

PRESS RELEASE

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The private clinic Dr. Amelung strengthens its reputation

The brand consultancy Dietrich Identity is developing a new mission statement and brand identity for the private clinic Dr. Amelung.

In the climatic health resort of Königstein, "Privatklinik Dr. Amelung" has been treating people and their mental illnesses at the highest medical level for over 130 years. Especially in the treatment of depression, post-traumatic stress disorder and anxiety disorders, patients find individual therapies here in a particularly healing atmosphere and near-natural surroundings.

"Based on our clinic vision, which combines tradition and modernity both in our individually tailored treatment concepts for patients and in the exclusive ambience of the clinic, we will position ourselves even more strongly in the future as one of the leading psychiatric private clinics in Germany," says Stephan Köhler, Managing Director of "Privatklinik Dr. Amelung". In the first project phase, brand identity, brand core and real values, mission statement and a communication campaign with billboards, print advertisements and a personal referral mailing were developed. "In particular, the true-values-workshop with Dietrich Identity was a very positive experience for us. Through broad employee participation and interactive methods, we were able to gather a lot of input from a wide variety of perspectives. We find the brand essence "healing atmosphere" very activating, motivating and typical for us."

DIETRICH IDENTITY is an identity and brand consultancy in Munich. For 19 years, the Dietrich Identity team has accompanied organisations on their way to clear identity and authentic brands. The brand essence ECHTE WERTE stands for a holistic, systematic and integrative consulting philosophy. Using its own methodology, Dietrich Identity supports medium-sized companies, municipal enterprises as well as associations and foundations. Dietrich Identity has gained a great deal of experience in the field of psychiatric institutions in particular.

"We very much appreciate the trusting cooperation with the team of the private clinic Dr. Amelung," says Fridolin Dietrich, managing director and founder of Dietrich Identity. "A company that has earned its reputation over 130 years by providing highly professional treatment to people in personal life crises requires a particularly participative and empathetic approach to its corporate brand."

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