

Branding and Competitive Strategies

Name:

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Part I: Branding Strategy Impact

Current Branding Strategy of ECRH

Over the years, ECRH's branding strategy has been cautiously developed to help in building brand identification in the market, favoring potential consumers of the care services. This symbolizes the organization's dedication to innovation, compassionate care, community involvement, and overall good health to anticipate the ECRH as a preferred choice for people looking for healthcare. The branding strategy of ECRH is through "expansion" and "diversification" through an orthopedic hospital, behavioral health hospital, and two ambulatory surgical centers in order to shape the brand's identity through effective marketing efforts. Moreover, through collaborative alliances, ECRH plans further to construct emergency and regional oncology centers while collaborating with the radiologists for the establishment of the imaging center.

Perception of ECRH in the Market

The East Chestnut Regional Health System is the leading provider of improved healthcare services in the competitive healthcare sector. Through the assurance of quality healthcare services, ECRH has established its strong presence in the healthcare market where the brand is perceived as a reputable care service provider. The brand's positive reputation is achieved through patient satisfaction, positive feedback, and word-of-mouth recommendations to reinforce and attract the patient community to choose ECRH as their top priority for health services.

Negative Impacts of Legal Cases Against the ECRH

The brand reputation of the organization has largely been negatively impacted due to legal cases against ECRH. The media stunts for attention also negatively impacted communities and consumers' decisions which may also lead consumers to suspect the organization's competence and ethics (Zarantonello et al., 2016). The legal cases, therefore, led to a reduction in the demand for organization which also put strain on the financial and operational resources of the organization as dealing with legal cases is so costly. As a result, consumers could decide to go elsewhere for quality healthcare services as they grew wary of the services ECRH provides.

Impact of Acquisitions on Brand Image

In the past, the acquisition of ECRH had a negative implication as the merger led to mistrust issues. Later, the positive aspects of the acquisition enhanced consumer satisfaction and brand recognition. Moreover, "expansion" is a major positive impact that offers a wide range of healthcare options to its existing customer base with the aim to provide a single and convenient solution to overcome poor brand reputation and to address the healthcare needs of the unhealthy population. This is because the newly acquired acquisition has established the excellent brand's reputation. However, the negative impacts of acquisition, poor planning, and the risk of monopoly development due to poor execution of merger may lead to poor patient care delivery and poor brand reputation (Birkmeyer, 2016).

Handling of the Covid-19 Pandemic and its Impact on Brand's Image

The pandemic since it hit the globe and disrupted many sectors has presented many challenges to the organizations in the healthcare industry, including ECRH. The Covid-19 pandemic, although its effects are not explicitly mentioned in the text, has posed serious threats

to the brand including poor communication about Covid-19 safety measures, poor safety protocols, untimely updates regarding the availability of services, and inefficient crisis management. Regarding challenges related to Covid-19, the organization needs to address the unreliability of the services provided and the inaccurate dissemination of the information to help foster confidence and trust in the brand image (Luxton et al., 2015).

Impact of Branding Strategies on Consumer Choice and Bargaining Power

Effective branding strategies are crucial for influencing consumer decisions of choosing ECRH as a reliable care service provider. These strategies are necessary because a strong and positive brand image matches the healthcare needs of the patients which not only helps in effectively negotiating with insurers, suppliers, and other stakeholders but also helps in achieving a competitive edge against the competitors (Bishop, 2014). The reason why patients will choose ECRH over rivals is because of the brand's strength and the strong influence on the purchasing decisions of individuals with care needs. The organization benefits from the strong brand image of ECRH which establishes its considerable negotiating leverage in the market. In addition, the strong brand reputation of the ECRH draws in stakeholders to increase bargaining power when seeking to influence the organization as well as consumers' choices.

Part II: Competitive Strategies Impact

- **Largest Competitors of ECRHs**

ECRH faces a high level of competition in the healthcare market, especially in the East Chestnut community. Therefore, the brand should have a full understanding of the patients and market dynamics. The key competitors of the ECRH in the market are Greenbranch Medical Center, Banford Medical Center, and the acquisition of BMC which hold the market

considerably. Greenbranch Medical Center with its association with Greenbranch University caters to the indigenous Chestnut community. The BMC, a major competitor of ECRH, is an acclaimed “neonatal intensive care” facility that accompanies the acquisition of BMC, the third rival, although the size and abilities are unclear in the market, has modernized the delivery of special services to women and sharpened the hold in the market.

- **Competitors’ Share in the Market**

Although the competitors’ share is not mentioned, BMC and GMC hold significant positions in the market, revealing aggressive competition. Therefore, ECRH needs to protect its present condition while seeking out market growth opportunities.

- **Threats of the New Entrants and Competitive Products to ECRH**

The threats of new entrants have drastic implications for ECRH for which the brand needs to take proactive measures. Similarly, competitive products also pose a serious threat to ECRH as BMC has plans to expand its footprint and dominate the landscape by providing services such as a Breast Care center for women, securing a competitive advantage in the market.

- **Bargaining Power of Customers in the Market**

Due to bargaining power, customers can influence pricing, quality, and availability of the services which ensure a brand remains competitive in the market. For this to be achieved, ECRH should ensure continuous assessments of its customers’ needs on hold to hold substantial market share with its arch-rival, BMC.

- **Impact of Bargaining Power on the Consumer Choice**

The bargaining power of the customers influences their choices and decisions as they dictate better care services and care services procurement. Thus, effective bargaining power may lead the ERCH to prioritize consumer loyalty and satisfaction while offering unique services in the market.

References

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