

## **BroadcastMed | MUSC Brand Experience\_ Updated\_Jerry Mansfield**

[MUSIC PLAYING] Care team delivering on the brand experience happens the minute you get out of your car and you head into work.

So I think about it when I'm walking from my car to the organization.

I'm watching who's approaching me, whether it's a care team member, a faculty member, a patient or family, a visitor, and realize that I have a chance to make a connection, even non-verbally by looking them in the eye and greeting people with a smile.

That continues as you walk through the organization to be aware of who's around you and what they're dealing with and to look for opportunities in which you can make an impression-- a positive impression-- for the patients and families we serve.

That can be as simple as helping somebody find a way to an appointment or just creating a positive impression by just welcoming them to the environment itself.

All those things matter every single day.

And all of us can embody that role, no matter what our badge is or what department we work in.

We are MUSC each and every time we interact with them.

And so we have an opportunity to improve that experience each time we interact by realizing that we are the ambassador with the badge.

They're looking to us for how we will improve their experience and at least offer them some help and hope.

That's why they came here.

[MUSIC PLAYING]