Healing for Life, a Redefining Moment

What does it take to make a brand special? To make one stand above the rest?

Take one simple concept, and redefine it with excellence, passion, imagination, and fanatical consistency. That is just what Bryant Larsen, communication director for Intermountain urban central region has helped Intermountain Healthcare achieve as they made the changes to their brand, and done so for the better.

Larsen is in charge of the public relations for Intermountain Healthcare. What this means, is that it is his job to build and maintain mutually beneficial relationships between the organization and important stakeholders. In plain english, he has to communicate positivity for his company to keep strong bonds with those depending on this company. Often, this is done with a redefinition of the brand to keep the company moving forward.

As part of their redefinition, Intermountain Healthcare wants it to be understood that they deliver extraordinary care, done with compassion.

“We make sure people understand us. We want to be bridge builders,” Larsen stated.

As a communication director, a big part of the public relations has to do with what gets out to the media. If Larsen wants people to know the high expectation of quality of service they provide, he needs to find the perfect outlet. In 2012, they found just the solution.

KUTV 2’s own Mary Nickles had agreed to get a mammogram done on air to show her viewers just how easy it was. A trusted public figure spreading this kind of
information was just what the community needed to build that brand image up. What no one would have ever guessed was what this mammogram found.

Upon receiving the results back, Nickles was told she had cancer and would need a lumpectomy followed by radiation and chemotherapy. This news story saved her life. She shared her experience with her viewers.

As part of breast cancer awareness month, Intermountain Healthcare launched “A Thousand Points of Pink”. This was to be a celebration of women’s strength in the fight against breast cancer. Stories like Nickles’s would be the perfect motivation to get Intermountain’s goal of 1,000 people screened for breast cancer.

Using his powers for good, Larsen reminds us that, “Our aim isn’t to make money, it’s to serve people.”

Intermountain Healthcare hospitals intend to get you the healing for life, proving it isn’t just words.