

# Inova Health System's Digital Evolution

Branding, Workplace, and Patient Privacy





**Marshall  
Schoenthal**

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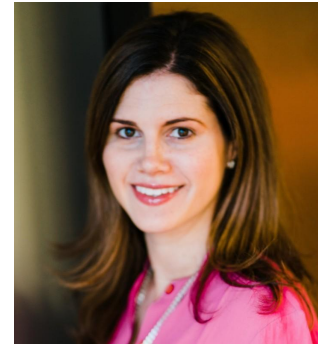
Healthcare  
Industry Principal,  
Phase2



**Tracey  
Schroeder**

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Chief  
Communications &  
External Affairs  
Officer, Inova Health  
System



**Abby See**

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VP, Marketing &  
Digital, Inova  
Health System



**Ashley  
MacFarland**

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Assistant VP,  
Digital Marketing,  
Inova Health  
System





# We are Phase2—

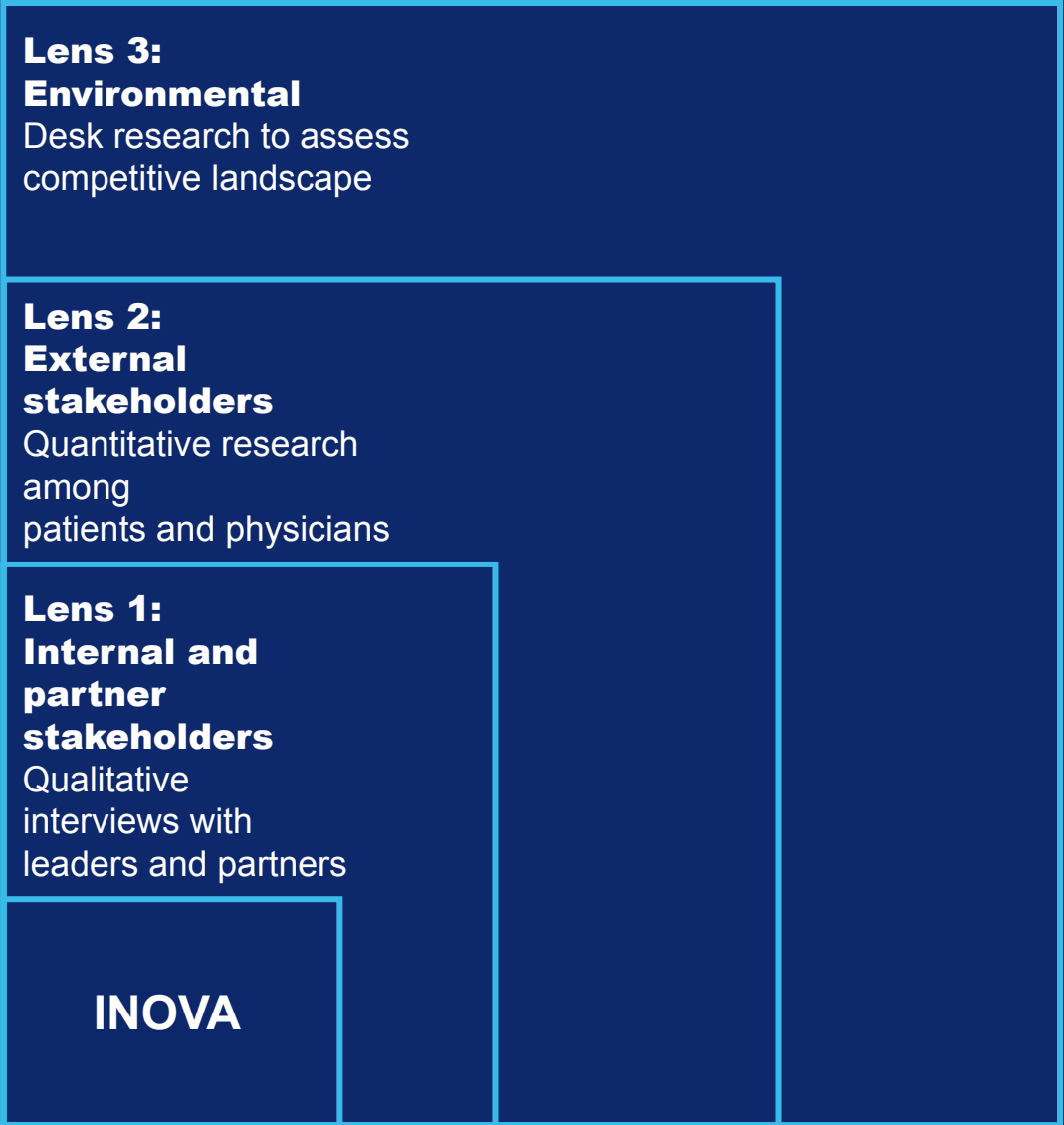
We make digital products  
that **inspire, engage, and  
create impact.**



# Topics for Today's Panel

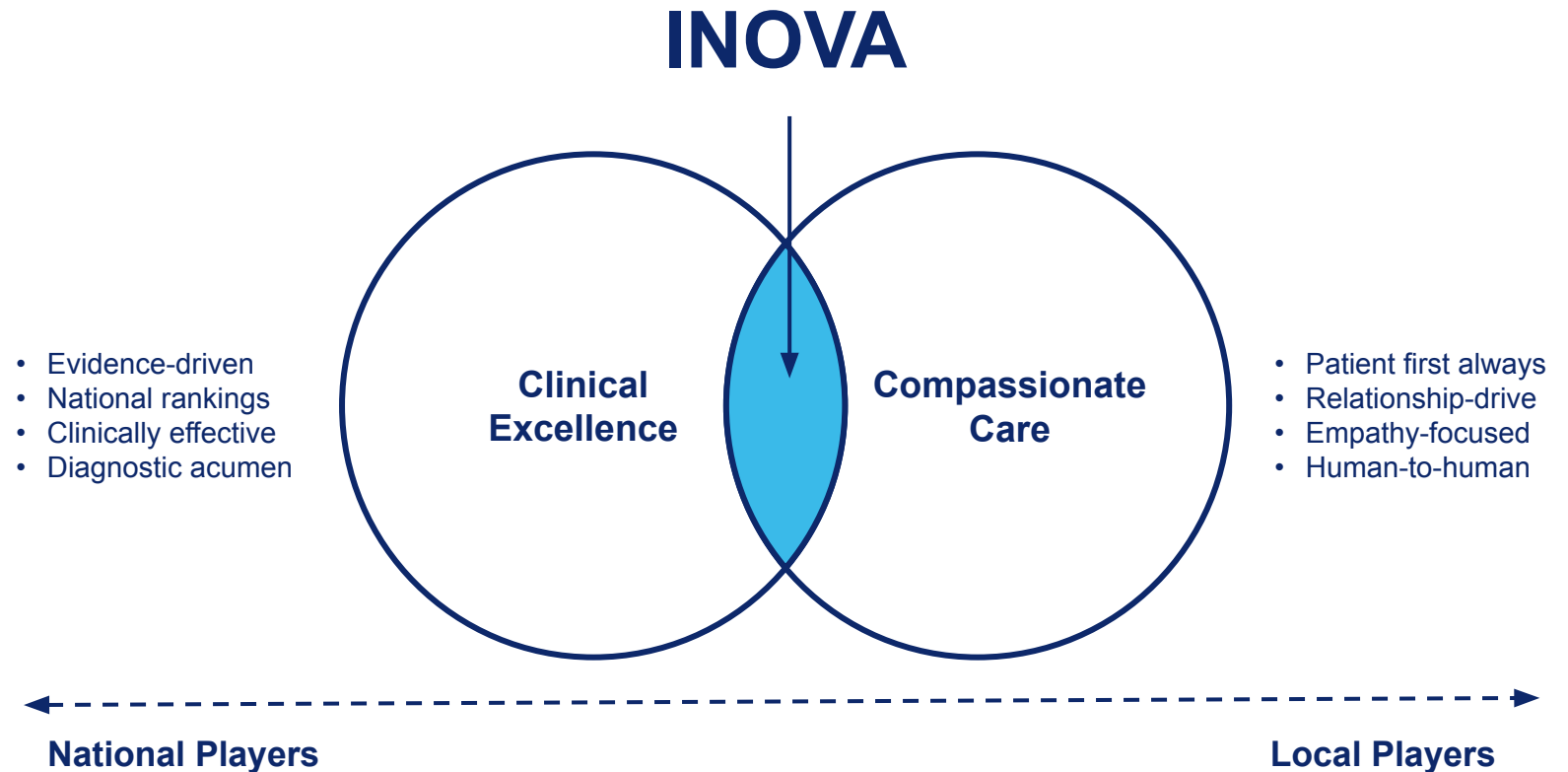
1. Branding and User-Centric Design
2. Digital Workplace Transformation
3. Patient Privacy and Data Analytics

We assessed the landscape through three lenses.



# Research Results

Quantitative research revealed Inova can differentiate itself and address key preference drivers by uniquely delivering on both clinical excellence and compassionate care.







# Components of a Successful Rebrand Implementation

What people care about



**The Audiences**

What you stand for



**The Brand**

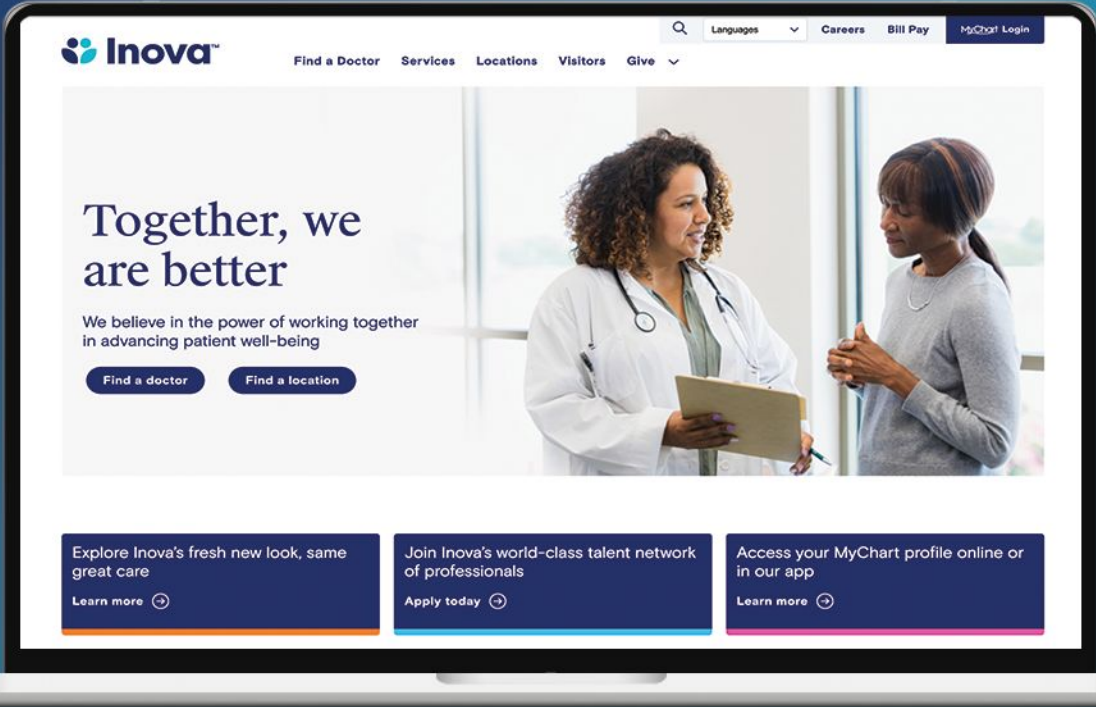
How we move them



**Marketing**



# Branding & User-Centric Design



### Flu-proof your health: Get your flu shot today

Act now, and let's stay flu-free together.

- Existing patients: [Schedule in MyChart](#)
- Flu Season FAQs 2023 - 2024



Find a doctor →

Book an appointment →

Virtual visits →



### Your primary care provider

Inova Primary Care wants you to feel your best. We will treat your acute and chronic medical conditions so you can feel good again. Then we will focus your healthcare around health promotion, disease prevention and patient education. Convenient, personal, comprehensive care – it's what we do best.

[Inova primary care providers](#) are specialized in internal medicine or family medicine. Both types focus on health promotion, disease prevention, patient education, counseling and treatment of acute and chronic medical conditions.

Find an Inova Primary Care location →

Inova Primary Care virtual visits →

### Our Services

Taking a personal approach to delivering world-class healthcare

#### Services Spotlight

  
Primary Care

  
Emergency Care

  
Urgent Care

  
Cancer

  
Heart and Vascular

  
Behavioral Health

  
Pediatrics

  
Orthopedics and Sports Medicine

  
Women's Healthcare

  
Neurosciences



8095 Innovation Park Drive  
Fairfax, VA 22031

Questions? Call 855-694-6682

# Digital Workplace Transformation





# Patient Privacy & Data Analytics

# Q&A

 Inova™ +  Phase2



Discover More from Phase2 at HCIC 2024

**Scan the QR code to access  
insights, resources, and our  
full session lineup.**

