

EMPOWERING PEOPLE TO IMPACT HEALTH

Brand Success Statement

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AHIMA

Brand Success Statement

A brand success or positioning statement is a concise internal description of what you want your brand to stand for in the minds of your intended audience.

Once developed, it serves as a guiding force that every asset will be measured against.

AHIMA aims to measure all its work against its brand success statement.

AHIMA's brand reflects the qualities of its members and professionals; therefore, the brand success statement is also embedded as a guiding measurement for the work that is performed by our professionals.

AHIMA'S BRAND SUCCESS STATEMENT

AHIMA is the leading voice and authority in health information, wherever it is found.

