

## Healthcare Branding

Branding Research: Khosravizadeh, O. et al. (2020) DOI: 10.1080/20479700.2020.1723881	
1	Brand competitive advantage is distinguishing by marketing special service packages to targeted customer audience.
2	Critical to study competitor strengths and weaknesses identifying distinct differences, e.g. “group practice.”
3	Identify service differences from competitors and then add “tailored” services to directly compete against them.
4	Do not underestimate advertising value of “patient safety” including ease of use accommodations, adequate parking, clean entrance, and rooms facilitating visit purpose.
5	Creation of special care name types found to build “new mindsets” in patients and build loyalty.
6	Importance of highlighting unique staff strengths.
7	Advertise targeted care for certain population segments.
8	Once brand consolidated, maintain it by promoting its position in the marketplace.
9	Exhibiting a patient safety culture is a top priority.

## Overview

ABC-Healthcare’s goal is to help guide you through your challenges with our *group practice* approach by discovering the right treatment and enabling your best self to start fresh. If you are searching to live a happier more productive life come join us. The group’s compassionate and personalized mental and behavioral healthcare will help reinvigorate your life. The group’s behavioral models will help facilitate change. Feel confident because you have taken the first difficult step by identifying a provider with the necessary skills and compassion to assist you with guiding change.

Our group practice is trained in the latest evidence-based modalities to support growth in children, adolescents, and adults. ABC-Healthcare therapists and counselors have specialized expertise in an array of mental and behavioral health needs including anxiety, ADD/ADHD, substance abuse, eating disorders, depression, obsessive-compulsive disorder, and autism to name a few. Our group practice seeks the absolute best in talent who provide a wide tree of coverage.

Taking the first step toward improving your mental health or changing behavior is not easy. It takes courage to call for an appointment. It takes courage to talk openly about your challenges. And, it takes courage to commit to doing the work necessary to grow. At ABC-Healthcare your journey will be thoughtfully planned and discussed at each discovery mark.

True connection is what ultimately makes positive change possible. ABC-Healthcare’s group practice is dedicated to partnering with you to provide customized care. Our practice’s exceptional therapeutic experience builds a sustainable approach to enhancing your life’s fulfilment.

## Our Difference

ABC-Healthcare’s difference centers on our ability to consistently deliver the highest standard of care with unparalleled service. During the process of developing your courage and resilience, our group practice will work together to improve your wellbeing, find balance, and facilitate positive change. Our core values of warmth, stability, openness, and comfort strengthen our clinicians and therapist’s commitment to improving your wellbeing. Building balance and enabling positive change is necessary to reach your life’s potential and our group practice will work with the upmost care to realize this commitment.

## Care

The depth of practitioner experience in ABC-Healthcare’s group practice in the Glenview and Glencoe area is unmatched in other providers. Our team is uniquely qualified because were trained in the latest research-based treatment protocols enabling us to tap into your particular strengths to help guide growth. We use multiple modalities to promote positive outcomes and ensure our patients achieve goals faster. Our group practice develops and delivers your personalized holistic prevention, treatment, and management plan ensuring outcome success for both individuals and loved ones.