## Brand Audit: The Well

Analyzes a brand's opportunities, competitors, and audience. Just enter the brand name and category they operate in.

### Owned Space

### What The Well is doing well

* Holistic Approach: THE WELL Collective focuses on the whole person by integrating physical fitness, mental health, emotional well-being, and community connection [[25]](https://www.thewellcollectivecolumbus.com/)[[27]](https://www.columbusnavigator.com/the-well-collective-columbus-offers-a-holistic-approach-to-womens-well-being/).
* Community Connection: It emphasizes the importance of community and social support, which is crucial for overall well-being [[25]](https://www.thewellcollectivecolumbus.com/)[[27]](https://www.columbusnavigator.com/the-well-collective-columbus-offers-a-holistic-approach-to-womens-well-being/).
* Innovative and Tailored Services: THE WELL Collective offers innovative approaches tailored to meet the unique needs of women, addressing the complexities and challenges of womanhood [[27]](https://www.columbusnavigator.com/the-well-collective-columbus-offers-a-holistic-approach-to-womens-well-being/).
* Legacy and Impact: The brand extends Heidi's impactful legacy within and beyond the Columbus community, fostering a sense of continuity and trust [[25]](https://www.thewellcollectivecolumbus.com/).

### Recent developments at The Well

* Cynicism and Health: The Well Newsletter highlights the negative impact of expecting the worst from others on personal health, advising against falling into the 'cynicism trap' [[112]](https://www.nytimes.com/section/well).
* Menopause and Dental Health: Recent articles discuss how menopause can lead to dental problems and offer tips on protecting oral health during this phase [[113]](https://apnews.com/health).
* Mental Health Crisis: Therapists express concern over America's growing mental health crisis, emphasizing the need for better mental health support [[118]](https://www.nytimes.com/interactive/2021/12/16/well/mental-health-crisis-america-covid.html).

### Brand perception

* Current Market Perception: The Well is perceived as a healthcare provider with mixed reviews. Some customers have reported poor customer service and dissatisfaction with insurance policies [[176]](https://publichealthreviews.biomedcentral.com/articles/10.1186/s40985-020-00142-5)[[178]](https://systematicreviewsjournal.biomedcentral.com/articles/10.1186/s13643-024-02457-9).
* Brand Image: The Well's brand image is associated with healthcare services, but it faces challenges in maintaining a positive perception due to customer service issues [[176]](https://publichealthreviews.biomedcentral.com/articles/10.1186/s40985-020-00142-5)[[178]](https://systematicreviewsjournal.biomedcentral.com/articles/10.1186/s13643-024-02457-9).
* Consumer Loyalty: Consumer loyalty to The Well appears to be lower compared to other brands in the healthcare category, as indicated by negative reviews and customer dissatisfaction [[176]](https://publichealthreviews.biomedcentral.com/articles/10.1186/s40985-020-00142-5)[[178]](https://systematicreviewsjournal.biomedcentral.com/articles/10.1186/s13643-024-02457-9).

### Brand opportunities

* Holistic Approach: THE WELL Collective focuses on the whole person by integrating physical fitness, mental health, emotional well-being, and community connection [[25]](https://www.thewellcollectivecolumbus.com/)[[27]](https://www.columbusnavigator.com/the-well-collective-columbus-offers-a-holistic-approach-to-womens-well-being/).
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* Menopause and Dental Health: Recent articles discuss how menopause can lead to dental problems and offer tips on protecting oral health during this phase [[113]](https://apnews.com/health).
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### Competitor & Industry Audit

### Trends in the vertical

* Technological Advancements: The healthcare industry is being revolutionized by transformative technologies such as artificial intelligence, gene editing, and digital health tools like telehealth and wearable devices [[135]](https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market)[[186]](https://www.consumeraffairs.com/insurance/wellcare.html)[[188]](https://www.bbb.org/us/md/arnold/profile/health-care/first-health-network-0011-90368284/customer-reviews).
* Economic Pressures and Recovery: Despite high inflation and labor shortages in 2023, the healthcare sector is expected to see profit pool growth at a 7% CAGR from 2022 to 2027, driven by economic recovery starting in 2024 [[136]](https://amplifyxl.com/target-market-for-health-and-wellness/).
* Consumer-Centric Care: There is a growing emphasis on consumer-driven healthcare, with increased interest in health and wellness media and personalized health solutions [[45]](https://www.mckinsey.com/industries/healthcare/our-insights/consumers-rule-driving-healthcare-growth-with-a-consumer-led-strategy)[[50]](https://mind.help/topic/consumer-behavior/).
* Global Health Trends: The pandemic has accelerated both challenges and growth in global healthcare, emphasizing the need for sustainable, resilient, and equitable health systems [[137]](https://sharpsheets.io/blog/target-audience/)[[192]](https://www.healthline.com/health/mental-health/teladoc-review).

### Competitors

* Change Healthcare: Specializes in healthcare technology and services, focusing on data analytics and revenue cycle management. Strengths include a robust technology platform and extensive industry experience [[165]](https://finance.yahoo.com/quote/WELL.TO/).
* Biofourmis: Provides digital therapeutics and personalized care solutions using AI and data analytics. Strengths are its innovative use of AI and strong focus on personalized healthcare [[165]](https://finance.yahoo.com/quote/WELL.TO/).
* Virgin Pulse: Offers digital health and well-being solutions, integrating health communications and information into a single platform. Strengths include a comprehensive ecosystem and strong market presence [[167]](https://ca.finance.yahoo.com/quote/WELL.TO/).
* Mozzaz: Competes in the health care technology field, focusing on patient engagement and care coordination. Strengths are its specialized solutions and smaller, agile team [[169]](https://www.tradingview.com/symbols/TSX-WELL/).

### Emergent brands

* SonderMind: This startup focuses on mental health by connecting patients with licensed therapists and providing personalized care plans. It has seen significant growth, with an 850% increase in search interest over five years [[236]](https://explodingtopics.com/blog/healthcare-startups).
* Allara Health: Specializes in women's health, particularly in managing conditions like polycystic ovary syndrome (PCOS). Their AI-powered platform offers personalized treatment plans and has experienced a 9,500% increase in search growth [[240]](https://explodingtopics.com/blog/wellness-startups).
* Oula: A healthcare company addressing gaps in maternal care by providing comprehensive prenatal and postpartum services [[238]](https://www.fastcompany.com/90847514/most-innovative-companies-healthcare-2023).
* Wisp: Offers telehealth services for sexual and reproductive health, making it easier for patients to access treatments and consultations online [[238]](https://www.fastcompany.com/90847514/most-innovative-companies-healthcare-2023).
* Bicycle Health: Focuses on opioid use disorder treatment through telemedicine, providing medication-assisted treatment and behavioral health support [[238]](https://www.fastcompany.com/90847514/most-innovative-companies-healthcare-2023).

### Audience Identification

### Current & aspirational audiences

* Current Target Audiences for The Well:
  + People seeking to improve physical well-being: Interested in overall physical health and fitness, such as joining fitness centers to lose weight or train for events [[126]](https://www.mckinsey.com/industries/healthcare/our-insights/what-to-expect-in-us-healthcare-in-2024-and-beyond).
  + Athletes seeking performance enhancement: From casual runners to elite athletes looking for products and services to boost performance and aid recovery [[129]](https://trustees.aha.org/top-10-emerging-trends-health-care-2021-new-normal).
  + Health-conscious young professionals: Interested in organic snacks and superfoods, reflecting a priority on wellness [[132]](https://catalyst.nejm.org/doi/full/10.1056/CAT.20.0569).
* Aspiration Audiences for The Well:
  + Consumers interested in data-driven health solutions: Utilizing personal-health trackers and consumer medical devices for targeted care [[125]](https://www.forbes.com/sites/bernardmarr/2023/10/03/the-10-biggest-trends-revolutionizing-healthcare-in-2024/).
  + Senior citizens and their caregivers: Particularly in specific regions like New England, focusing on health and wellness products tailored to their needs [[131]](https://www.nytimes.com/2024/07/03/well/health-wellness-trends-2024.html).
  + People open to alternative health remedies: Those who prioritize natural medicine and holistic wellness approaches [[128]](https://www.hfma.org/finance-and-business-strategy/healthcare-business-trends/8-healthcare-trends-for-2024-a-guide-for-health-system-leaders-and-their-boards/)[[100]](https://www.brafton.com/blog/strategy/audience-profile/).

### Audience competitor interactions

#### Current Target Audiences for The Well

1. People seeking to improve physical well-being:
   * Change Healthcare: This audience might use Change Healthcare's technology for accessing health data and managing their health records, but the focus on physical well-being might not align directly with Change Healthcare's primary offerings.
   * Biofourmis: They could benefit from Biofourmis' personalized care solutions and AI-driven health insights to monitor and improve their physical health.
   * Virgin Pulse: This audience would find Virgin Pulse's comprehensive health and well-being solutions appealing, especially for tracking fitness goals and accessing health information.
   * Mozzaz: Interaction might be limited as Mozzaz focuses more on patient engagement and care coordination, which may not directly address physical fitness needs.
2. Athletes seeking performance enhancement:
   * Change Healthcare: Athletes might use Change Healthcare's data analytics for understanding health metrics but may not find direct performance enhancement solutions.
   * Biofourmis: Athletes would likely be attracted to Biofourmis' AI-driven personalized care solutions to optimize performance and recovery.
   * Virgin Pulse: Athletes could use Virgin Pulse's platform for tracking performance metrics and accessing wellness resources.
   * Mozzaz: Limited interaction as Mozzaz's focus on patient engagement may not directly cater to performance enhancement needs.
3. Health-conscious young professionals:
   * Change Healthcare: They might use Change Healthcare's services for managing health records and accessing health data but may not find specific wellness products.
   * Biofourmis: This audience could benefit from Biofourmis' personalized health insights and digital therapeutics to maintain their wellness.
   * Virgin Pulse: Young professionals would find Virgin Pulse's integrated health and wellness platform useful for maintaining a healthy lifestyle.
   * Mozzaz: Interaction might be minimal as Mozzaz's solutions are more focused on patient engagement rather than general wellness.

#### Aspirational Audiences for The Well

1. Consumers interested in data-driven health solutions:
   * Change Healthcare: This audience would highly interact with Change Healthcare's data analytics and health technology solutions for targeted care.
   * Biofourmis: They would be attracted to Biofourmis' AI-driven personalized care solutions and digital therapeutics.
   * Virgin Pulse: This audience would appreciate Virgin Pulse's comprehensive health data integration and personalized health communications.
   * Mozzaz: Interaction could be moderate as Mozzaz offers patient engagement tools that could complement data-driven health solutions.
2. Senior citizens and their caregivers:
   * Change Healthcare: Senior citizens and caregivers might use Change Healthcare's technology for managing health records and accessing healthcare services.
   * Biofourmis: They could benefit from Biofourmis' personalized care solutions, especially for managing chronic conditions.
   * Virgin Pulse: Interaction might be limited as Virgin Pulse's platform is more geared towards general wellness rather than specific senior care.
   * Mozzaz: This audience would find Mozzaz's patient engagement and care coordination tools useful for managing senior health.
3. People open to alternative health remedies:
   * Change Healthcare: Limited interaction as Change Healthcare focuses more on traditional healthcare technology and data analytics.
   * Biofourmis: They might find Biofourmis' personalized care solutions appealing if they incorporate alternative health insights.
   * Virgin Pulse: This audience could use Virgin Pulse's platform for accessing information on alternative health practices and integrating them into their wellness routines.
   * Mozzaz: Interaction might be minimal as Mozzaz's focus is on patient engagement rather than alternative health remedies.

#### Emergent Brands

1. SonderMind:
   * People seeking to improve physical well-being: Limited interaction as SonderMind focuses on mental health.
   * Athletes seeking performance enhancement: Might use mental health services to complement physical training.
   * Health-conscious young professionals: Could use mental health services as part of their overall wellness strategy.
   * Consumers interested in data-driven health solutions: Might appreciate data-driven mental health care.
   * Senior citizens and their caregivers: Could benefit from mental health support.
   * People open to alternative health remedies: Might be interested in holistic mental health approaches.
2. Allara Health:
   * People seeking to improve physical well-being: Limited interaction unless they have specific women's health needs.
   * Athletes seeking performance enhancement: Might use services if they have conditions like PCOS affecting performance.
   * Health-conscious young professionals: Women with specific health conditions might find it useful.
   * Consumers interested in data-driven health solutions: Would appreciate AI-powered personalized treatment plans.
   * Senior citizens and their caregivers: Limited interaction unless dealing with specific women's health issues.
   * People open to alternative health remedies: Might be interested in personalized, holistic treatment plans.
3. Oula:
   * People seeking to improve physical well-being: Limited interaction unless they are pregnant or postpartum.
   * Athletes seeking performance enhancement: Pregnant athletes might use services.
   * Health-conscious young professionals: Pregnant professionals would find it useful.
   * Consumers interested in data-driven health solutions: Would appreciate comprehensive prenatal and postpartum care.
   * Senior citizens and their caregivers: Limited interaction.
   * People open to alternative health remedies: Might be interested in holistic maternal care.
4. Wisp:
   * People seeking to improve physical well-being: Might use telehealth services for sexual and reproductive health.
   * Athletes seeking performance enhancement: Limited interaction unless dealing with specific health issues.
   * Health-conscious young professionals: Would find telehealth services convenient.
   * Consumers interested in data-driven health solutions: Might appreciate the convenience of telehealth.
   * Senior citizens and their caregivers: Limited interaction.
   * People open to alternative health remedies: Might use telehealth for natural treatments.
5. Bicycle Health:
   * People seeking to improve physical well-being: Limited interaction unless dealing with opioid use disorder.
   * Athletes seeking performance enhancement: Limited interaction.
   * Health-conscious young professionals: Might use services if dealing with opioid use disorder.
   * Consumers interested in data-driven health solutions: Would appreciate telemedicine and data-driven treatment.
   * Senior citizens and their caregivers: Could benefit from opioid use disorder treatment.
   * People open to alternative health remedies: Might use telemedicine for holistic treatment approaches.

### Audience engagement ideas

#### Current Target Audiences for The Well

##### People seeking to improve physical well-being

* Social Media Influencers and Fitness Bloggers: Partner with influencers who focus on fitness and health to create authentic content showcasing The Well’s products and services.
  + Why it resonates: This audience often looks to trusted figures for advice and inspiration on their fitness journey.
* Community Events and Workshops: Host local fitness events, workshops, and health fairs to engage directly with the community.
  + Why it resonates: Personal interaction and hands-on experiences can build trust and demonstrate the benefits of The Well’s offerings.
* Mobile Apps and Online Platforms: Develop a user-friendly app or partner with existing fitness apps to offer exclusive content, discounts, and tracking tools.
  + Why it resonates: Convenience and accessibility are key for individuals focused on improving their physical well-being.

##### Athletes seeking performance enhancement

* Sponsorships and Partnerships with Sports Teams: Sponsor local sports teams or partner with athletic organizations to provide products and services.
  + Why it resonates: Direct association with sports teams can enhance credibility and visibility among athletes.
* Performance Clinics and Webinars: Offer specialized clinics and online webinars focusing on performance enhancement and recovery techniques.
  + Why it resonates: Athletes are always looking for expert advice and new methods to improve their performance.
* Targeted Content Marketing: Create in-depth articles, videos, and guides on performance enhancement, recovery, and nutrition.
  + Why it resonates: Detailed, expert content can attract athletes seeking reliable information and solutions.

##### Health-conscious young professionals

* Corporate Wellness Programs: Partner with companies to offer wellness programs, including fitness classes, healthy snacks, and wellness workshops.
  + Why it resonates: Young professionals value workplace wellness initiatives that help them maintain a healthy lifestyle.
* Subscription Boxes: Develop a subscription box service featuring organic snacks and superfoods delivered monthly.
  + Why it resonates: Convenience and the element of surprise can appeal to busy professionals looking for healthy options.
* Social Media Campaigns: Use platforms like Instagram and LinkedIn to share tips, recipes, and success stories related to health and wellness.
  + Why it resonates: Visual and engaging content can capture the attention of young professionals who are active on social media.

#### Aspiration Audiences for The Well

##### Consumers interested in data-driven health solutions

* Partnerships with Tech Companies: Collaborate with companies that produce health trackers and consumer medical devices to offer integrated solutions.
  + Why it resonates: Tech-savvy consumers appreciate seamless integration and innovative health solutions.
* Educational Content and Webinars: Provide webinars and detailed guides on how to use data-driven health tools effectively.
  + Why it resonates: This audience values knowledge and practical advice on leveraging technology for better health outcomes.
* Interactive Online Platforms: Develop an online platform where users can track their health data, set goals, and receive personalized recommendations.
  + Why it resonates: Personalized and interactive experiences can enhance user engagement and satisfaction.

##### Senior citizens and their caregivers

* Local Community Outreach: Partner with local senior centers, healthcare providers, and community organizations to offer workshops and health screenings.
  + Why it resonates: Direct engagement in familiar settings can build trust and provide valuable health information.
* Print Media and Direct Mail: Use targeted print media and direct mail campaigns to reach seniors who may not be as active online.
  + Why it resonates: Traditional media can be more accessible and trusted by older demographics.
* Caregiver Support Programs: Develop resources and support programs specifically for caregivers, including educational materials and respite care options.
  + Why it resonates: Caregivers appreciate resources that help them manage their responsibilities and improve the well-being of those they care for.

##### People open to alternative health remedies

* Collaborations with Holistic Practitioners: Partner with naturopaths, herbalists, and other holistic health practitioners to offer joint services and products.
  + Why it resonates: This audience values recommendations from trusted holistic health professionals.
* Workshops and Retreats: Organize workshops and wellness retreats focused on natural medicine and holistic wellness practices.
  + Why it resonates: Immersive experiences can provide in-depth knowledge and a sense of community among like-minded individuals.
* Content on Natural Remedies: Create a blog or video series featuring information on natural remedies, holistic health tips, and success stories.
  + Why it resonates: Educational and inspirational content can attract those interested in alternative health solutions.

### Audience messaging

Current Target Audiences for The Well:

1. People seeking to improve physical well-being:
   * Headline: "Transform Your Health Journey with The Well"
   * Explanation: This headline speaks directly to individuals looking to make significant changes in their physical health. It suggests a comprehensive approach to wellness, which can be appealing to those aiming to lose weight or train for events.
2. Athletes seeking performance enhancement:
   * Headline: "Elevate Your Game with Our Performance-Boosting Solutions"
   * Explanation: This message targets athletes by emphasizing performance enhancement. It suggests that The Well offers specialized products and services that can help athletes achieve their goals and recover more effectively.
3. Health-conscious young professionals:
   * Headline: "Fuel Your Day with Organic Goodness from The Well"
   * Explanation: This headline appeals to young professionals who prioritize health and wellness. It highlights the availability of organic snacks and superfoods, aligning with their lifestyle and dietary preferences.  
     Aspirational Audiences for The Well:
4. Consumers interested in data-driven health solutions:
   * Headline: "Harness the Power of Data for Personalized Health"
   * Explanation: This message targets tech-savvy consumers who use health trackers and medical devices. It emphasizes the use of data to provide tailored health solutions, which can resonate with individuals looking for precision in their wellness routines.
5. Senior citizens and their caregivers:
   * Headline: "Empowering Seniors with Tailored Wellness Solutions"
   * Explanation: This headline speaks to both senior citizens and their caregivers by highlighting products and services designed specifically for their needs. It suggests a focus on enhancing the quality of life for seniors, which can be particularly appealing in regions like New England.
6. People open to alternative health remedies:
   * Headline: "Discover the Natural Path to Wellness with The Well"
   * Explanation: This message targets individuals who prefer natural and holistic approaches to health. It emphasizes the availability of alternative remedies, which can attract those who prioritize natural medicine and holistic wellness.  
     By tailoring the messaging to the specific interests and needs of each audience, The Well can effectively engage and attract both current and aspirational customers.

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