

# Healthcare Brand Positioning Canvas

Target Audience

Who exactly are you serving?

Patients, clinicians, institutions...

Include personas!

Make it as detailed as possible...

"Urban millennial with Type 2 diabetes juggling multiple jobs"

Key Message

How do you express this in one clear sentence?

'We make remote care seamless and secure.'

Internal Activation

How will staff embody this?

Training, brand playbook, internal comms.

Problem/Need

What pain point do they feel the most?

Unreliable access, high costs, long wait times...

Capture their CENTRAL/MAJOR frustrations!

Unfair Advantage

How do you stand out from the competition?

Why should they pick you above others?

Market Landscape/Research

How would you evaluate the market? What are your market research strategies?

Utilize ecosystem mapping and a Competitive Analysis

Your Promise

What outcome do you deliver that matters most?

E.g., 'Safe, on-demand teleconsultations.'

How does your promise solve their problem?

Proof Points

How do you prove you can deliver?

Certifications, clinical studies, partnerships, testimonials.

Showcase tangible evidence of how your solution can meet their need...

Brand Personality

How do you want to sound and feel?

Empathetic, innovative, professional, hopeful.

How do you want people to FEEL when they interact with your brand?