine Visibility Advisory Group; Engaged a NYC-based marketing/advertising agency

- *December 2021 – January 2022*: Conducted quantitative and qualitative research to inform strategy

- *April – July 2022*: Developed creative strategy, qualitatively tested campaign expressions/ideas, finalized creative approach, go to market strategy

- *August/September 2022*: Launched multi-channel advertising and PR campaign on ACP publications and channels, on social media platforms, Google, YouTube and elsewhere
Insights

The Profession
● Internal Medicine and the roles that Internal Medicine Physicians play continue to evolve.
● Internal Medicine is a launchpad to a multitude of career paths and opportunities.
● Internal Medicine Physicians are leading and making tremendous impact in patient care, in health systems, in business, technology, public policy.

The Identity
● Internal Medicine Physicians are defining themselves in new ways.
● “Internal Medicine Physician” is the preferred term (not ‘internist’).
Internal Medicine Physicians

Internal Medicine Physicians are the foundation of clinical care. We see the connections inside and outside of the adult human body. Our expertise makes us vital to both patients and medical professionals.
Who We Are

We Analyze.

*We see things differently.* Holistically. And for this reason, we can effectively piece together multiple data sets (lifestyle, symptoms, existing conditions, medications, etc) in clinical and non-clinical settings.

We Humanize.

For Internal Medicine Physicians, our patients are more than numbers and diseases. Part of our holistic mindset is to “*put ourselves in our patients shoes.*” We see “them” NOT their biology.

We Lead.

We *mold solutions based on unique patient situations.* We provide the foundation and structure for patients, other professionals, and the health care system. We are the natural leaders in team-based care. We are successful executives and leaders in health care and influence decision-makers in the health care system.
Who We Are

Internal Medicine Physicians are the cornerstone of clinical care. We see connections inside and outside of the adult human body. Our unique expertise is vital to both patients and medical professionals.

- Adept at understanding a multitude of diseases, causes and complexities.
- Critical thinkers, thrive in uncertainty and excel in challenging and dynamic environments.
- At the frontline of health, molding solutions based on unique patient situations.
- We provide the structure to health care success through their expertise and knowledge of the adult human body.

- Natural detectives that like to piece puzzles together and problem-solvers.
- We are the connectors of the human adult body.
- Connect the dots and consider multiple data sets.
- Our deep training and knowledge of the entire adult human body and its organ systems give us a unique perspective of how everything works in unison.

- Our deep training and ability to discern complexities make us ideal leaders and the foundation of team based care.
- We serve, and lead, in many diverse roles and settings.
- Others rely on us to provide structure for health care success.
- Influence decision-makers in the health care system.
- Become successful executives and leaders in health care.

ACP American College of Physicians® Leading Internal Medicine, Improving Lives.
Examples of Campaign Materials

- Multi-channel (print and digital) advertising, outreach efforts to generate visibility, educate
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• Multi-channel (print and digital) advertising, outreach efforts to generate visibility, educate
### What do we need from the IM Community?

<table>
<thead>
<tr>
<th>Know</th>
<th>ACP is running a long term campaign aimed at unifying the profession under a consistent identity. The campaign will be felt in all of ACP’s owned content, digital channels, and paid efforts.</th>
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<tbody>
<tr>
<td>Say</td>
<td>How we speak about the profession and our career path will have a lasting impact on our perception in the field of medicine. The subtle changes in how we speak about Internal Medicine are very important. Refer to yourself as an <strong>Internal Medicine Physician</strong>.</td>
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<tr>
<td>Do</td>
<td>The campaign is meant to inspire and celebrate the professional identity that so many Internal Medicine Physicians live every day. Help spread the word.</td>
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Know

- The term “internist” is not unifying us behind our foundational training. The term does not help define our background. Patients don’t understand the range of health care professionals that exist under the term and this campaign is strategically developed to align to profession under the identity of “internal medicine physician”

- Internal Medicine Physicians are the foundation of clinical care. We see every connection in the adult human body. Our expertise makes us vital to both patients and medical professionals.

- Internal Medicine Physicians have a major impact beyond the patient / clinical setting. Our perspective and training as Internal Medicine physicians allows us to thrive in leadership roles as entrepreneurs, at hospitals and health care systems, as well as in high-level roles that can improve U.S. health care policy.
Say

- Referring to yourself as an Internal Medicine Physician instead of an ‘internist’ will be a small change that will make a major impact as the campaign progresses.

- We are trying for everyone to adopt the term “internal medicine physician” regardless of their work setting and in addition to their subspecialty as appropriate. For Example: ‘I am an Internal Medicine Physician specializing in Cardiology.’

- When referencing career options, reinforce that an Internal Medicine foundation provides physicians access to diverse career paths in many clinical settings and subspecialties as well as research, leadership, and executive roles in hospitals and the health care system at large.
Here’s how you can help support ACP's efforts:

- Adopt the terminology of **Internal Medicine Physician**
- Lead by Example! Follow our social channels and engage with or share the content that makes you feel proud of the role you play in health care.
- Encourage others to do the same.
- Add a link to our campaign landing page in your email signature and bookmark the landing page to share in your discussions about the profession or your role.
- Continue to share the impact that Internal Medicine Physicians make every day in health care and share that impact on social, in publications, and with the physicians around you.
- Look for ways to tell your story about your internal medicine journey, career and what being an internal medicine physician means to you.