

Appendix 16: Branding & Marketing Midwives

Tactics	Key Action Items
<p>Brand the practice name to include midwifery</p> <p>For example: [Practice name] OB/GYN & Midwifery Care [Practice name] Midwifery Practice</p>	<ul style="list-style-type: none">■ Develop a brand, logo, tagline■ Develop graphics for marketing/communication plan<ul style="list-style-type: none">• Business cards• Brochures• Fliers• Rack cards• Signage• Patient education book or eBook• Website• Facebook page
<p>Revise practice website to include branding and messaging about midwifery</p>	<ul style="list-style-type: none">■ Contact web designer to have new midwifery tab created■ Add patient registration forms onto website to include “where did you learn about our practice?”■ Add The Midwifery Journey video to website by emailing Barbara Hughes from Wilson Hughes Consulting■ Add links to other sites including ACNM■ Work with hospital marketing staff to modify their website to include midwifery branding and messaging
<p>Modify any practice materials with the new logo</p>	<ul style="list-style-type: none">■ Have existing office staff modify electronic documents with the new practice logo, reprint copied forms when needed■ Order new business cards for practice members
<p>Order customized communications patient education books for clients</p>	<ul style="list-style-type: none">■ Contact CCI to order a sample of the Great Expectations book & share with providers & staff at an upcoming meeting■ Design the cover content to meet the specific needs of your practice and patients■ Order customized books■ Develop a link to customized eBooks on your practice or hospital website
<p>Work with IT support to maximize visibility of practice via the internet</p>	<ul style="list-style-type: none">■ Add additional domain names that link to the website■ Consider website optimization■ Develop Facebook platform

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Provide The Midwifery Journey video to hospital communications team so it can be projected in visible areas	<ul style="list-style-type: none">■ Download the video from Dropbox and share with individuals who can help with the distribution■ Insert the video into a PPT that can be used for any presentations about midwifery in the community
Modify the practice telephone hold message with the new practice brand and information about midwives	<ul style="list-style-type: none">■ Listen to the existing script and identify opportunities for change■ Develop a new script■ Record the new message
Plan for Midwifery Week every October	<ul style="list-style-type: none">■ Refer to ACNM website for dates and ideas■ Plan event(s)■ Celebrate!!!■ Follow up with ACNM about your success and submit an article to Quickening with photos
Engage and educate staff in the office and at the hospital regarding messaging about midwifery and the midwifery model of care	<ul style="list-style-type: none">■ Develop talking points for outpatient and inpatient staff about midwifery■ Discuss messaging with patients, staff and organization wide at staff meetings