CAUSE LANDSCAPE

Organization Type	Approach	GAPS	MOJ Differentiators
Traditional Free Clinics	Basic medical care	No mental health integration	Full-service medical approach: clinic and referral services
	Volunteer-only staffing	Limited professional oversight	Licensed professionals + trained volunteers
	Episodic care	No continuity of care	Your Life GPS™ wellness system
Faith-Based Nonprofits	Single-service focus	Fragmented approach	All services coordinated through The Care Center™
	Limited healthcare	No medical professionals	Full medical, dental, and vision clinics
	Surface-level spiritual care	No professional integration	The Jesus Way™ integrates faith and excellence

CAUSE LANDSCAPE

Organization Type	Approach	GAPS	MOJ Differentiators
Government Health Programs	Secular approach only	No spiritual component	Comprehensive care addressing spirit, mind, and body
	Bureaucratic processes	Impersonal care	Personal relationships and dignity-focused care
	Limited cultural sensitivity	Language barriers	Bilingual, culturally responsive ministry
Traditional Healthcare Systems	Symptom-focused treatment	Fragmented across multiple providers	The Care Center™ coordinates all care
	High-cost, insurance-required	Financial barriers for uninsured	Comprehensive care regardless of ability to pay
	No spiritual dimension	Misses spiritual needs entirely	The Jesus Way™ addresses complete person

BRAND POSITIONING

Ministries of Jesus stands as the only organization in central Oklahoma combining professional healthcare excellence with comprehensive spiritual care, providing coordinated services that address the complete person rather than isolated symptoms.

GAP	MOJ SOLUTION
Symptom-Only Treatment	**The Jesus Way™:** Comprehensive care addressing the whole person
Fragmented Care Systems	**The Care Center™:** All services coordinated in one location for seamless care
No Life Navigation Support	**Your Life GPS™:** Assessment approach helping people navigate toward wellness