

EMPOWERING PEOPLE TO IMPACT HEALTH

PEC Checklist

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TIPS AND CHECKLIST FOR BRAND PRINCIPLES

The following checklist can be used to test your communications for the brand principles of empathy, optimism, and fortitude.

EMPATHY

- Have I communicated value to the healthcare ecosystem
- Have I focused on the **Human Information**, keeping my sentences efficient and clear?
- Have I consulted the brand lexicon for empathy-based language?

OPTIMISM

- Is the overall tone of my message positive?
- Have I removed any unnecessary, negative references?
- Have I consulted the brand lexicon for optimism-based language?

FORTITUDE

- Am I speaking with confidence?
- Have I positioned health information professionals as experts and leaders (not just potential experts and leaders)?
- Have I consulted the brand lexicon for fortitude-based language?