

ABOUT THIS MATERIAL

The following describes an approach for taking stock of where the PDMI brand stands today—in whatever form it exists—and indentifying what elements of the current brand are appropriate, what's missing and what's wrong with it (if anything); taking the necessary steps to determine what characteristics you want the brand to communicate and the promises you want it to deliver; then creating and executing a plan to articulate, communicate and market that PDMI brand going forward.

The PDMI Brand Today

Your brand is the message the world receives from everything you sell, do and say. It's about product and service, people and ideas, the marketing and advertising you put into the marketplace. It's your personality; it's the promise to deliver on your purpose. It's what comes to mind when your customers hear the word "PDMI" or "Pharmacy BenefitDirect," see your letterhead, or call your offices. Your brand bleeds when clients aren't certain whether they need PDMI or Pharmacy BenefitDirect. Your brand comes to life when a member dials your call center, and when your customer calls their account rep, receives an email or opens an invoice from you.

Here's the thing about brand: You already have one—you need to decide whether or not you want the one you have. Based on what we know presently, the impressions that the industry (and especially your clients) have of your brand are somewhat-to-quite positive, if not a bit confused over the PDMI/PBD breakdown. Considering you've had no real focused, brand-based marketing plan to date, this is good news. You are in a great position to identify what is special about PDMI and start taking control of the world's perception of you without having to engage in damage control. We may identify some perceptions you want to overcome, but for the most part you can build your brand reputation from this point without having to invest time and resources into convincing stakeholders that you're really not who they thought you were.

What all this means is that PDMI is in an enviable starting place to actively manage its brand personality and identity if you choose to. If you choose not to, your brand and future growth will continue to be determined by the good works of your people, the market's perceptions of the value of your product and market forces out of your control.

NOTE: The remainder of this document contains proprietary information. If you think you'd be interested in pursuing a branding project, I'll be happy to share it with you directly.

