



HEALTHCARE CLARITY SCORECARD

Organization Name _____

Use this Clarity Scorecard to evaluate how well your message explains what you do, why it matters now, and why your healthcare solution or services are relevant to the people you need to reach. Use it to identify weak spots, differentiate your positioning, and build a clearer, more credible story across every touch point.

Refine your website copy, service line messaging, campaign materials, thought leadership, sales tools, or presentation deck to create a more consistent story for patients, providers, partners, payers, or healthcare decision-makers.

Select a score from 1 to 5 for each area

Note what is missing and identify the areas that need improvement to:

- make your message clearer,
- strengthen relevance for healthcare audiences,
- build trust and confidence,
- motivate the next conversation, referral, or decision.

How to score

- 1 = Unclear or missing
- 2 = Present but weak
- 3 = Adequate
- 4 = Clear and compelling
- 5 = Strong, specific, and market-ready

Area	What to look for	Score (1-5)	Notes /Gaps	Priority fix
Market clarity	Is it immediately clear what the organization offers, who it serves, and where it fits in the healthcare ecosystem?			
Problem / need	Does the message explain the healthcare challenge, care gap, operational issue, or patient need in concrete, human terms?			
Solution fit	Is it clear how the service, technology, program, or model of care addresses that need?			
Outcomes / Value	Does it show what changes because of the solution, using outcomes, patient benefit, operational value, or proof?			
Urgency	Does it explain why action is needed now, whether because of patient needs, market forces, regulatory pressure, cost, or care quality?			
Audience fit	Does the language feel relevant to the intended audience, such as patients, families, clinicians, administrators, or partners?			
Simplicity	Is the message easy to understand without too much jargon, technical complexity, or long explanation?			
Differentiation	Is it clear what makes the organization meaningfully different, better, or more trusted than alternatives?			
Credibility	Does it include enough evidence, expertise, examples, or validation to build confidence?			
Call to action	Is there a clear next step for the reader, prospect, partner, or referral source?			

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Make it easier for healthcare audiences to say YES!



A score alone will not improve your messaging but knowing what to do next will.

Use these prompts and actions to uncover weak spots and make your healthcare message clear, credible, differentiated, and easier to act on.

Action plan

A strong healthcare message helps people quickly understand the need, trust the solution, and see the value of taking the next step.



How to ready your score

40-50	Clear, compelling, and close to market-ready.
30-39	A strong foundation, with key areas to sharpen
20-29	The message is inconsistent or incomplete and may not build enough confidence yet.
Below 20	The positioning likely needs a strategic rewrite before wider use.



Reflection prompts

- What is the one sentence that best explains what you do and why it matters in healthcare?
- Where does the story feel too vague, too technical, or too internally focused?
- What proof would make the value more believable to your audience?
- Where should urgency be stronger?
- Does the audience clearly understand why your organization is credible and worth engaging now?



Priority Action Plan

- 1 Rewrite weak sections so they are clearer, more relevant, and easier for healthcare audiences to understand.
- 2 Add one proof point, outcome, case example, or differentiator that builds confidence.
- 3 Strengthen the call to action so the next step is clear for the patient, employee, partner, or prospect.

Tip: Start with the sections scoring the lowest first. Small clarity gains often create the biggest lift in trust, engagement, and response

If you'd like some support clarifying your organization's messaging, let's talk!
We offer a limited number of free 30-minute consultations to Healthcare organizations every month. [Drop us an email.](#)