

Framework for Selecting a Professional Title

Title vs. Brand: What's the Difference?

Brand is bigger than a name or title. It's the identity of the profession, from what to say and how to say it, to the goals you set.

Title plays a key role in your brand identity. But it is not the only element.

Your professional title can't say everything your audiences need to know about the profession or your brand.

The title CAN:

- Say one thing clearly
- Be highly usable
- Set the stage to tell your broader story



Summary of Criteria for Selection and Evaluation of Titles

Does the title help meet our overall objectives?

- Empower physician assistants to successfully compete in an ever-changing healthcare marketplace
- Boost their relevance among key stakeholder groups
- Evolve the meaning and impact of the profession

Does it meet specific key criteria for the title?

- Align with and set stage to tell story related to positioning
- Use natural, human language; not cold or impersonal
- Easy to use and understand or explain
- Clear and specific to project accurate definition of the profession
- Broad and flexible
- Support autonomous role as a respected peer to physicians, avoiding subordinate terms
- Differentiated, especially from Nurse Practitioner
- Convey professional stature
- Appropriate for use today and future-proof for tomorrow