

REVIEW ARTICLE

Corporate Identity among Healthcare Professionals from Clínica María del Socorro, Lima 2019

ABSTRACT

Corporate identity is the way in which an organization presents itself, by means of its internal and external behavior and symbolism. The aim of this research is to determine corporate identity among healthcare professionals from Clínica María del Socorro, Lima 2019. This is an observational, descriptive, prospective and cross-sectional study which included 74 healthcare professionals. Their average age was 34.8 years. Most participants were female (89.2%), midwives (41.9%), with less than five years' experience. It was found that 51.4% of the healthcare professionals showed a high degree of corporate identity. Regarding its dimensions, 62.2% perceived high corporate culture, while 39.2% and 37.8% showed an average and high degree of corporate philosophy, respectively. A high degree of corporate identity was found in healthcare professionals aged 20 to 59 years, female, nurse technicians, physicians, nurses and other healthcare professions, with less than five years working at the institution. Conversely, an average level of corporate identity was found in most healthcare professionals aged 60 or more, male, midwives and medical technologists, with more than five years working at the institution. It is therefore concluded that more than half of the healthcare professionals from Clínica María del Socorro showed high corporate identity.

Keywords: corporate identity; corporate culture; corporate philosophy; healthcare professionals. Extracted from Health Sciences Descriptors (DeCS).

**Sheylla Allison Calderón
Montoya**

sheylla1312@hotmail.com

ORCID: <https://orcid.org/0000-0003-2658-0800>

Clínica María del Socorro.
Lima, Perú

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INTRODUCTION

There are many definitions of corporate identity. It can be defined as the mechanisms used by an organization to identify itself, or the way in which an organization presents itself by means of its internal and external behavior and symbolism as reflected in the behavior of its internal users and remaining uniform and centered in the organization over time. Another definition states that it is the set of tangible and intangible elements that stand out in an organization, characterized by its leaders' actions, multidisciplinary and a combination of organizational structure, communication, and culture. In conclusion, it can be stated that corporate identity is the way in which an organization projects and represents itself, distinguishing itself from others thanks to its individuality (Currás 2010). This identity comprises two important components. The first is corporate culture, which consists of the regulations and behavior guidelines shared by the members of the organization and reflected in their daily routines. These are determined by several factors, such as the managers' personalities, the history of the organization, or the environment in which it is located. The second component is corporate philosophy, which is the set of principles that sustain the organization; in other words, its character and sense of identity to reach its goals. This is the starting point for the company's mission, vision, and values (Ostos 2016; Carrillo, 2015).

Following this, corporate identity is the reason for the existence of the healthcare system. As a result, every healthcare institution has the duty to reflect this identity in each of their internal users. This is aimed at achieving good institutional positioning in society in order to reach its defined objectives and strategies and therefore benefiting its entire environment (Apolo *et al.* 2014).

Currently, there is a wide variety of private healthcare institutions whose corporate identity is disseminated in different ways. However, they all have a common objective: to highlight contact with patients, who are considered priority because they will be the ones to judge the organization. In this regard, the behavior and

attitudes of an institution's healthcare and non-healthcare staff is extremely important.

To adjust the organization's corporate identity, managers need to be fully aware of the impact of identity, image and reputation on the internal personnel. For this reason, managing this asset is relevant for its identity (Medina, 2012). This shows that corporate identity in the internal users of every organization is highly important because they are responsible for the acceptance of external users through their service, development, and commitment to them.

PURPOSE

The aim of this review article is to determine the corporate identity of healthcare professionals (physicians, midwives, nurse technicians, medical technologists, nurses and others) from Clínica María del Socorro, Lima, in 2019. The corporate identity reported by the healthcare professionals will be described in its various dimensions: corporate culture and corporate philosophy, apart from describing them according to the employees' characteristics: sex, age, profession and years working for the institution.

ARGUMENTATIVE REVIEW

This was a descriptive, prospective study which evaluated 74 healthcare professionals (physicians, midwives, nurse technicians, medical technologists, nurses and others), who answered a survey created by the researcher for the purpose of this study. The survey was validated by six experts, obtaining an agreement value of 80.2% and a reliability score of 0.814 through Cronbach's alpha, demonstrating its applicability.

It was found that most healthcare professionals who participated were midwives, followed by nurse technicians. Most were women, while the average age was 34.8 years, and the number of years working for the institution was under 5 years. As these are general data from the participants, the data found cannot be contrasted because the population characteristics are different and cannot be compared to those from other studies.

Regarding corporate identity, most of the healthcare professionals believed that the corporate identity was high. In terms of the specific dimensions, most of these professionals

stated that there was a high degree of *corporate culture* and an average *corporate philosophy*. In this regard, it can be mentioned that the research by Bravo *et al.* (2015) shows that the employees' proactive personality and their resistance to change have a great degree of influence on role identification, leading to corporate identification and subsequently to loyalty. Similar results were later found by Takaki *et al.* (2015), who state that most participants perceive the corporate identity as high or positive, showing that these workers feel identified with the organization where they work. Likewise, the study conducted by Rutitis *et al.* (2014) evidenced --through an expert evaluation-- that the corporate identity dimensions (corporate identity and corporate culture) have a great impact on the organization of any healthcare company, and in turn influence its internal employees. In this regard, the study by Mugtabarovna *et al.* (2015) evidences that the vast majority of employees who participated in the study were proud to work in that company, even recommending their jobs, and showing that these employees felt identified with their employer. However, other studies were found where the results are the exact opposite, as is the case of Ostos (2016), who identified that public health workers reported a very low corporate identity, and Bedoya (2017), who concluded that it was necessary to strengthen the institutional identity of employees from the state schools of the Ciudad de Montería, Colombia. In addition, it was found that some authors evaluated various dimensions of corporate identity, such as Ostos (2016), where the employees' perception of dimensions corporate philosophy and corporate culture was negative.

Subsequently, when evaluating *corporate culture* according to the professionals' general characteristics, it was found that those aged 29 to 59 years, who had been working for the institution for less than 15 years, rated the corporate culture as high; conversely, professionals over 60 years of age, midwives, who had been working for the institution for more than 15 years, rated the corporate culture as average. When evaluating dimension *corporate philosophy* according to the professionals' general characteristics, it was found that females, those aged 20 to 39 years, nurse technicians and nurses, working for less than 5 years for the

institution, perceived a high corporate philosophy. In contrast, those aged 40 to 59, male, midwives, working for 10-15 years for the institution, reported an average corporate philosophy. Finally, professionals aged 20 to 59 years, female, from most professions, and working for the institution for less than 5 years, reported a high corporate identity. In contrast, professionals aged over 60, male, midwives and medical technologists, working for the institution for 5 years or more, reported an average corporate identity.

In relation to these results, no studies were found where corporate identity was evaluated in relation to the personal and work characteristics of professionals; this constituted a limitation for this research because the absence of data prevents any contrasting of the information gathered. For this reason, the data gathered can be considered a contribution to the Peruvian and international scientific communities, and become a starting point for future research under the same line. In addition, it was found that not all studies use the same instrument to measure corporate identity; this constituted a second limitation because the dimensions, due to their difference, prevent the results from being adequately compared. For this reason, it would be useful to standardize the use of a single instrument to value corporate identity and, in consequence, be able to find similar results, compare them, and thus provide relevant recommendations.

CONCLUSIONS

- More than half of the healthcare professionals from Clínica María del Socorro perceived the existence of a high internal corporate identity; in other words, these professionals identify with the corporate culture (regulations, values and behavior guidelines in the organization) and corporate philosophy (basic principles: mission and vision), which evidences institutional capacity to generate trust and the fact that it fits the employees' expectations from their jobs. This aspect may influence the quality of working life and organizational performance.

- Regarding the dimensions, corporate culture was mainly regarded as high, whereas corporate philosophy was considered average.
- Professionals who were adult, male, nurses, and those who had been working from 10 to 15 years in the company, were those who mainly regarded the corporate culture as high.
- Professionals aged 40 to 59 years, male, midwives and physicians, and working in the company for 5-15 years, regard the corporate philosophy as average.
- Professionals who were adult, female, nurse technicians, physicians and nurses, and working in the company for less than 5 years, regard the corporate identity as high.

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Competing interests

The author declares that there is no conflict of interest.

Authors' Contribution

Sheylla Allison Calderón Montoya (lead author): Conceptualization, research, supervision, writing (original draft, review and editing).