



**Brand Smarter. Stress Less. Serve More.**

# **The Brand Medic™ Method**

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The Prescription for Health &  
Wellness Practices That Want  
to Stand Out, Scale Up, and  
Disrupt the System

## What is The Brand Medic™ Method?

The Brand Medic™ Method is not just a branding solution. It's not a marketing gimmick, a new color palette, or a clever tagline.

The Brand Medic™ Method is a fundamental shift in how you think about healthcare, your practice, and the people you serve.

It's a return to purpose—a reconnection to the passion that brought you into this field in the first place.  
To help. To heal. To do no harm.

But let's be honest.

You're working within a system that's become more about restrictions than results.

- Time constraints dictated by billing codes.
- Treatment plans overruled by insurance companies.
- A constant push toward volume over value.

The Brand Medic™ is here to disrupt that cycle.  
To **empower health and wellness professionals like you to reclaim control over how your practice operates**—and more importantly, how it feels to run it.

This is about more than logos or messaging.  
It's about **designing a practice from the inside out**—*intentionally, strategically, and humanely.*

Using a powerful methodology rooted in service design, we **integrate brand strategy into the very DNA of your business**: *your systems, your services, your staff interactions, and your patient experience.*

Because when your brand truly reflects your values, you create a practice that's not only sustainable—but transformational.

For you.

For your team.

For your patients.

# Your Practice Deserves a Brand That Works as Hard as You Do

You've worked hard to build a successful practice. But in actuality your brand might not fully reflect the quality, care, or expertise you bring to the table.

You're not alone. Many health and wellness professionals pour everything into their patients—leaving little time to craft the kind of brand that attracts the right people, supports the business, and gives their team the clarity they need.

That's where The Brand Medic™ Method comes in.

We help you diagnose what's really holding your brand back—and then prescribe a practical, powerful treatment plan designed for growth, alignment, and ease.



## The Results You Can Expect

When your brand works as hard as you do, everything gets easier:

- ✓ Attract the right patients—consistently
- ✓ Increase visibility, trust, and referrals
- ✓ Strengthen team alignment and morale
- ✓ Simplify your marketing and amplify results
- ✓ Reignite your passion for the work you love
- ✓ Improve operations and patient experience

We don't just want you to have a better brand. We want you to have a better business.



## Why Branding Fails (and What We Do Differently)

We've seen it too many times:

- ✓ You have a logo... but people still don't recognize your practice.
- ✓ Your team is great... but they aren't all on the same page.
- ✓ You've got marketing in place... but you're not seeing results.
- ✓ You're booked solid... but still stressed and not hitting your income goals.

The problem isn't you. It's the approach.

Most branding efforts focus on surface-level fixes. But at The Brand Medic™, we dig deeper. We uncover the root causes, align your brand with your values, and build a system that helps your business thrive—not just survive.

# The Brand Medic™ Method

Our signature 4-phase system is designed to meet you where you are—and guide you toward where you want to be.

01



## Discovery & Diagnosis

Clarify your voice, visuals, and value.

During the **Discovery & Diagnosis** phase we assess the current health of your brand—what's working, what's missing, and what's misaligned. We talk with you, your staff and preform an anonymous survey with your clients to discover the overall impression of your practice from the inside out. At this stage we want to understand who you are and what brought you into the field and where you envision your practice going.

02



## Prescription Plan

Get a strategic roadmap tailored to your goals.

The **Brand Prescription Plan** is our write up of everything that we've discovered during discovery. Along with your value proposition, journey and alignment maps (depending on your service level). We look at how we will be able to support you in integrating your mission and vision into every aspect of your practice. We provide you a strategic plan tailored to your goals, audience, and vision—no cookie-cutter solutions here.

03



## Integration & Rollout

Align your visuals, voice, and experience.

**Integration & Rollout** is where the strategy meets the road. During this phase we will work together to implement the brand experience across every touchpoint: visuals, messaging, content, staff training, and systems. Starting with a comprehensive visual and messaging framework to ensure consistency across all touchpoint, we'll then build out SOP to carry that across individual interactions and process.

04



## Monitoring & Maintenance

Keep your brand healthy and growing.

**Monitoring & Maintenance** is where you will get ongoing support, optimization, and guidance to keep your brand healthy and effective over time. This is also where you will be able to see the ROI for your hard work in clicks, likes, and engagement. But the true payoff will be in the change you see in the office —> happier staff, happy, well taken care of clients, and a increasing bottom line.



# What's Included at Every Level

Here's how **The Brand Medic™ Method** is delivered across our three service tiers—so you can choose the level of support that's right for you.

	Deliverable	Brand Essential	Private Client Program	VIP
Phase 1	Cover Page & Program Summary	✓	✓	✓
	Brand Health Overview	✓	✓	✓
	Core Brand Elements	✓	✓	✓
	Design Thinking Prompt Sheet	✓	✓	✓
	Customer Experience Touchpoint Overview	✓	✓	✓
Phase 2	Value Proposition Summary	✓	✓	✓
	Value Proposition Canvas		✓	✓
	Journey Mapping Overview		✓	✓
	Internal Alignment Map		✓	✓
Phase 3	Voice & Visual Guide	✓	✓	✓
	Logo Review & Recommendations	✓	✓	✓
	Color Palette Summary (HEX)	✓	✓	✓
	Font Pairing Guidance	✓	✓	✓
	Sample Mood Board	✓	✓	✓
	Basic Brand Style Notes	✓	✓	✓
	Visual Identity Guidelines (PDF)	✓	✓	✓
	Photography Style Guide		✓	✓
	Brand Graphics Overview		✓	✓
	Finalized Brand Guidebook (PDF/Print)			✓
	Custom Branded Templates			✓
	Logo File Package (Full Suite)			✓
	Asset Application Review			✓
	Optional Custom Design Assets (Add-On)			✓
	Content Strategy Overview	✓	✓	✓
	Brand Launch Checklist	✓	✓	✓
	Brand Story Framework		✓	✓
	Verbal Identity & Messaging		✓	✓
	Team Integration Materials		✓	✓
	Custom Verbal & Visual Toolkit			✓
	Staff Training Documents			✓
Phase 4	Webinar Funnel Outline		✓	✓
	Webinar Funnel Package			✓
	Maintenance & Optimization Guide			✓
	Brand Experience Blueprint			✓
	Signature Persona™ Aligned Funnel Map			✓

## What Makes Us Different

You won't get a generic strategy or a sales pitch disguised as a service. What you will get is:

- ✓ **Strategic Expertise + Heartfelt Support**

We bring both sides to the table—because your brand deserves more than surface-level design.

- ✓ **An Ally Who Understands the Industry**

We've worked with dozens of health & wellness professionals, and we understand the demands, burnout, and deeply personal nature of your work.

- ✓ **A Proven System, Tailored to You**

We don't just tell you what to do—we help you do it. Together. With the right tools, guidance, and timeline.

This isn't a "project." It's a transformation. Choose Your Path — Which Level Is Right for You?

Not sure which level fits your practice? Let's talk it through—our Discovery Call is the perfect place to start.

## What Is Brand Health?

Brand health is the measure of how clearly, consistently, and effectively your brand is functioning across all areas of your business. A healthy brand attracts the right people, communicates your value, supports your internal team, and builds long-term trust with your audience.

In a health or wellness practice, brand health shows up not just in your logo—but in your patient experience, your systems, your team's language, and your ability to grow with clarity.



### Brand Health Scorecard



[thebrandmedic.com/scorecard](https://thebrandmedic.com/scorecard)



# Why Brand Health Matters More Than Ever

A well-aligned, strategic brand does more than look good—it works.

It helps:

- ✓ Attract the right patients (and repel the wrong ones)
- ✓ Empower your team to deliver consistent experiences
- ✓ Reduce marketing stress and decision fatigue
- ✓ Reignite your passion and clarity as a founder
- ✓ Improve patient trust, compliance, and retention

Without strong brand health, your practice may still function—but it's leaking time, energy, and money.

## 5 Key Indicators of Brand Health

1. **Clarity:** Can patients (and your staff) clearly describe what you do, how you do it, and why you're different?
2. **Consistency:** Is your brand consistent across platforms, communications, and in-person experiences?
3. **Alignment:** Do your brand values show up in how your team operates and interacts with patients?
4. **Resonance:** Does your brand messaging connect with your ideal patient on a human level?
5. **Sustainability:** Is your brand helping or hindering your ability to grow with less stress?

These five areas make up the heartbeat of your brand.

## Additional Services We Can Recommend

We know that branding is just one piece of the puzzle—and sometimes what you need most is behind the scenes.

### Struggling with patient payments?

- ✓ We can connect you with a smart financing solution that makes care accessible and protects your cash flow.

### Worried your marketing systems are a mess?

- ✓ Our team can help streamline your tech so your brand shines through.

### Need more referrals, reach, or ROI?

- ✓ We'll help you find the right visibility strategy based on your goals.

Let's figure out what's holding you back—and how to move forward with confidence.

## Let's Talk

You don't have to do this alone.

Whether you're just starting to build your brand—or you've hit a plateau and want more—The Brand Medic™ Method is designed to meet you there.

Let's have a conversation about your brand's health, your business goals, and the future you're ready to create.

Schedule your free Brand Consult:  
[thebrandmedic.com/schedule-bc](https://thebrandmedic.com/schedule-bc)

Warmly,



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**Brand  
Smarter.**  
Stress Less.  
**Serve More.**

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