# What good looks like for healthcare brands

Healthcare companies are juggling staffing shortages, increasing patient numbers, pressure to adopt new technology, and operating within a tightly regulated landscape. At the same time, they're trying to keep up with changing patient preferences and expectations.

In this challenging environment, branding has evolved from a peripheral function to a core strategic initiative. Healthcare companies need to build brands that maintain patient trust, keep their core values, and provide consistent, high-quality experiences for service users.

So, they've reached a tipping point: Their existing, established brand management can't keep up with the demands of the post-covid, digital-first world. They need new and dynamic tools, processes, and brand centers to move their brands forward and maintain patient engagement and trust.
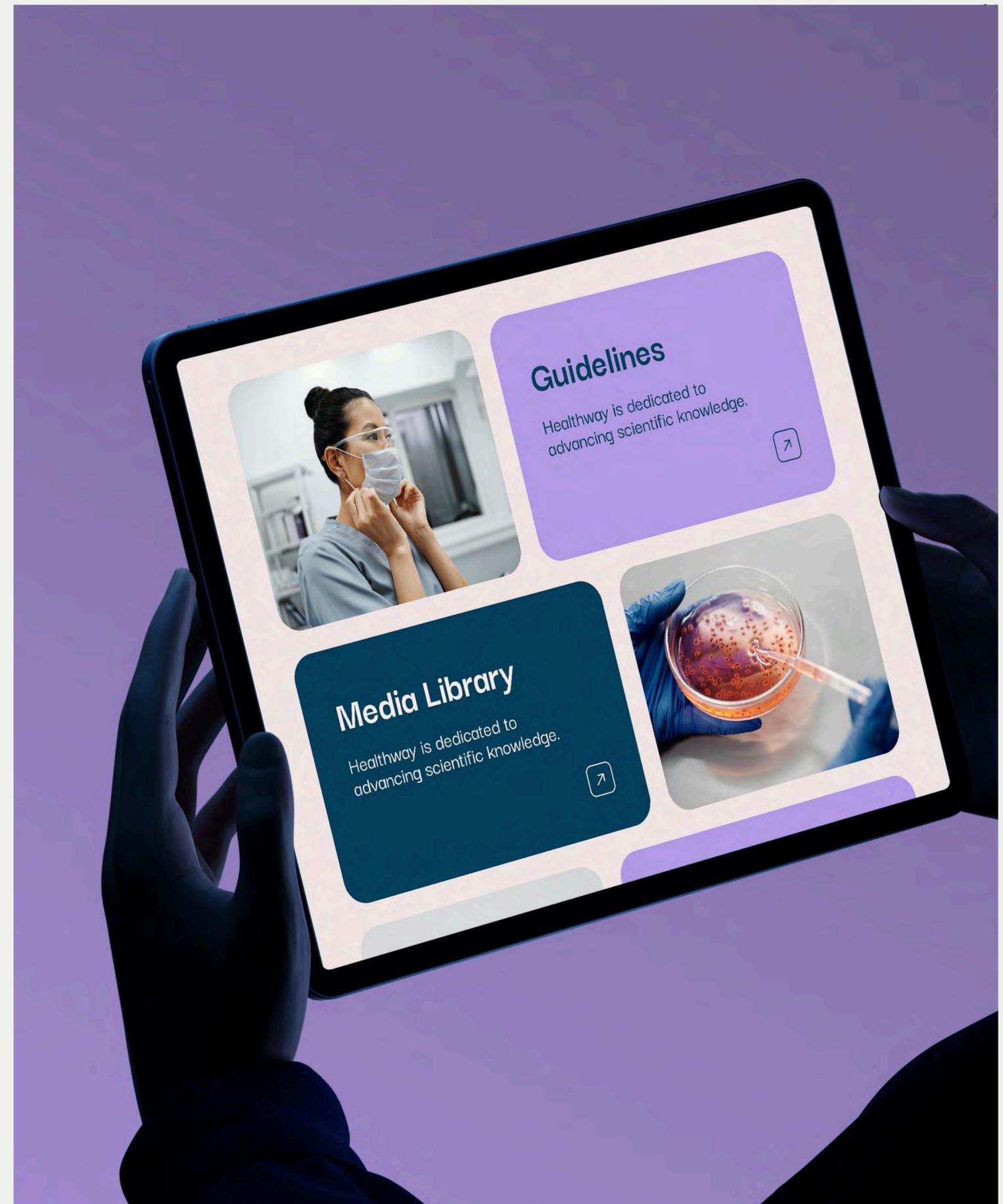
The healthcare landscape today and tomorrow: 5 trends shaping the industry

Healthcare companies are seeing the impact of fundamental shifts within the industry. These five trends are shaping the industry today and will affect how healthcare companies operate tomorrow.

1 Digital transformation and departure from legacy systems

2 Regulatory landscape

3 Patient expectations

4 Workforce challenges

5 Rethinking healthcare brands

A survey by Deloitte found that digital transformation was "the issue most likely to impact global health systems in 2025". Healthcare companies have often lagged behind other industries in adopting new technology, with many relying on manual systems and outdated processes.

Now companies are experiencing a real push for digital transformation — driven by pragmatic leadership, patient demands, and the emergence of digital-first healthtech startups. At the same time, healthcare companies are finding that many of their existing legacy systems can't keep up with their increasing digital, security, and compliance needs.

The healthcare landscape today and tomorrow: 5 trends shaping the industry

The healthcare industry has always been a highly regulated space, but the regulatory landscape seems to be changing and evolving quickly. Companies' data security standards need to be higher than ever to protect patient information and ensure legal compliance.

Companies need to keep up with regulatory changes on a global and regional level and ensure they can adapt quickly to remain compliant. Innovation and experimentation — including adoption of new technology like AI and machine learning — must be managed carefully to ensure rigorous regulatory compliance.

The healthcare landscape today and tomorrow: 5 trends shaping the industry

Expectations are changing faster than ever as patients become accustomed to the always-on, digital-first experiences from other industries such as retail, finance, and social media.

Patients want a hyper-personalized, joined up experience from their healthcare providers. They're fed up of repeatedly explaining their history to their provider or sharing the same information at every appointment. Instead, they want a connected experience with their information shared securely across providers and care settings.

And with more choices than ever and a growing number of digital-first healthtech products, people aren't afraid to switch providers if a company fails to meet their expectations.

The healthcare landscape today and tomorrow: 5 trends shaping the industry

1   Digital transformation and departure from legacy systems

2   Regulatory landscape

3   Patient expectations

4   Workforce challenges

5   Rethinking healthcare brands

There is a global health care workforce shortage, with the WHO estimating a shortfall of 10 million health care workers by 2030. Healthcare companies are prioritizing front-line, patient-facing staff, while sales, marketing, and administrative teams are lower priority.

That means many healthcare companies have very small brand or creative teams — often just 2 or 3 team members responsible for producing all their branded materials for all their locations. They're struggling to keep up with the increasing demands of new digital channels, and need to find ways to scale up their creative output.

The healthcare landscape today and tomorrow: 5 trends shaping the industry

1　Digital transformation and departure from legacy systems

2　Regulatory landscape

3　Patient expectations

4　Workforce challenges

5　Rethinking healthcare brands

Traditional healthcare companies need to rethink their position in this digital-first landscape. Otherwise, they risk being seen as outdated and irrelevant, and they lose market share to providers seen as more modern and forward-thinking.

This affects everything from their tools to their brand identity. Many established healthcare companies invest in rebranding to breathe new life into their visual style and corporate image and make them fit for today's digital world. Companies are reworking their documentation and guidelines to cover fonts, logos, audio, and motion elements — everything brands need to work and be accessible in digital channels.

The current state of brand governance: Held back by legacy tools and processes

As healthcare companies change to keep up with the ever-evolving landscape, their brands develop, too. Branding is no longer a static asset — it's a dynamic, operational system that needs to progress with the business.

Digital transformation often brings headaches for marketers regarding brand management, governance, and compliance. When healthcare companies assess their current governance processes, they usually find these elements:

- Legacy systems
- Outdated brand documentation
- Disorganized and siloed systems, assets, and data
- Incompatible or disconnected systems
- Inconsistencies across locations

Many healthcare companies manage their brand with basic, disconnected tools — one system for guidelines, one DAM, and one for creative collaboration. These systems don't talk to one another, and different teams have access to different files, which makes it challenging for others to engage with the brand.

Many companies may not realize it, but their current brand governance process is hurting them in several crucial areas:

Time: Their small team is overwhelmed by growing demands for content, and they can't keep up. Teams face delays waiting for the relevant materials.

Tools: Their existing tech stack can't adapt to the complexity of their brands — either because of their complex internal structure or because of their increased brand output.

Budget: Companies spend on tools that don't meet the needs of their business and then invest more to try and create a system that does.

Resources: Organizations invest time, equipment, and budget into their outdated brand management system. With multiple tools (instead of one connected platform), it takes significant resources to handle the necessary disconnected systems and processes to direct their brand.

These challenges make it difficult for healthcare companies to manage their brand efficiently — and even more difficult to keep up with emerging digital trends.

Their existing workflows aren't robust or sophisticated enough for the next phase of brand growth. They need a new scalable system with portals, guidelines, templates, and asset management that supports compliance and will adapt to their business.

It's time to reimagine brand governance for healthcare companies

The right tools help healthcare companies reshape their brand governance process into one that helps their organization improve efficiency and boost consistency and compliance. But what would that look like in your organization?

- **A connected ecosystem:**
  Organize files in a full-featured brand portal, streamline and scale content production with templates, and document your visual and messaging identity in guidelines. Integrate with your creative, collaboration, and communication tools to optimize workflows.

- **Templates accelerate and streamline production:**
  Enable small teams to handle more content production internally, using templates to develop on-brand assets without needing additional support.

- **Targeted access to relevant content:**
  Eliminate disconnected tools or siloed files. Employees easily find and use relevant materials — segmented by region, location, distribution channel, department, or project.

- **Security and compliance:**
  HIPAA-aligned permissioning, audit trails, and BAA contracts protect patient data and ensure your brand materials comply with strict healthcare regulations and security standards.

- **"Out-the-box" solutions:**
  Avoid developing your own brand management systems or building workarounds. Scale with a platform that's best-in-class from day one — and connects to the tools your teams use every day.

- **Robust access controls:**
  Give internal teams different access levels depending on the materials they use. Tailor portal views and access for marketers, HR, compliance teams, clinical staff, and vendors.

- **Clear migration and implementation path:**
  Simplify the often complex process of switching tools. Know what's involved in setting up your team in your new system to switch without headaches.

Rethinking brand management offers healthcare businesses significant benefits:

Time

Brand and marketing teams can work more efficiently and do more with less. Other teams can self-serve when accessing brand materials and scaling content production to keep up with demands.

Tools

A central portal will develop with the business, making it easier to manage all the assets, guidelines, resources, and templates for the brand.

Budget

With one unified and connected brand management platform, you don't have to pay for multiple tools that overlap but don't join up.

Resouces

Healthcare businesses need to allocate fewer resources — people, systems, and processes — to *manage* their brand. Instead, they can invest more into *growing* their brand.

Sounds great in theory, but it can be hard to imagine how things would change in your organization if you implemented a new solution. So, let's look at how Frontify helped Spring Health transform its brand management processes.

Brand transformation in action:

How Spring Health improved brand consistency and governance with Frontify

Spring Health was using a legacy DAM system to manage their brand assets. Publishing a single new template with that system took three to six weeks, and required significant support from the vendor.

But they needed to be able to produce between 10 and 50 templates a day, to keep up with their content demands including supplying templates for co-marketing partners.

Spring Health turned to Frontify for a more dynamic and self-service-oriented solution. With Frontify, they have established corporate brand guidelines, a central source of truth for assets, and a process for streamlining template creation.

Frontify has helped Spring Health improve collaboration between marketing teams, coworkers, and co-branding partners. They were able to accelerate template production to create 75+ templates in just a few days, which has helped them scale up production of branded digital, print, and direct mail pieces.

"

Frontify has essentially paid for itself with the time-savings and self-service aspects."

Connie Bravo, Senior Manager,
Marketing Technology and Analytics

Bring your brand center to life with Frontify

Now you know what brand management could look like for your organization: seamless, easy to navigate, and efficient to use across the business. Frontify works with leading healthcare companies globally (like Spring Health) to help them transform their portals and modernize their brand management.

Here's how Frontify helps healthcare companies bring their new, modern brand centers to life.

Phased flexible rollout

We know implementing new tools, systems, and processes can be a daunting, time-consuming process. That's why we offer a simple, phased implementation approach, so healthcare companies can start small and grow their brand platform at their own pace.

The Frontify brand platform is easily editable, so companies start with their MVP (minimum viable product), then build, extend, and update their portals as needed. Our phased, flexible implementation approach means that healthcare companies can immediately access all the functionality and benefits of Frontify without the long set-up time. Then, they can add new resources, departments, and materials gradually rather than adding everyone on day one.

Here's what that phased rollout could look like — though it can be adapted to meet the priorities and requirements of different organizations:

- **Months 1–2:** Document the most valuable materials in Frontify — core brand guidelines, top assets, and basic content templates.

- **Month 3:** Soft launch your brand portal to a small pilot group such as your brand and marketing team.

- **Month 4:** Expand access to your brand portal across the organization. Invite other departments and set up user groups to control access levels and user permissions and maintain security. Add lower-priority assets and start using DAM.

- **Months 4–5:** Add new teams based on usage. Connect Frontify to core tools using native integrations. Build out additional portals for use cases such as different sub brands or clinical roles. Provide access for external partners and collaborators

- **Month 6:** Expand and connect further with our software developer kit. Explore Frontify's AI capabilities, automations, and apps with custom integrations.

This is just an example — the ideal timeline is whatever works best for your organization. But this phased approach means you start experiencing the benefits of Frontify's connected brand portal without being overwhelmed by your implementation to-do list.
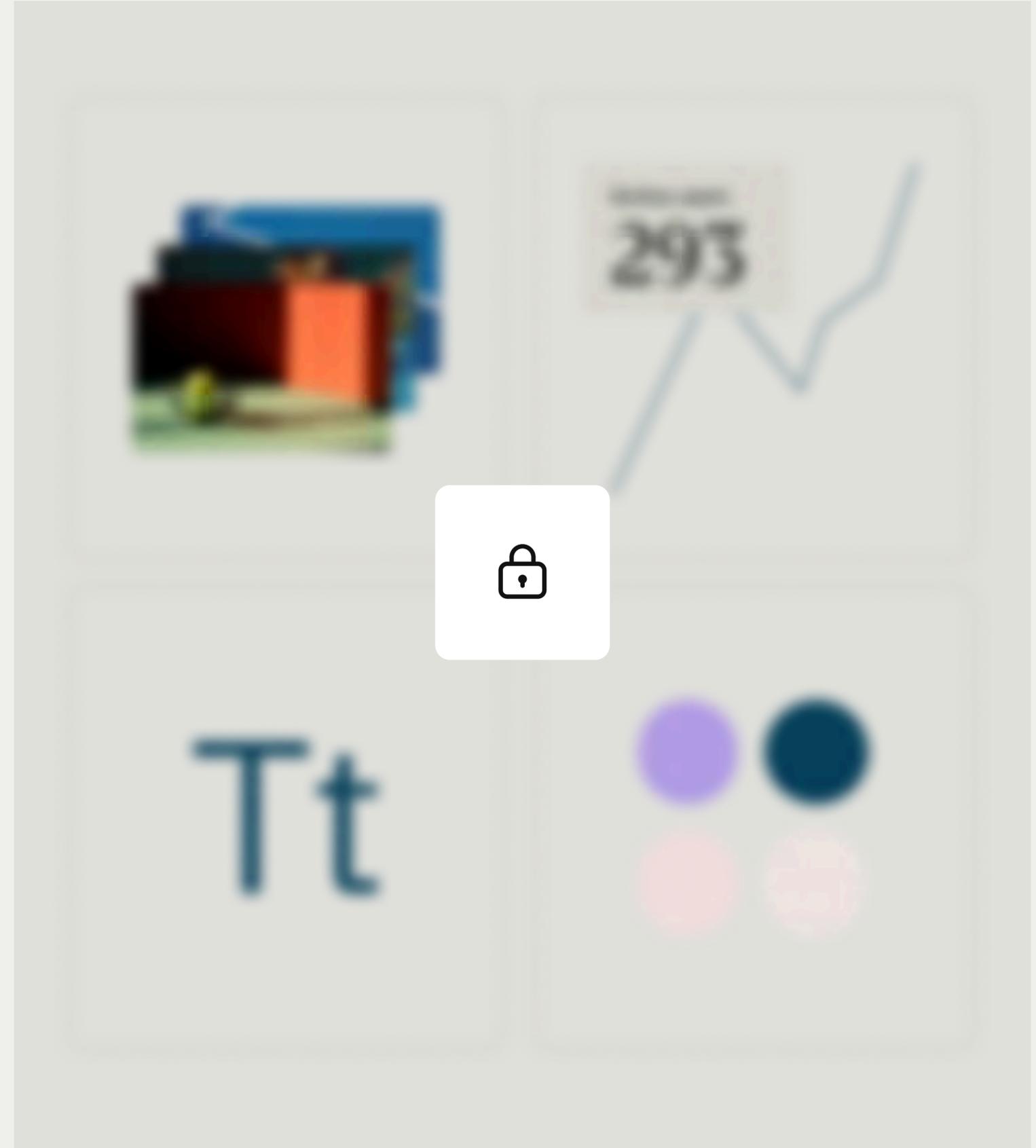
Bring your brand center to life with Frontify

Maintain strict access controls for security and compliance

Security and data privacy are essential for healthcare companies. Any implemented systems need to meet their rigorous security requirements.

From access control to data integrity, Frontify prioritizes safeguarding your brand's most valuable assets. It integrates with SSO tools such as Okta and is certified against the industry's leading security standards to provide a secure platform for users and files. Frontify aligns with healthcare data privacy standards to support HIPAA compliance.

Granular user permissions give companies greater control over how materials are shared, accessed, and used — within and outside the organization. You can also track every change, visit, and action, providing audit trails for compliance and legal defensibility.

Bring your brand center to life with Frontify

Scale up content production and distribution

Healthcare companies are facing increasing demands for on-brand, compliant content but only have small teams involved in content production. They need to be able to do more with less — and be confident everything they produce complies with strict regulatory standards.

Frontify helps scale up the production and distribution of content, even in small teams:

- Templates let internal teams create and customize various marketing materials, documents, and common file types while complying with brand and regulatory standards.

- Frontify provides a unified location for managers and teams to provide feedback and approvals.

- The centralized DAM makes it easy to distribute assets internally — everyone can access new files. You can also control access to different libraries and files so users work with the information most relevant to their team or role.

Approved ✔

Could it be Sepsis?

Just ask

● Healthway

Bring your brand center to life with Frontify

Templates support healthcare brand operations

Your brand doesn't exist in isolation — patients experience it through every touchpoint, appointment, provider, and channel they interact with. This means your assets can't be siloed within your organization. Your portal needs to connect with the tools your teams use daily to reduce any friction and improve consistency across locations.

Frontify integrates with the essential tools that plug into the key touchpoints for your brand:

- Creative platforms like Adobe Creative Cloud
- Content management solutions, such as Sharepoint
- Single sign-on tools like Okta and OneLogin
- Productivity platforms, such as Microsoft 365
- Legacy DAM systems like OrangeLogic

These integrations help teams consolidate scattered tools and use materials more easily. Our SDK and Marketplace let you extend the platform to build and customize portals that fit your brand's identity and corporate requirements.
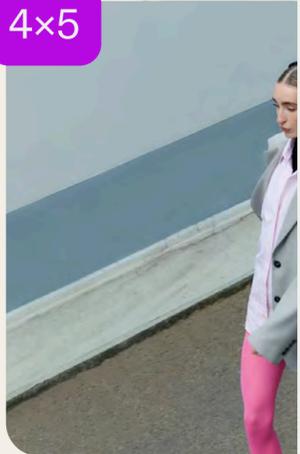
9×16

4×5

◐ Healthway

Precision in every test, because your health matters

◐ Healthway

Precision in test, becaus health matt

Bring your brand center to life with Frontify

Extend and integrate to maximize value for your teams

In healthcare companies, small brand teams are responsible for creating content for huge networks of hospitals, clinics, and internal departments.

Frontify templates help brand teams produce more content and enable other teams to self-serve when creating simple branded content:

- Create, customize, and manage templates for flyers, brochures, certificates, banners, and internal communications across facilities — both digital and print.

- Enable non-designers (like marketing, HR, and clinical teams) to self-serve and easily produce on-brand materials by using guided templates.

- Produce compliant, localized content at scale thanks to bulk downloads, dynamic data input, and multi-variant asset creation to develop similar materials for different use cases.

- Maintain regulatory standards by locking key template elements and routing content through established approval workflows, ensuring HIPAA and brand consistency.
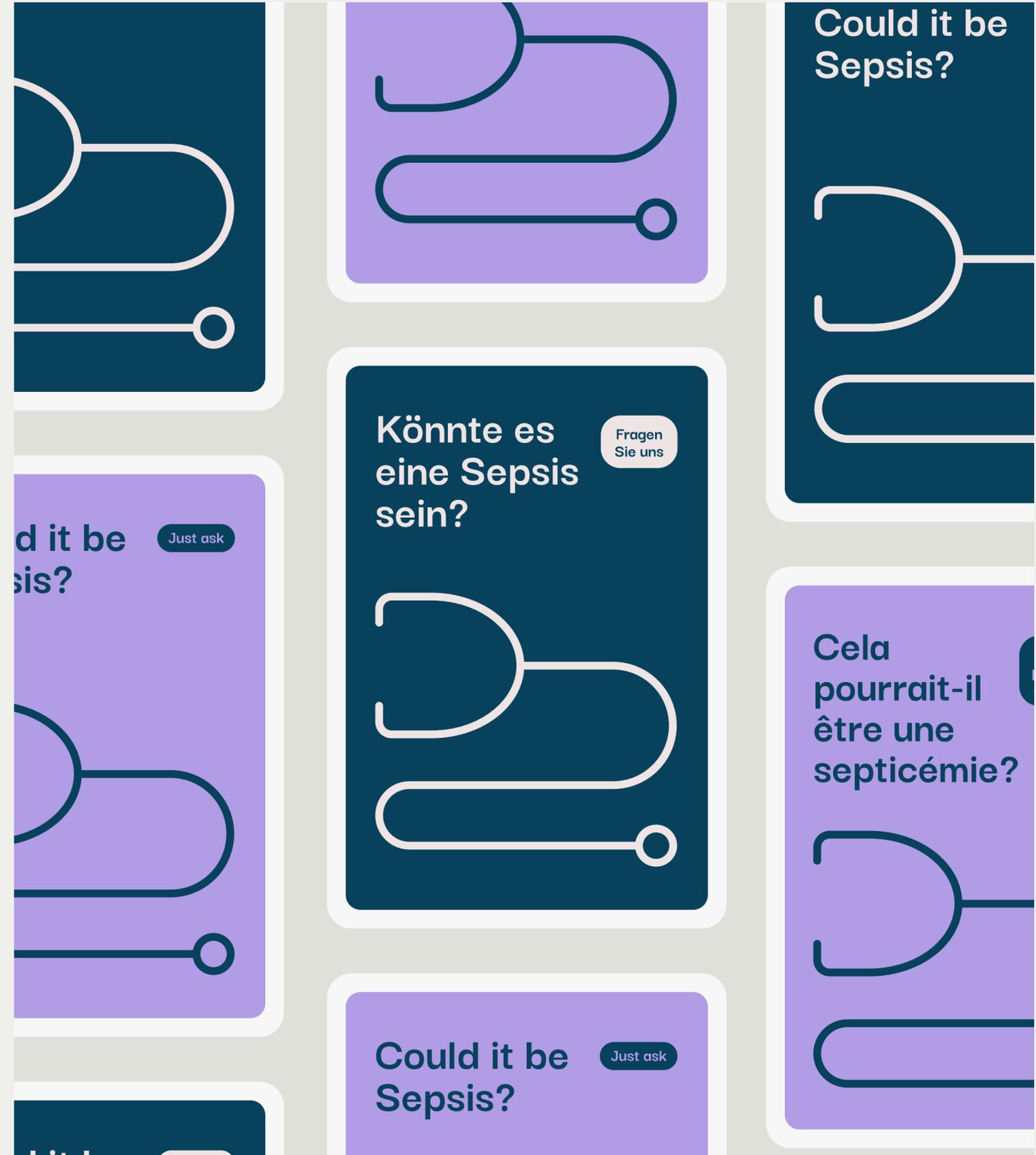
Bring your brand center to life with Frontify

Centralize asset and brand management

Frontify's DAM grows with businesses and makes it easier to manage file access thanks to granular user permissions and file expiration policies. Frontify provides a centralized home for all materials, making it quicker and easier for employees to find and use the relevant assets. It becomes a single source of truth and can even be tailored to multiple brands or sub-brands within the same portal.

Frontify lets healthcare teams start with a central, internal hub then build additional portals for partners, co-branding collaborators, clinical teams, and press/media as their networks grow. These are all managed from one central master portal, making it easy to maintain security and compliance.
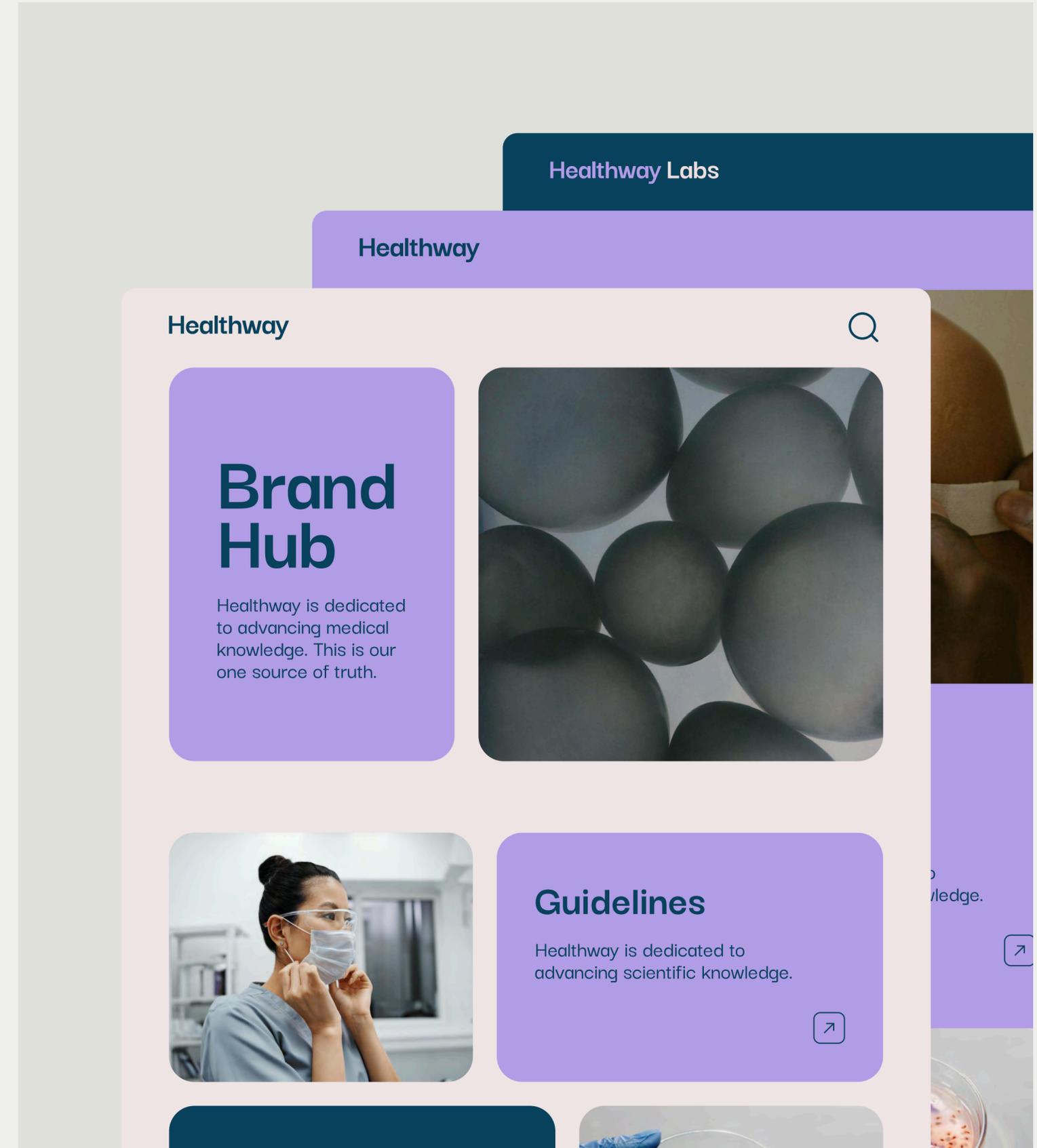
Experience the power of Frontify

In today's challenging landscape, healthcare companies are finding their old ways of managing their brands and assets cause more problems than they solve. Small teams are being stretched thinner than ever, and struggling to keep up with growing brand and content demands. Legacy systems and shifting regulations hold back even the most forward-thinking organizations, so as healthcare companies look to embrace digital transformation, it's time to try something new.

By adopting a centralized, connected portal, healthcare companies can more easily keep up with the changing needs of their brand, clinical providers, and patients.

Ready to see how you can maintain brand consistency, streamline asset management, and drive collaboration across teams — all in one platform?

Book a demo of Frontify today.