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## Report abstract

### **It's Time to Turn Health Care on its Head—And Lead with the Heart**

Most health care brands struggle to engage consumers in a meaningful way. But it's not for a lack of good intentions—it's because they're too focused on what they think people need instead of what people really want.

In Monigle's groundbreaking new study, *Humanizing Brand Experience*, we spoke to 3,400-plus consumers across the country and identified surprising gaps between what consumers want and what health care brands offer. For example, as a health care leader, you're likely talking about how your brand has the 'best people,' but consumers want you to rethink what being 'the best' really means.

*Humanizing Brand Experience* digs into the consumer mindset in new ways. The report includes consumer assessments of 43 health care brands from across 12 major U.S. markets, identifying who wins, who loses, and why. The insights and content will arm strategy and marketing leaders with more tools to tailor experiences and drive purposeful, brand-led growth.

