

Newman & Newman, Inc.
Communication Strategies

The FINANCIAL RETURN on AUTHENTICITY

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President, Newman & Newman, Inc.
Creator | Experienced Messaging®



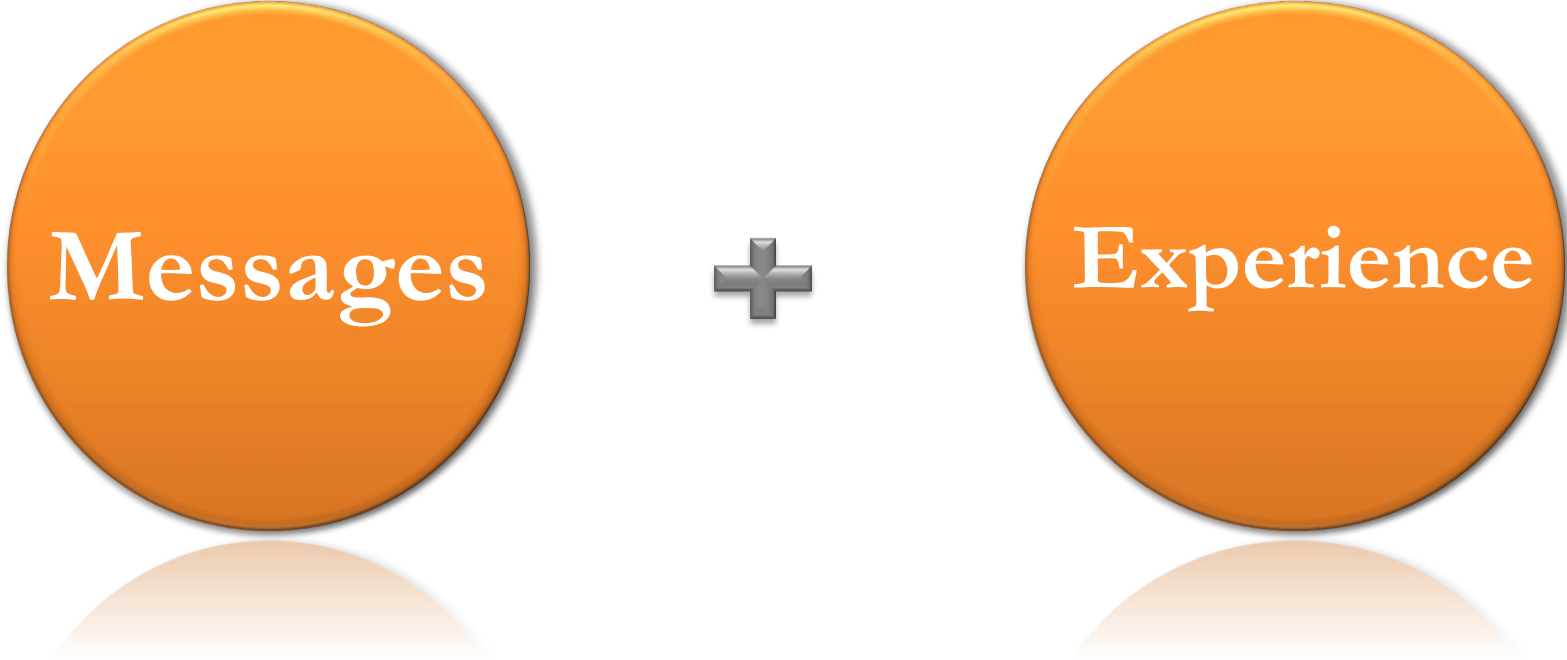


MESSAGING

Identity

- Who are you?
- Why?
- How are you different?

Brand Promise



Messages



Experience

The Value of Trust



of studied companies that experienced a drop in trust lost

\$180B in revenue

“

Behaviors and actions
must match stated
values, in the eyes of all
major stakeholders—
employees, customers,
suppliers, investors,
media and analysts.

”

Accenture Strategy Research Report, *The Bottom Line on Trust*, October 30, 2018. Analysis of how more than 7,000 companies scored on the Accenture Strategy Competitive Agility Index across interdependent dimensions of competitiveness: growth, profitability, sustainability and trust.

PATIENT SATISFACTION in PRIMARY CARE

Volume 1 | February 17, 2026



FOCUSING THE MESSAGE

For the impact of Experienced Messaging® to focus on one component of a large health organization requires adapting system-wide messages into department-relevant language that shapes identity, inspires performance, and defines measurable results.

This engagement targets increasing the satisfaction of Primary Care patients at the Martin Luther King Jr. (MLK) Health Center, one of 16 Community Health Centers in the Harris Health system.

A UNIQUE IDENTITY

Several MLK Health Center-specific messages were formulated to define who they uniquely are, while reflecting priorities in the system's strategic plan. In addition to quality and expertise of clinic staff, core values of Respect and Compassion, and dedication to the neighboring community it serves, the excerpt below provides an example of how tailored messaging lays the foundation for the next step in our process of assessing authenticity.

As the medical home of its primary care patients, the MLK Health Center is where patients feel known, are welcome, and experience the Harris Health culture of Leading With Love.



Experienced **Messaging**®

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**HARRIS
HEALTH**



MESSAGING

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Harris Health

Community Health Centers

MLK Health Center

Primary Care



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**HARRIS
HEALTH**



2026-2030 STRATEGIC PLAN

One Harris Health: Leading with Care. Partnering for Health.

HARRISHEALTH



MESSAGING

Medical Home

Primary care medicine embodies all the principles of a medical home. It is where healing and ongoing preventive medicine begin and is the coordinating hub for accessing specialty care when it is needed. As the medical home of its primary care patients, the MLK Health Center is where patients feel known, are welcome, and experience the Harris Health culture of *Leading With Love*.



MESSAGING

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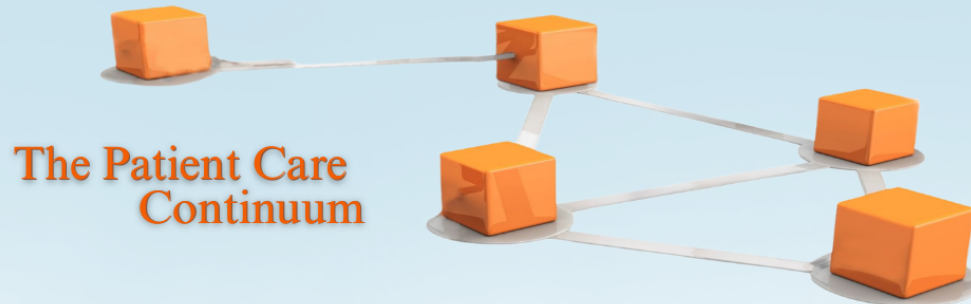


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PATIENT SATISFACTION in PRIMARY CARE

Volume 1 | March 16, 2026



ASSESSING EXPERIENCE

Patient satisfaction is not influenced by a single point of contact, but a multitude of interactions where messaging that differentiates an organization in the market should be experienced.

Our research for increasing Primary Care patient satisfaction at the Harris Health Martin Luther King Jr. (MLK) Health Center applies this knowledge in assessing each relevant point of the patient care continuum.

TESTING AUTHENTICITY

Trust, an essential component of effective healthcare, is strengthened each time patients authentically experience who an organization says it is.

A variety of our methods are being used at each patient-contact point to test the authenticity of messages we've tailored for defining the MLK Health Center's unique identity. Findings will identify where our solutions are needed for correcting disparities, and opportunities for us to create new experiences that build trust and enhance satisfaction.



Experienced **Messaging**[®]

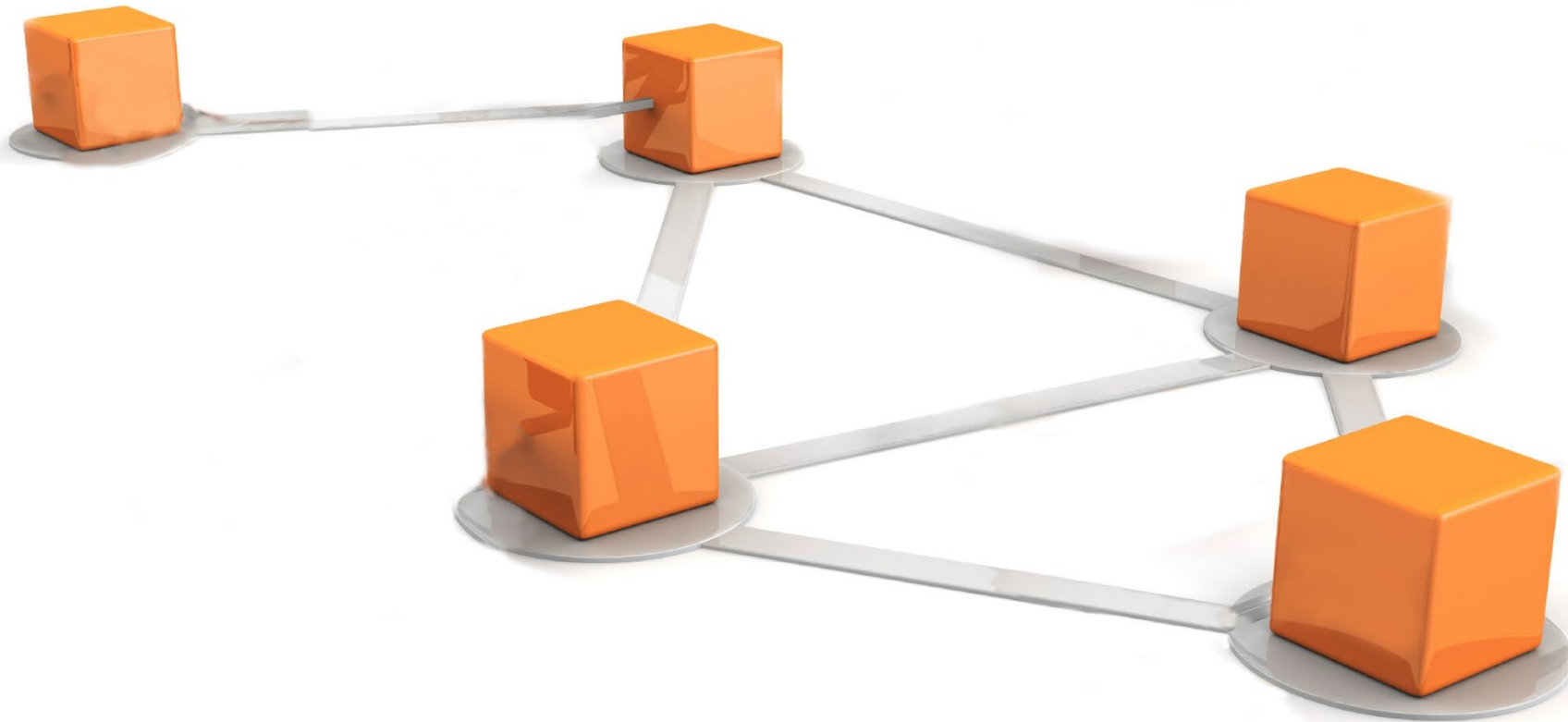
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**HARRIS
HEALTH**



AUTHENTICITY ASSESSMENT

Patient Care Continuum



The ROI of Experience

2.5X

Top-performing companies are **more than twice** as likely to establish and manage a brand promise that connects directly to customer experiences

“
Great experiences are no longer a nice-to-have—they’re a necessity for business survival.
”



Insights from 100+ Healthcare Finance Leaders

Looking Forward Into the
Next Era of Healthcare RCM



2026 Transformative Trends and Data-Driven Insights Report

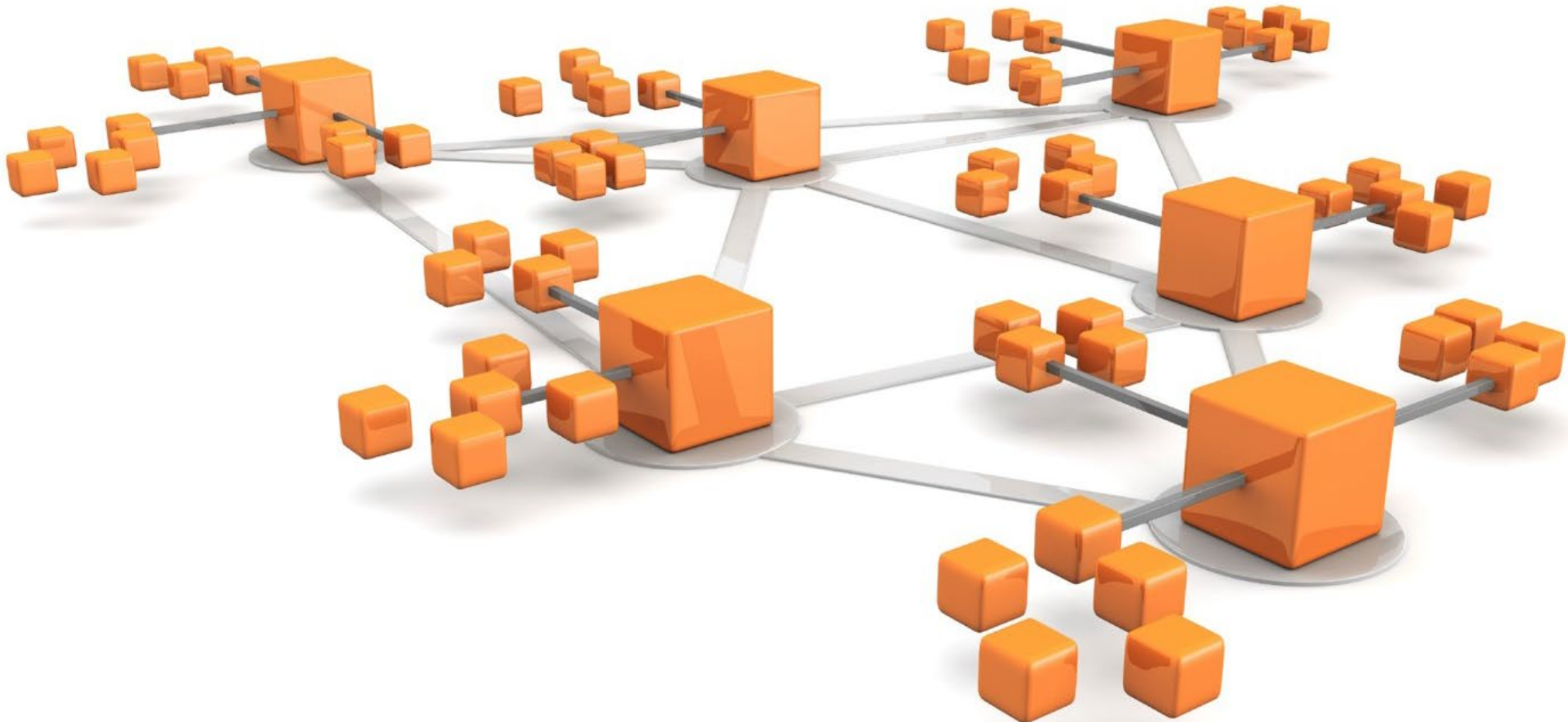


Improve Patient
Experience



Increase
Revenue

Patient Care Continuum





Case Study: Next Level Health Care

COMPANY DESCRIPTION

A critical component of successful messaging, and one that effectively distinguishes a healthcare brand from its competition, is translating who the organization says it is into what patients and employees actually experience. Next Level Urgent Care (NLUC) was founded on the belief that it is possible to provide high-quality, cost-effective medical care for all who need immediate attention for non-life-threatening illnesses and injuries.

Since its founding in 2013, NLUC has experienced significant growth, opening more than 50 clinics in Houston, Austin and San Antonio by the close of 2022. Tailored organized by Newman & Newman messaging formulated by NLUC and its employer had been implemented by NLUC and its increased solutions program, Next Level PRIME, for increased awareness and appreciation of its medical services, patient-first culture, and passion for redefining the patient experience.

INTERNAL FOCUS | EMPLOYEE RETENTION

All incoming phone calls to NLUC are received and processed by Advocates in its Patient Communications Center (PCC). From the beginning, customer service and enhanced communications have been cornerstones for how NLUC defines its brand of personalized care. Ensuring the PCC team's role in fulfilling those expectations was central to engaging Newman & Newman's Experienced Messaging™ services. A variety of methods were used during the five-week assessment to evaluate consistency of patient experiences with NLUC's brand messaging, including in-person employee interviews, online surveys of patients and team members, onsite observations of team performance and the work environment, as well as comprehensive review of existing communication tools regularly used to update Advocates. While results for patient experience were positive, findings revealed the greatest vulnerability to be employee turnover from inconsistencies in what PCC team members were experiencing and NLUC brand messaging. Newman & Newman recommendations for implementation were organized into three categories of opportunity: Channels of Communication, Information Management, and Environment/Wellbeing. Interest in improving Messaging™ workshops also resulted in development of custom, department-wide Experienced Messaging™ workshops conducted in May 2022.

RESULTS

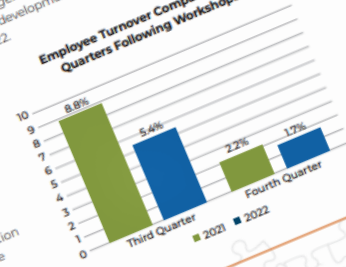
- 95% of surveyed participants Agreed or Strongly Agreed that workshops equipped them with tools and knowledge to excel in their position and would recommend the training to their NLUC colleagues.
- Following the May 2022 workshops, the PCC experienced a 39% reduction in employee turnover in its third quarter and a 23% reduction in the fourth quarter, compared to the same periods in 2021.
- Recommendations have been provided for refresher workshops to extend impact.

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NewmanandNewmanInc.com

Newman & Newman not only formulated actionable strategies to more closely align our brand messages with what employees and patients experience, they developed skills training to enhance the patient experience. Next Level to deliver the patient experience we're committed to, our employees need to feel valued and given tools to succeed.

Juliet Breeze, M.D.
Chief Executive Officer & Founder
Next Level Urgent Care

Employee Turnover Comparisons for Quarters Following Workshops





MESSAGING

Next Level Urgent Care

Next Level's passion for redefining the patient experience is driven by a belief in the impact relationships have on healing and health. Rather than an impersonal clinic visit, [enhanced communications](#) and [personalized care](#) are considered essential to improved outcomes and our [differentiating patient-first culture](#).



AUTHENTICITY ASSESSMENT

Opportunity: Clinic Team Unity

- Minus a few exceptions, Clinic Providers and Techs worked parallel to one another, rather than in partnership as a cohesive team for enhanced patient experience
- Missed opportunities from lack of team communications was impacting both the patient experience and professional satisfaction of clinical team members



RECOMMENDED STRATEGIES

for Operationalizing Next Level Messaging

Opportunity: Clinic Team Unity

- Implemented a standardized practice of hand-off communications to capitalize on Clinic Tech's acquired insights, taking into account Provider preferences for valuable information



When are antibiotics the right choice? It depends on why you're sick.

When you're feeling sick and miserable, you just want to feel better—and fast! We want that too. At Next Level, our number one goal is making you well by prescribing the best course of action for getting you back on your feet. Sometimes that means antibiotics aren't the right choice.

Antibiotics don't beat viruses. If they did, COVID would be an easy problem to solve. Symptoms like a runny nose, fever, cough, or head and body aches are most often caused by viruses, including 80 percent of upper respiratory infections. It may seem like a good idea, but taking antibiotics for viruses can weaken the body's healing defenses and increase the risk of not responding to antibiotics if needed to treat a serious illness. The good news is, there are treatments to help tackle symptoms.

Antibiotics do fight bacterial infections, like UTI's and strep throat. In fact, for serious illnesses like pneumonia or sepsis, antibiotics can help save your life. When an antibiotic is prescribed, it's important to follow directions and continue taking until finished.

Your Next Level provider is happy to answer any questions. Now, let's get you feeling better!

Each year
in the U.S.



2.8

million antibiotic-
resistant infections occur



35,000

people die as a result



Side effects from antibiotics
cause **20%** of ER visits



IMPLEMENTATION

Success requires action.

- Production of impactful communication tools
- Staff skills training from custom curriculum for sustainability



Experienced
Messaging®

ROI | Next Level Patient Satisfaction

- 50% of NLUC clinics that had one or more providers and techs attend a workshop conducted in October experienced an immediate increase in their Net Promoter Scores (NPS) between November and December
- 20% of those clinics raised their scores as much as 9%



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Advocacy Drives Growth

Published in Brand Strategy (Dec 2005)

Dr Paul Marsden
London School of Economics

Alain Samson
London School of Economics

Neville Upton
The Listening Company

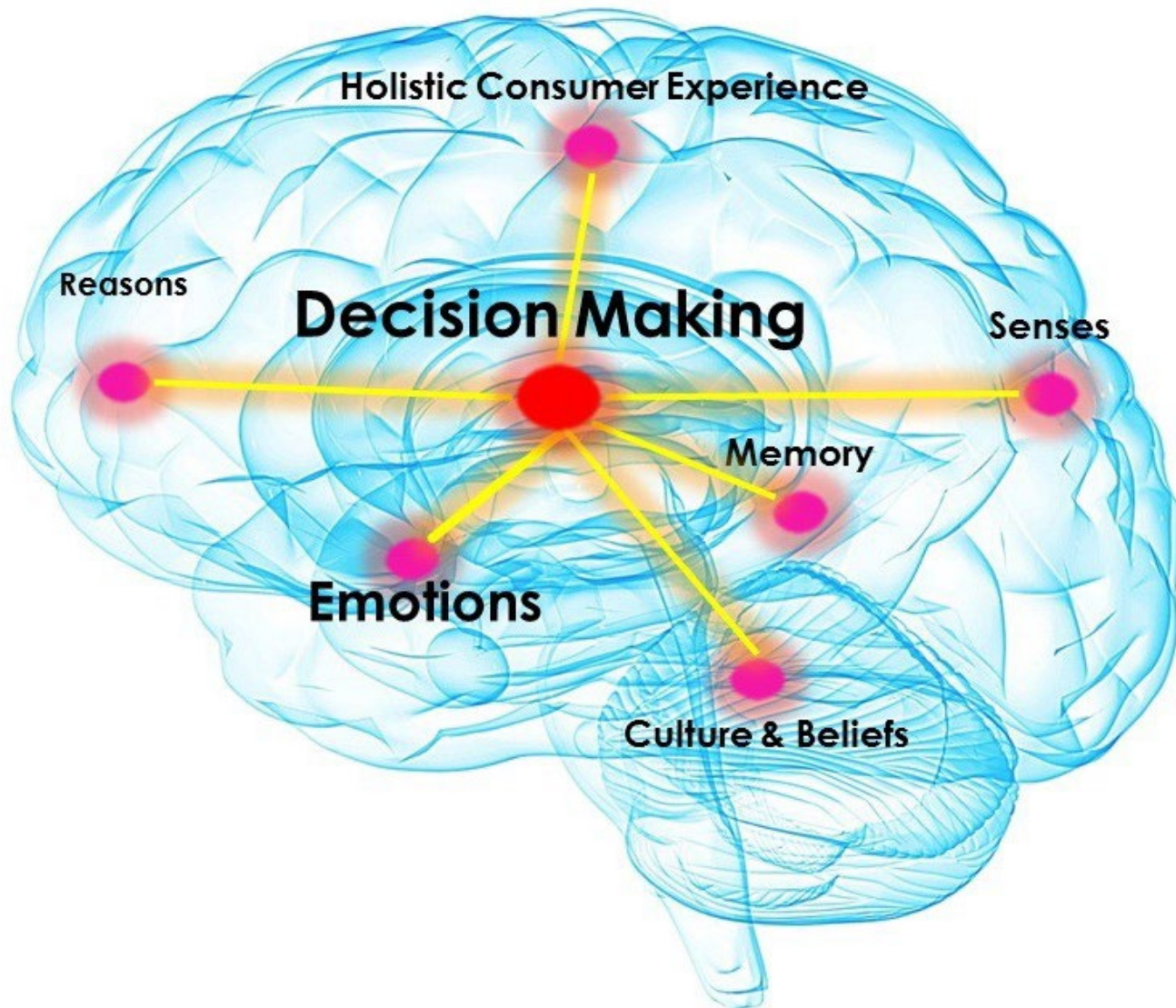
A 7-point net promoter score increase correlates with a 1% increase in growth.
(1 point increase = .147% more growth)

Every 2% reduction in negative net promoter scores correlates to just under 1% growth.
(a 1% reduction = .414% more growth)

Connecting Through Authentic Emotion

“People may not remember exactly what you said,
but they will never forget how you made them feel.”

-Maya Angelou



Neurobiology of Emotion

Compassion

The desire to act on
a person's behalf.
Ultimately, to prevent
the suffering of others.

VS

Empathy

Awareness for other
people's emotions.
Putting yourself in
their shoes

Customer Recognition of Inauthentic Scripting



**W. P. Carey
School of Business**

**Arizona State
University**

Annual Customer Rage Survey



Nolan
Cornell
SC Johnson College of Business

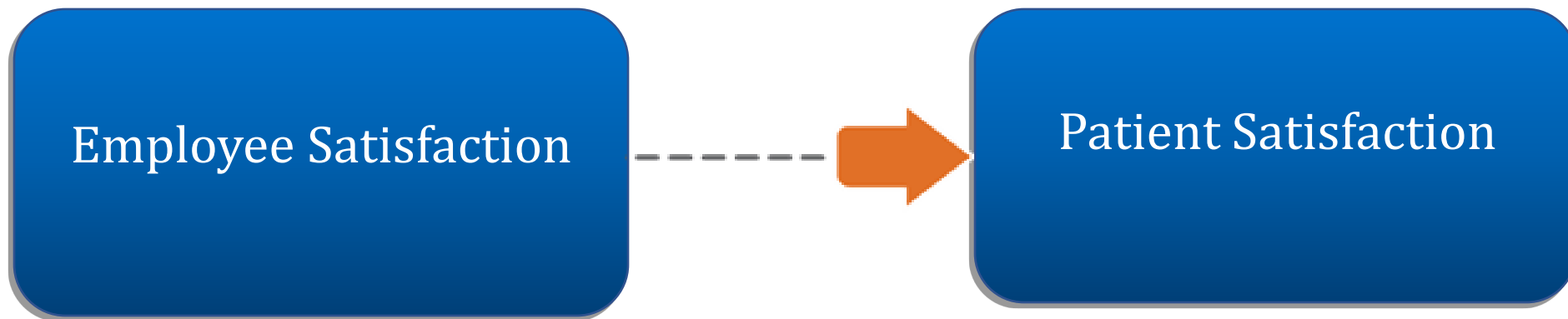
*Scripting Employees:
An Exploratory Analysis of Customer Perceptions*

- Signals indifference and perceived as being dismissed
- Decreases satisfaction and damages trust

ROI | Next Level Patient Satisfaction

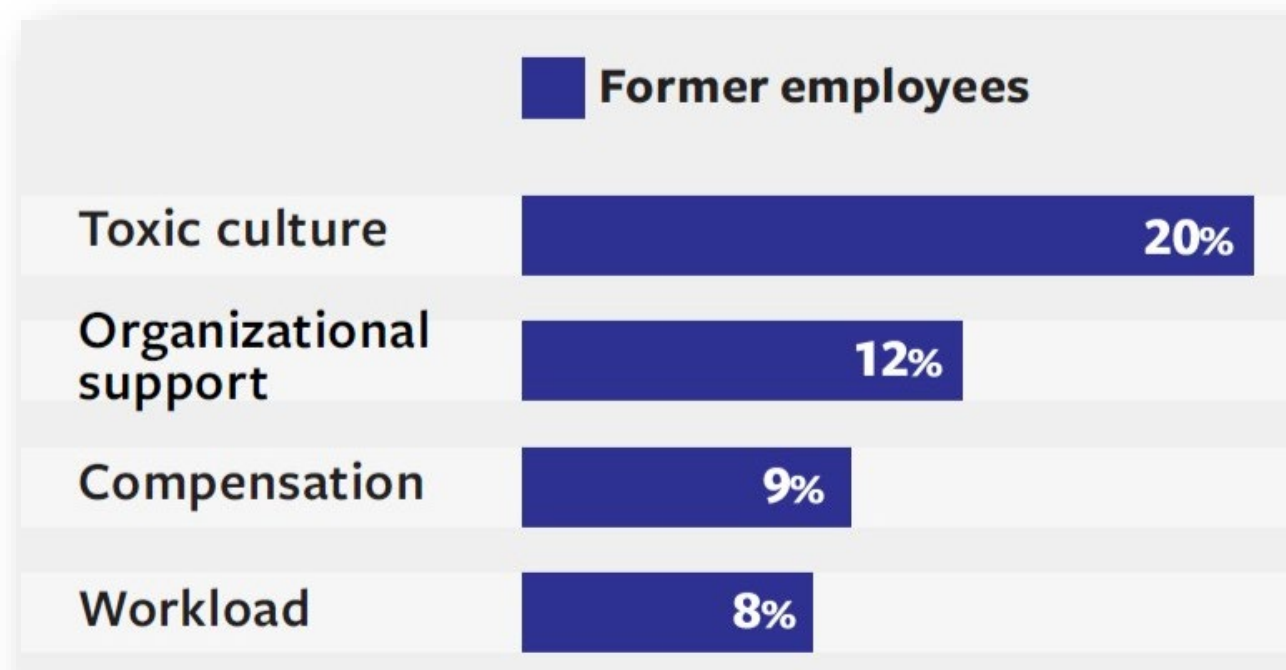
- 50% of NLUC clinics that had one or more providers and techs attend a workshop conducted in October experienced an immediate increase in their Net Promoter Scores (NPS) between November and December
- 20% of those clinics raised their scores as much as 9%
- 98% of providers and 97% of techs in attendance Agreed or Strongly Agreed the workshops equipped them with tools and knowledge beneficial to their role at NLUC

Sequential Impact



Top Predictors of Job Dissatisfaction for Nurses

- Toxic culture more than twice as predictive of overall satisfaction among nurses that quit than compensation or workload.





AUTHENTICITY ASSESSMENT

Next Level
Urgent Care

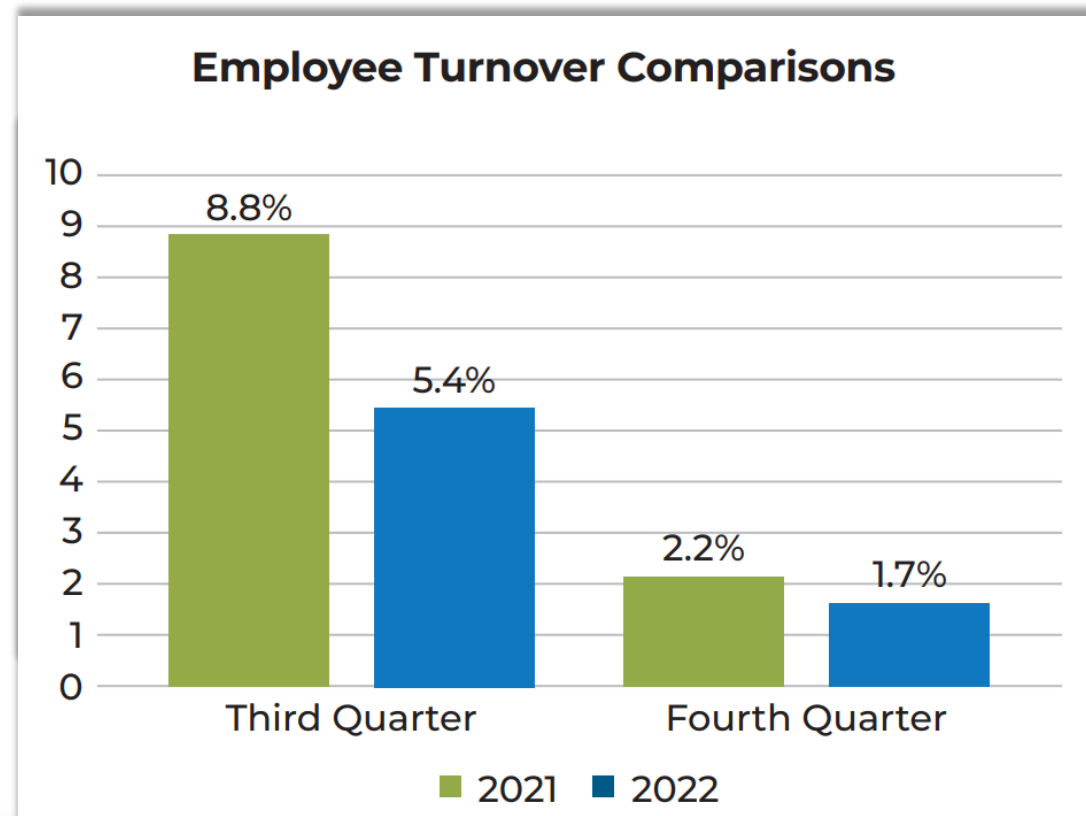


RECOMMENDED STRATEGIES

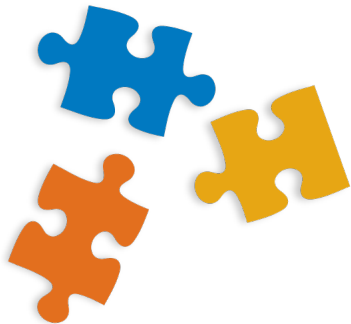
Next Level
Urgent Care

- Channels of Communication
- Information Management
- Environment / Wellbeing

ROI | Next Level Employee Retention

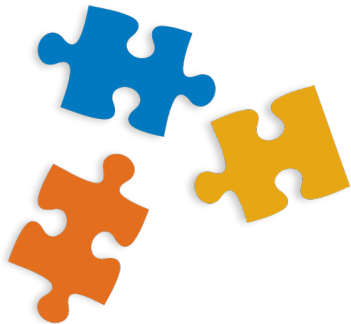


The FINANCIAL RETURN on AUTHENTICITY



- Identity shaping messages
- Accountable authenticity
- Strategies for creating & correcting
- Investing in most valuable currency...

The FINANCIAL RETURN on AUTHENTICITY



Trust

The FINANCIAL RETURN on AUTHENTICITY

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