
An Investigation of Perceived Brand Identity and Actual Brand Image of General Practice (GP) in the UK

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Keywords

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Abstract

Recent evidences suggest that GPs in the UK will soon be facing fierce competition from the private sector, such as supermarkets and retail pharmacies that are entering the primary health care market. Previous studies have revealed significant findings on patients' satisfaction and expectations within the health care industry. However, it appears that there are no previous studies have focused on understanding GP's brand by investigating brand identity and brand image of the GP. Through using projective research techniques, this study is attempt to measuring the brand image of GP by comparing perceived 'brand identity' – what GPs wish patients to think about its personality, and the actual 'brand image' – what actually patients think about the overall GP. The contribution from this study will give a patients' reflection on the actual current image of GPs in the UK and enables GP managers and NHS to rethink and consider brand communication efforts from patients' point of view to build superior healthcare brand to stand out from competitions.
