Marketing semiótico y valores para una nueva cultura digital de eSalud como marca

Semiotic marketing and values for a new digital culture of eHealth as a Brand

Marketing semiótico e valores para uma nova cultura digital da eSaúde como marca

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Resumen

Las tecnologías de información ocupan ahora un lugar destacado en nuestras sociedades y su forma de aprender a comunicarse. Los nuevos medios sociales dan lugar a una cultura digital donde la transmisión de la información y la interacción son determinantes para los cambios de conducta, así como para la adquisición de bienes y servicios estimulados por las emociones de esta cultura. Hablando de servicios, eSalud ha sido una nueva manera de aprender y promover conductas de cuidado de las personas a la distancia, sin embargo, estas dinámicas han traído nuevos retos a los responsables de la promoción y comunicación de la salud. La presente investigación expone un marco teórico de los factores que han impulsado una Cultura digital de la eSalud a partir de la perspectiva del Marketing semiótico y sus valores haciendo un análisis de las funciones de Mapping de marca de las eSalud para el diseño de futuras de estrategias en las organizaciones de sanitarias con valor agregado para sus públicos. Entre los principales hallazgos se encuentran la eSalud que promueve el eLearning para todos aún a la distancia fomentando valores como amor al aprendizaje, responsabilidad y amor al deber. Entre los resultados desfavorables la salud en la cultura digital puede provocar sentimientos de despersonalización por el trato a distancia y falta de confianza y equidad.

Palabras clave: cultura digital, eSalud, mapping de valores de marca, marketing semiótico.

Abstract

Information technologies now occupy a prominent place in our societies and their way of learning to communicate. The new social media give rise to a digital culture where the transmission of information and interaction are determinants of behavioral changes, as well as for the acquisition of goods and services stimulated by the emotions of this culture. Speaking of services, eHealth has been a new way of learning and promoting caring behaviors for people from a distance, however, these dynamics have brought new challenges to those responsible for health promotion and communication. The present research exposes a theoretical framework of the factors that have promoted a digital culture of eHealth from the perspective of semiotic marketing and its values, making an analysis of the brand mapping functions of eHealth for the design of future strategies in healthcare organizations with added value for their audiences. Among the main findings are eHealth promotes eLearning for everyone, even from a distance, promoting values such as love of learning, responsibility, and love of duty. Among the unfavorable outcomes, health in digital culture can cause feelings of depersonalization due to remote treatment and lack of trust and equity.

Keywords: digital culture, ehealth, mapping of brand values, semiotic marketing.

Resumo

As tecnologias de informação ocupam hoje um lugar de destaque nas nossas sociedades e na sua forma de aprender a comunicar. As novas redes sociais dão origem a uma cultura digital onde a transmissão de informação e a interação são fatores determinantes para mudanças comportamentais, bem como para a aquisição de bens e serviços estimulados pelas emoções desta cultura. Falando em serviços, a eSaúde tem sido uma nova forma de aprender e promover comportamentos de cuidado às pessoas à distância, no entanto, estas dinâmicas trouxeram novos desafios aos responsáveis pela promoção e comunicação da saúde. A presente investigação expõe um enquadramento teórico dos factores que promoveram uma cultura digital de eSaúde na perspectiva do marketing semiótico e dos seus valores, fazendo uma análise das funções de mapeamento da marca da eSaúde para o desenho de estratégias futuras em organizações de saúde com valor acrescentado. valor para seu público. Entre as

principais conclusões está o eHealth que promove o eLearning para todos mesmo à distância, promovendo valores como o amor pela aprendizagem, a responsabilidade e o amor ao dever. Entre os desfechos desfavoráveis, a saúde na cultura digital pode causar sentimentos de despersonalização devido ao tratamento remoto e à falta de confiança e equidade.

Palavras-chave: cultura digital, eHealth, mapeamento de valores de marca, marketing semiótico.

Introduction

In the new contexts of the digital culture era, characterized by intense competition and the increasing use of ICT, healthcare service institutions face significant challenges. In this scenario, Cassier 's (2019) observation on the symbolic nature of human beings takes on special relevance. According to the author, interaction with the world and with others is based on emotions and meanings, rather than direct experiences. In other words, people are symbolic beings who construct reality through mental representations and symbolic learning. In the field of healthcare, this implies that institutions must understand and take advantage of the emotions and meanings associated with healthcare in order to connect more effectively with patients in a highly competitive digital environment. At this crucial moment in societies, the ability of healthcare institutional brands (public or private) to understand and use human symbolism is essential for them to offer effective and relevant care to an increasingly diverse, vulnerable and demanding population (Cassier as cited in Urzúa, 2019).

The above is reinforced because people then, thanks to the symbolic mediations they carry out daily, satisfy different needs through symbolic interactions. The human being as an actor, an agent of change, as he is continually building himself, learns to transform himself and this is where marketing and semiotics meet to study the cultural expressions about a product or service and their exchanges (Ribagorda 2017).

As part of the persuasion of human beings in the field of meanings, Linda Scott (1994) proposes that in the study of rhetorical figures, visual metaphors play a role in the construction of meanings for advertising. Theorists in the field of consumer response to advertising have developed theories about the implications for consumers as promoters of meanings in advertising messages.

Among the evidence of the benefits of semiotic marketing discourse in digital culture are the results of an online mindfulness course for mental health promotion and learning,

where visual verbal texts produced meanings, and the aesthetic appreciation of colors and shapes converged in the affirmation of values of calm and well-being compatible with the practice of mindfulness1. (Martins et al., 2020)

On the other hand, in more recent studies in different articles, the influence of the symbolic structures of semiotic marketing is exposed within a long evolution of consumer values related to gambling (an activity where money is risked in search of a result such as horse racing) (Pellicer, 2011).

The aim of this study is to examine the existing scientific literature to understand how the interaction between organizational mission, health projects, and information management affects learning and the promotion of eHealth in the context of Digital Culture. The aim is to identify patterns, trends, and relationships in the literature within semiotic marketing that shed light on the influence of these elements in digital environments, to inform and improve health promotion strategies in the digital age. By synthesizing and critically analyzing previous research, the aim is to offer a comprehensive view that serves as a basis for future research, as well as for learning and knowledge generation in eHealth care.

Based on the above, the following questions arise: What experiences of meaning do information technologies offer in Digital Culture? What values and meanings of semiotic marketing favor the eHealth strategy in the new Digital Culture? And in this sense, the objective of this study is to carry out an analysis of the values and functions that Semiotic Marketing uses to promote a Digital Culture of learning in favor of eHealth.

Methodology

This research is a documentary work in two phases where the selection criteria were on the search for scientific articles in both Spanish and English with the descriptors: Digital Culture, ESalud and Semiotic Marketing. To meet the objective of this research, an analysis, interpretation and classification of authors, concepts and theories on the concepts of Digital Culture, ESalud, Semiotic Marketing (Hermeneutic Phase) is carried out to build a state of the art where a Semiotic Marketing strategy for the promotion of ESalud (Heuristic Phase) is exposed. This methodology focuses on the theoretical review of the existing literature on the subject, allowing a deep understanding of the interactions between the mission, the project, the information and the euphoria in the promotion of health in Digital Culture according to the sign map of Semprini, A. (1995).

Digital culture in the study of meanings

In the current context of digital culture realities, it becomes essential to understand that no technological device does not exist in a vacuum independent of other cultural artifacts of the past. Rather, it is part of a complex ecosystem where the proliferation of devices and equipment is the norm. In this environment, new media are evidently and multidirectional influenced by pre-existing technologies that are gradually integrated. This interaction between media is characterized by an ideal of immediacy and transparency, where real-time communication and image and sound quality are priorities. This approach, however, is paradoxical, since while transparency and instantaneousness are sought, a deep interconnection and continuity with the media and devices of the past is evident. In the field of health services, understanding this complex web of significant cultural influences is crucial to design assertive strategies that respond to the needs and expectations of health users within an increasingly digitalized and technologically complex world. (Lasén and Puente, 2016).

At the same time, this real-time visual communication, according to digital cultural studies, argues that structural anthropological analysis and semiotics determine the behavior of the public more than advertising itself (Franquesa and Fontanills, 2013). Bustamante (2008) asserts that the communication of information and advertising extends as a cultural system in a dialectical relationship with consumers. However, the position of Umberto Eco (1994) is clearer, where the author states that culture and meaning must be considered as two interdependent systems of knowledge, therefore, culture and meaning are subjects with basic articulated codes of the phenomenon that we know as reality.

Additionally, digital cultural relationships are like signposts that lead us to a learning experience lived with organizations and their brands, where the interconnection space forms the discourse on new technological platforms (Oswald, 2012).

eHealth and its interconnection with the meanings

These new interconnections are, what information technologies make an integral part of the modern concept of public health and national health policies. That is, these resources can now help health organizations plan their health promotion strategies and to communicate key messages related to public health, however, the great challenge lies in finding the common signs and symbols associated with the concept of health (Sanz et al., 2006).

Electronic health (eHealth) is a broad concept that involves the application of information and communication technologies to health surveillance, prevention, promotion

and care systems. The components of eHealth mainly include supply and resource management systems (appointment scheduling, clinical laboratory or pharmacy), electronic medical records, electronic prescriptions, clinical decision support systems, use of mobile devices, imaging systems, remote care systems, as well as teaching through digital media. Other components that can be considered part of eHealth are big data storage and analysis systems, artificial learning, as well as Internet of Things systems (León-Castañeda, 2019).

The administration and strategy of all components have an impact on all those involved, mainly medical staff and patients. Among the most studied components of eHealth, as León-Castañeda (2019) refers, are:

- Electronic medical record (or digital medical record): is the digital record of information about the patient's health that supports health professionals in decision-making and treatment.

- Telehealth (including telemedicine): consists of the provision of health services using information and communication technologies, especially where distance is an impediment to receiving health care.

- mHealth (or mobile health): A term used to describe the practice of medicine and public health using mobile devices, such as cell phones, patient monitoring devices, and other wireless devices.

- eLearning (including distance learning or training): involves the application of information and communication technologies to learning and health promotion.

It is essential that eHealth components consider the values and recommendations that connect with empathetic meanings with their users. From these values, specific recommendations are derived: maximize benefits; give priority to health workers; do not prioritize assistance on a first-come, first-serve basis; be attentive to scientific evidence; recognize participation in research and apply the same principles to COVID-19 patients as other patients (Martin Fumadó, *et al.* 2020).

Health and Semiotic Marketing

Private and public health institutions as well as companies have a brand identity to take care of regardless of whether they are profitable or not, therefore, brand identity is one of the important concepts to take into account, because it is represented by the set of values and their symbolic associations, which the strategy aspires to when creating or maintaining

its brand, these associations give a reason for being and for daily activities, implying a promise from all members of the organization (García, 2010).

When talking about intangible value in consumer goods and services, it is necessary for consumers to recognize that the values associated with visual symbols in the brand be internalized, so that these have meanings or semiotics included in all their management processes, in this case, health promotion.

For this reason, an approach to semiotic marketing proposed by Oswald (2012) defends that it is a science that seeks to refocus, extend and reposition the brand or find deeper products and services or new segments and markets. It can also be used to create impact, relevance, communication channels that align the organization with the brand and its components. According to the author, semiotic marketing is part of the planning process where the brand hierarchy is built and can be used systematically.

Many authors have written about the topic of semiotic paradigm since Sidney Levy (1959) with his article *Symbols for Sale* on the impact of brand meanings on market value. It has been shown that the symbolic dimension of brands focuses on their personality, understood as a set of characteristics associated with human qualities. These characteristics are extended to brand accounts through advertising mechanisms, facilitating the transfer of meanings (Aaker, 1997). By extending brand personality to brand relationships with customers, a variety of portfolios are created (Fournier, 1998).

By referring to the most emotional part of the brand as the construction of personality, marketing in its relationship with semiotics is a ritual practice where the symbolic construction mediated in the cultural world through what the products and services say in the market, must consider how postures, gestures, and words are used through symbols (Vizer, 2008).

The Strategy of Semiotic Marketing in eHealth

As part of social psychology, semiotics has an orientation towards structural language in the dialectical relations between units of meaning rather than the relations between signs and their referents in the real world, marked by the change in the science of language. From here on the atmosphere of symbolic consumption explains the process by which subjects manage to differentiate themselves and, ultimately, build their identity before others. To be precise, symbolic consumption reveals great effects at a sociological level that are reflected in important implications for the development of digital culture as well (Sanz, 2019).

Oswald defines semiotic marketing as the science of signs and meanings in the marketplace, a tool in strategic brand management. Semiotics adapt the theory of language to the study of verbal and non-verbal signs, both anchors of consumer culture" (2012, p. 4).

In this way, advertising language, through its codes, manages to introduce the product with a seductive symbolic charge for the consumer society that seeks to overcome a great social void or need (Baudrillard, 2009).

Based on the above, in the field of health promotion in digital culture, communication specialists need to define the set of deep meanings that move in the context of eHealth , considering the factors: health, illness and care within the web code of hypertext and interactivity without forgetting that the user in this new culture establishes his own access route, multimodality, combined use of different signs, texts, images and sounds that become the new symbols of the eHealth culture. Emotions and their meanings are, in this context, two-way paths in the dialogues in the communities or eHealth portals, where feedback is decisive in any component or process, as well as the evaluation of the media and the heritage of the experiences (Cardona and Escobar, 2018).

In this way, to advance in the field of health promotion, a communication expert understands and manages the deep meanings of eHealth products and services. Where, without a doubt, studies on motivations associated with values must be transferred to recognizable symbols both by service providers (health personnel), as well as by patients, family members, suppliers, etc., that is, everyone involved. This is reflected in Morgan and Townsend (2022), whose approaches are because human behavior is usually almost entirely a form of self-expression. For example, when we buy or consume services, we project to others the kind of individuals we are, our identity in the world is reaffirmed. Also, maintains that products or services are loaded with a meaning that goes beyond the strict utilitarian value that represents them. Therefore, in shopping experiences, a mental process of symbolization takes place, which is part of brain behavior (Utomo *et al.,* (2023).

The new public health is obliged to feed on different theoretical-methodological contributions, and this is nothing other than approaching health and illness from a perspective that deals with order and chaos, with bifurcations and subjectivities. A permanent construction of knowledge in health from a strategic situational vision. A process of encounter, a genuine cognitive development, a brotherhood that approaches being and its circumstances. This broad and unexplored experiential world needs to be investigated, to humanize knowledge and practices in public health (González and Sosa, 2010).

The proposal then to be able to design the eHealth strategy and create a digital culture that promotes and connects with the most authentic emotions of the community to seek health, and that includes the triad of semiosis: a) the semantic dimension connected with what to say, b) the syntactic dimension, of the construction of the sign with itself, where messages are built with visual elements (verbal and non-verbal) that connect with the type of value that needs to be promoted, that is, how to finally say it, c) why to say it or purpose where the message stimulates action or change of behavior, that is, the creative strategy of the message (Franco, 2004) .

The use values are the utilitarian values of the product or service, on the other hand, from the differentiation between the base and use values it is possible to build a Mapping of the consumption values (Sanz and Micaletto, 2019) See Table 1.

Table 1. Table of consumption values

Practical Valuation	Utopian valorization
Use values are a valuation oriented towards the product or service that highlights the utilitarian and certifiable characteristics of the object. E.g. solidity or functionality.	Basic values. It is not made up of higher ideals but is based on a teleological character and is oriented towards the future. Their values are opposed to those of use, final cause or purpose.
Critical Appraisal	Recreational valorization
Denial of existential values and the privilege of quality-price and innovation-cost relationships. It implies a permanent questioning of the object in its entirety.	He rejects utilitarian values and emphasizes luxury, refinement and "little madness". He is characterized by his closeness and complicity with the object to capture its most sensitive aspects. He is based on an emotional and carefree vision of the world.

Source: Own elaboration based on the Mapping of consumption values by Sanz and Micaletto (2019)

Organization of Sign Mapping as dimensions of analysis

In the upper left quadrant, the utopian assessment and critical assessment are related, giving a sense of transcendence and commitment to well-being understood in the context of health. It is a tendency towards vision or leadership that seeks the ideal and becomes the reference called *mission.* The upper right quadrant combines utopian and playful assessment, characterized by voluntaries and individualism. It is the search for adventure as an exploration of the unknown, exciting and surprising. It can be called *a project (Figure* 1).
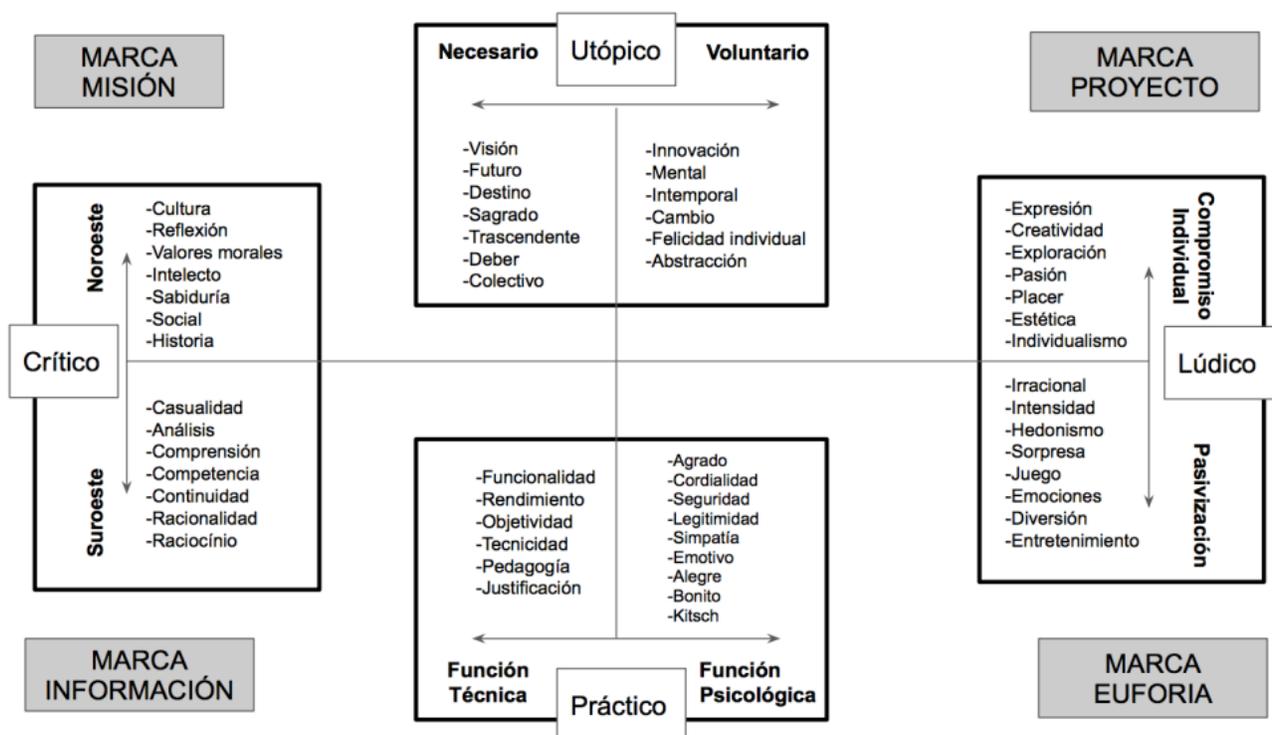
Figure 1. Semiotic signs map scheme
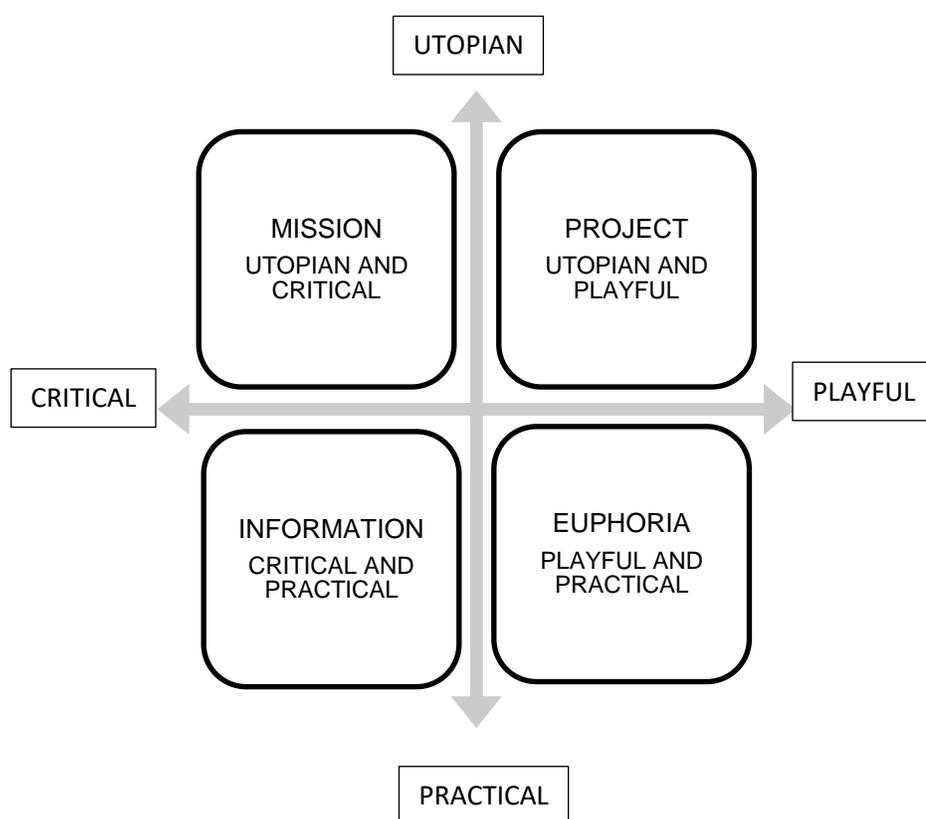
Source: Prepared by the authors based on Semprini (1995).

According to Semprini, the quadrants structure the semiotic mapping brands into symbolic distinctive features, as described in Figure 2.

Figure 2. Semiotic mapping marks

Source: Brand chart by Semprini (1995)

Critical assessment, although it may be connected to practical assessment, is described from a difference that it shares with the latter, the support of frequent questioning based on external elements; based on questioning, comparing and evaluating in terms of coherence and credibility of the impact on the sense of the brand since the value judgment will determine how the criteria should be framed (Sanz and Micaletto , 2019, p. 56).

The ludic value exploits everything emotional, a service located in this space must be a source of pleasure and allow the vision of joy and carefree of about the world. These values are also arranged in geographic areas according to the 4 cardinal points. In this way, the upper area of the horizontal axis is in the north, where the utopian is found and therefore in the south area corresponds to the practical.

Regarding the left part of the diagram, the west where the critical is located while, on the right side, it is related to the playful, this mapping composition is designed by superposition and not by juxtaposition in such a way that a symbol or value can transit both vertically and horizontally through different areas (Semprini as cited in Sanz and Micaletto, 2019, p. 57).

Mission brands or organizations expose a new approach to society or creative ways of thinking about the consumer and the product. They project themselves into the future from a critical but positive attitude. They are brands that seek transcendence, a future where everyone is included. They mobilize and question status. In this sense, the quadrant and the mission would be a great laboratory in which everything that is not yet is broken down and then studied and investigated, that is, new lifestyles, new values, new scenarios, possible worlds.

Project brands or organizations have a transcendent approach, but not with a social focus but exclusively individual. They are brands that enhance the narcissistic and aesthetic aspects of the consumer. They seek maximum personal expression, innovation and change to find new ways of living, in the search for self-realization. They are brands that seduce. The Project Quadrant is presided over both by the need to explore that provokes its utopian side and by the evasion that comes from its playful side.

The brands *Euphoria* organizations propose a warm and protected world characterized by affectivity, proxemics and authenticity. They describe the protection of the subject against the *hardening* of a hostile world. The main face of this quadrant, apparently very heterogeneous, is the valorization of subjectivity and more specifically, of the emotional and psychological components of the latter. The great subjectivity that presides over the culture of euphoria allows very different forms and types of valorizations to cohabit in this quadrant.

Informational, reasoned and utilitarian brands or organizations outline a firm and argued message. Their statement leaves no room for questioning or doubt: the actors tend to be experts and the consumers witnesses. This quadrant is homogeneous and somewhat objective. The culture of this quadrant demands all attention to the brands and their intrinsic qualities that are objectively observable and verifiable.

Results

Once the scheme of dimensions of analysis of the mapping of values has been explained in the previous section, the results of the theoretical review are presented from the perspective of examining eHealth as a brand based on functions, signs and meanings in the context of digital culture. Although there may be a variety of portfolios of both public and private institutions of eHealth brands, it is important that all of them consider the following points

for the design of a semiotic marketing strategy aligned with their values and their value proposition (Table 2).

Table 2. Summary of review content analysis according to functions and values of Brand Mapping.

Definition of symbolic functions	Analysis of functions regarding eHealth
The mission of *the* symbolic functions is:	
Transcend: seeking to go beyond the limits of the known universe, moving a little further.	Formula for transcending in the dynamics of eHealth: it is essential that all health personnel be continued, e-learning must go through the entire care system, the transformation of new knowledge into new material means is so fast that access to knowledge and the ability to generate it is equivalent to development. Knowledge itself becomes a product or service. Value of love for learning and responsibility, love of duty (Health, 1995).
Questioning: the organization establishes a discourse that does not accept any certainty a priori, it permanently analyzes and criticizes reality and asks coherent questions about its reality.	One of the questions that eHealth asks is how to ensure that eHealth responses are always accessible to everyone, including those who face economic or technological challenges? (Vásquez, 2013).
Enlighten: the brand enables, by virtue of its questioning spirit, a better understanding of the world.	In this quest to enlighten, eHealth in its spirit seeks to impact UNESCO's objectives, in that understanding of health for all, that is, universal coverage through Digital Culture and social networks. Values of curiosity and love of knowledge (Etienne, 2014).

Transgress: transcendence and questioning mobilize action and alter the pre-established order.	In a negative way, eHealth transgresses the depersonalization of information; however, the efficient implementation of eHealth technologies can improve efficiency in the provision of services, reduce costs and minimize bureaucracy. Values of efficiency and justice (Ramos, 2009).
of the *project* are:	
Innovate: the brand proposes new scenarios, renews the world and invents a specific reality.	New interaction scenarios in the Digital Culture of eHealth propose remote emergency consultations using WhatsApp. Values of innovation and creativity (Fucito, 2020).
Seduce: the brand seeks an adhesion that is not intellectual but unconscious and emotional.	Just as social media is addictive for entertainment due to the availability of time and space, these Digital Culture platforms, highlighting young patients, also find it attractive to stay in touch and await updates and training through these media. Values of attention and empathy are reflected in this type of assistance (Basagoiti et al. 2014).
Excite: The brand speaks to all the consumer's senses, stimulating sounds, colors and sensations to the maximum.	The visual language of eHealth platforms is a great opportunity to impact your audiences, and it can also reduce costs, which would be higher if it were physical scenarios in clinics and hospitals. Design based on the paradigms of functional diversity, e-Accessibility and design for all, facilitates communication with all audiences. Value of empathy, integration and belonging (Toboso and Rogero, 2012).
Surprise: the brand not only seeks to innovate but also to keep the audience awake and attract attention.	Health organizations are surprising the community with telemedicine initiatives that help reach vulnerable and isolated populations. Allowing them to overcome the geographical barriers that prevent access to care and, in the

	same way, coverage greater improvement in follow-up continuity (Rodríguez et al. 2013).
of euphoria *are:*	
Reassuring: providing confidence and warmth, lowering risks and enhancing strengths.	One of the ways of eHealth brands is that they are counted as many resources as possible while can be transmitted simultaneously, the intelligence of the digital world facilitates communication by providing information in a timely (instant) and efficient manner. Through digital records, a visualization of all the problems is available in one place and at one time. Professional ethics value (Armayones *et al.,* 2015).
Entertain: the brand builds a cheerful and positive discourse that allows the consumer to reflect on it and escape from reality.	The use of memes, gaming and other dynamics of meaningful learning and the entertainment captivates ePatients by feeling reflected in the use of humor (Guevara, 2015).
Excite: the brand creates a world of good feelings based on authenticity and romance.	In eHealth, the patient creates a community and emotional bonds through direct and often real-time treatment (León-Castañeda, 2019).
Preserve: the brand evades reality by exalting the past and evoking memories of tender and happy moments.	eHealth, by having selective information from efficient information systems, can create particular experiences. Value of attention, empathy (García and Álvarez, 2006).
From the *information the* functions of the brand are:	
Guarantee: the brand provides security regarding the veracity of its discourse, building a logical and orderly world.	Truth is an indispensable value in discourse. Health cannot be managed on platforms if a uniform discourse aligned with the identity of the institutions is not managed. When the opposite happens, discredit spreads faster due to the nature

	of these platforms. Value of truth and identity (Castiel and Álvarez 2007).
Confirm: the brand legitimizes the values and ideas of the current culture, asserting that there is only one way of seeing things.	Any eHealth platform that is not current will not have any impact or followers because its contents and activities have to impact on health results and patient treatment. Value of efficiency and updating (García and Álvarez, 2006).
Define: the discourse explains how the world works and the laws that govern it.	A clear value proposition and the journey of the experience based on planned signage on the platforms will give identity to the brand. In terms of health, it is essential to have stories and treatments fully accredited by the Ministry of Health (Castiel and Álvarez 2007).
Modeling: Discourse creates a world that is more real and objective than the factual world itself.	In the case of the eHealth brand, the world must be more real rather than fictitious, it involves quality controls and validation, since we are talking about real people with real situations, who at the same time need real, lasting and concise answers. Like face-to-face control systems, eHealth handles internal controls to achieve its institutional objectives through efficient, effective and transparent management of resources (Ramos and Muñoz López, 2017).

Source: Prepared by the authors based on documentary review (2024).

Discussion

In summary, semiotic marketing, when managed by signs, symbols and significant values, faces a great challenge in the context of digital culture. It can be stated that the demand for health services is characterized by being very heterogeneous, therefore it requires optimized, flexible and tailored segmentation of patients in each organization to create a differentiated brand that can position itself over time, achieving loyalty in its patients.

A recurring situation that leads to the abandonment of treatments is that every patient refuses to be treated the same as another with similar characteristics and preferences. This reflects economic theories where there is always a shortage of resources in the world and, therefore, the great challenge is to say who to attend to first. This is where the mission of eHealth institutions is to ask themselves: How to guarantee that eHealth responses are always accessible to everyone, including those that face economic or technological challenges? In their daily work, these organizations are transcending when health personnel are highly professional and are trained to give assertive and efficient responses and with personalized treatment. The design and efficiency of the use of the platforms must be responding to this mission. And even reach patients who are physically distant and vulnerable.

In the *project quadrant,* the concept of eHealth is taken as a catalyst for change, evolution and innovation, where treatments must be updated and carried out in an interactive, dynamic and even humorous way. In short, to rescue the human doctor-patient relationship that leads to the search for well-being and public health. Therefore, in the euphoria quadrant, we can see that one of the most demanded values is security, trust and tranquility, strategies inherent to these new platforms such as the use of viral devices, such as the meme that manages to connect meaningful learning with humor in the promotion of remote campaigns, especially in young audiences. This resource could reduce anxiety in many users of health systems who begin with mistrust in their care-seeking processes. Another example is the gamification strategy, which generates theatrical games to reduce stress in users such as vulnerable groups in older adults.

The last quadrant, information, is no less important in the management of significant and learning brands. It should never be overlooked that the discourse is truthful, assertive, up-to-date and has been previously validated. Treatment cannot be tested, nor can experiments be carried out on patients and their diagnoses. Medical records must be impeccable, information must never be omitted and, despite the immediacy, professionalism and ethics must be acted upon. Finally, communications must be clear about the value proposition that patients will obtain when receiving care at all times during the process, as well as the obligations and benefits of both parties.

Conclusions

Research shows us how signs and symbols in an organization, even if they are multicultural or heterogeneous, become a common language when relationships are strengthened by different phenomena, in the case of eHealth the efficiency of management of Common meanings generate a solid community or a certain death of the health project.

Experiences on eHealth platforms are determined by planned signage that follows a timely and consistent path backed by the trust of its users or patients. If this is not the case, the experience and perception of consumers will be based on distrust and rejection of the brand or organization, resulting in disrepute. Therefore, it is essential to configure a strategy motivated by meanings associated with the promotion of health in different audiences, supported by congruence with values, by a defined identity and personality, and by assertive and up-to-date responses to health problems.

The values associated with organizations should be the guideline for the semiotic marketing dialogue with their audiences in search of moving people towards healthier behaviors that at the same time connect them with high meanings that are already introjected in digital culture.

Analyzing in which quadrant of the value mapping the eHealth brand or organization is located should be the first step in redesigning semiotic marketing strategies to later define in each quadrant the strategy that includes values and symbols that also motivate its users to feel identified and, therefore, generate a solid community with a digital culture that advances towards the promotion of health.

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