



## The Challenge

How do you integrate two historic healthcare companies and unify cultures behind one brand vision - that a little bit of empathy changes everything?



## Our Audience

16k caregivers across 11 hospitals and 100+ clinics



## Key Insight

No matter how you came to Emplify Health, everyone shares the same mission. We just need a story platform to show everyone that it's real.



## Our Story

At Emplify Health, we lead with love. Because we know, no matter your role, empathy is the superpower that fuels our excellent care and service to all. Let's put empathy to work.



## Creative Craft

A Workforce Value Proposition, extensive Messaging Guide, and anthem video to show what putting empathy to work looks like.



**Let's  
dive in**



Workforce Value Proposition

## Our Vision

Emplify Health's Human Resources & Culture team has made a commitment to be a trusted partner, advisor, and a source of truth for workforce communications.

Part of this commitment means providing a strategic communication approach, consistent internal voice, and accessible tools and resources.

HR & Culture Team Purpose:

HR fosters inclusive relationships, delivers exceptional service, and inspires a culture of belonging, transformation, and growth to create value for all.

Workforce Value Proposition

## Tagline

Let's put empathy to work

**Let's** the whole organization — every individual, every role

**Empathy** putting people first — it's what sets us apart and makes what we do special

**Work** the excellent and innovative care and service we're able to provide to all

Usage

This is our internal motto. Our rallying cry. It should be used anywhere and everywhere we communicate to our workforce (current and potential). Think flyers, job postings, final lines in an email, or even swag.

# Messaging Guidelines

Workforce Value Proposition

## Messaging Guide

The Messaging Guide is a tool to provide consistent internal communications across Emplify Health.

It serves as a point of reference for tone and positioning and provides "plug-and-play" language that communicators can easily adapt to different audiences and initiatives.

The guide outlines Emplify Health's Workforce Value Proposition (WVP) and how it relates to our purpose, aspiration, and spirit.

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WVP Activation Timeline

## Workforce Value Proposition

A unique set of benefits, opportunities, and culture that make Emplify Health an attractive place to work. A reflection of our external brand, and a promise to both our people and new recruits in any role.

## Messaging Guide

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## Anthem Video

The primary vehicle for spreading awareness of the WVP. Keying off the new brand identity, the anthem is our most aspirational communication asset, focusing on everyday gestures of empathy exchanged among patients and colleagues.