



The Positioning of a CMIO

“Be more concerned with your character than with your reputation, because your character is what you really are, while your reputation is merely what others think you are.”

–John Wooden

Dr. John Smith (CMIO) Brand Manifesto

Objective:

Define John's brand and his brand position.

Core Target:

Internal stakeholders: executives up and down the ranks, patients, IT teams, clinicians, peers.
External stakeholders. healthcare executives and peers across the nation.

What stakeholders think now:

Needed for implementing EHR, speaks the doctors language;

Helps keep doctors at bay; understands workflow;

Loves technology - a bit of a techie;

Good with People. He does not have strategic, financial or business background;

John does not have the hard technical and operational skills of a CIO

John's Brand Mission

To be a world class healthcare executive specializing in the areas of - - - -



Differentiating Brand Benefit

Stakeholders say

"John makes me feel - - - - -"

What stakeholders think in the future:

Critical to success of EHR / Needed at the table for all new initiatives;

Brings physicians on board and involves them as part of the solution.

Understands strategic role of technology. Would make a great -----.

Knows how to build cross-functional teams to get things done quickly.

Builds great teams to leverage strengths and bridge gaps.

RTB: ► Qualified: MD, Informatics, Business degrees ► Has overseen multiple EHR deployments ► Made Top 25 ► Awards

Personality:

Does personality align with the objectives of the role and the culture of the organization?

- Strong innovator / Research driven
- Approachable / helpful
- Driven / Meets Goals

Executorial Mandatories: (consistently communicate)

- Differentiating Brand Benefit:
"Finding new and innovative ways to solve problems"
- Secondary Brand Benefits:
"We met our objectives with unanticipated benefits."