

# Medavie's blueprint for elevating healthcare through reputation management

We keep a pulse on the reputation of Medavie's diverse brands, including Medavie Blue Cross and Medavie Health Services, to foster trust and deepen engagement among Canadians and Medavie stakeholders in particular.

## Objectives

1. Assess and strengthen the perception of Medavie's brands among the general public and healthcare stakeholders
2. Evaluate and strengthen awareness and trust in Medavie's services, including health benefit plans, insurance options & healthcare provision
3. Quantify & elevate stakeholder engagement through annual tracking to monitor changes

## Methodology

1. Conducted our Diagnostic Reputation study among 1,500 Canadians, including a MAXDIFF exercise to understand the drivers of reputation
2. The study also gauged the perceptions of nearly 350 Canadian stakeholders within the healthcare sector, such as decision-makers in group benefit plans, insurance brokers, health consultants, & government health influencers

## Outcome

These reputation management initiatives enable the harnessing of insights to enhance strategies and policymaking.

Gaining a nuanced understanding of stakeholder views allows for the fine-tuning of communication tactics and the enhancement of service offerings, aligning them with their evolving needs.

This strategic approach paves the way for stronger partnerships and a reinforced standing in the healthcare ecosystem.

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