ANATOMY OF A REBRAND

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We wanted to effectively build a **forward-thinking**, **next generation** company to **compete** in this competitive market…

but there was a catch…

There were **three newly acquired brands** coming together.

But wait,

it gets better…

We had to **create** and **launch**
a new brand entity **within 6 months**.

Health care billing **processes** are becoming increasingly **complex.**

Providers are outsourcing payment processes.

Hospitals and health systems are

selecting **end-to-end partners** with capabilities that integrate the entire patient process.

The Situation

MedAssets & Precyse

ACQUIRED

MedAssets Splits

½ DIVESTED

MedAssets Precyse

MERGED

MedAssets+ Precyse

BRAND CREATED

Equation Health

ACQUIRED

How we did it?

- Partnered with Aloft Group
- Clear, inspiring vision of the organization
- Development of the VMVA
- Stayed on track

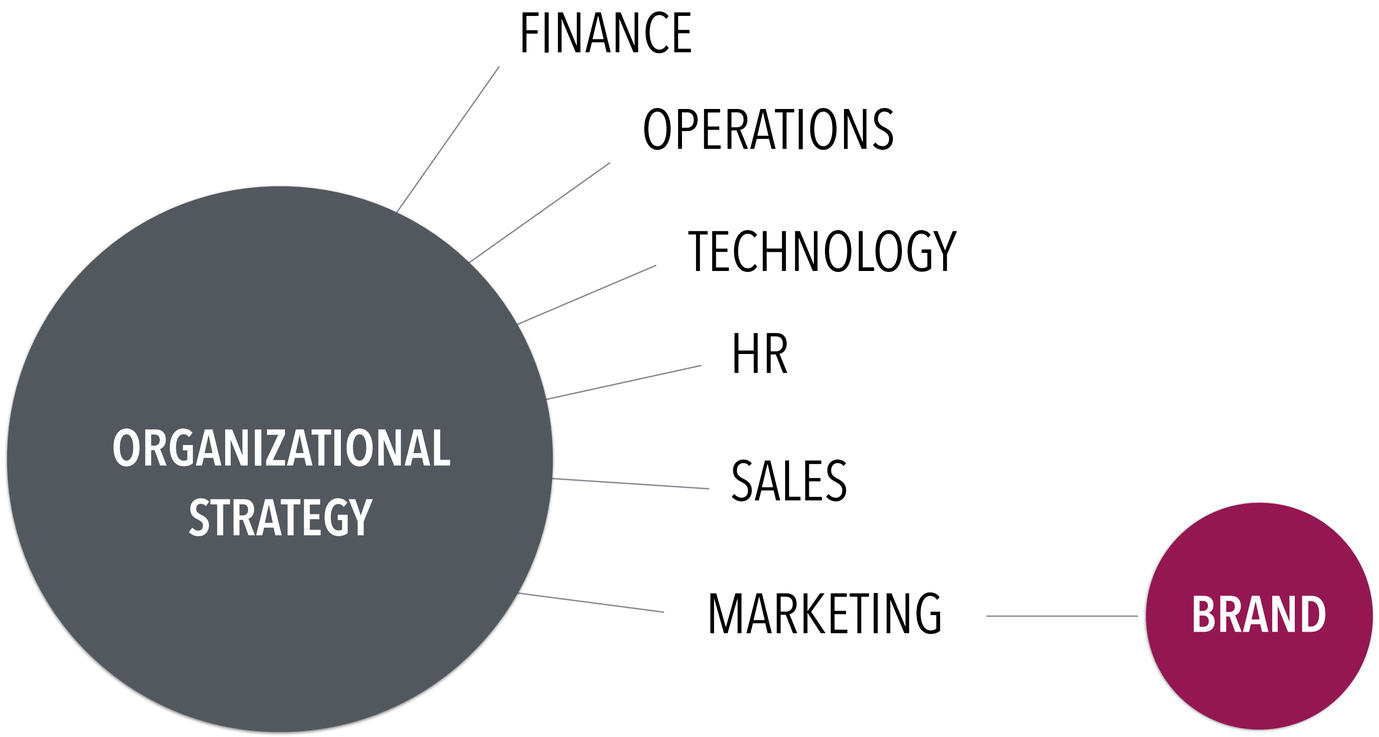
FUNA

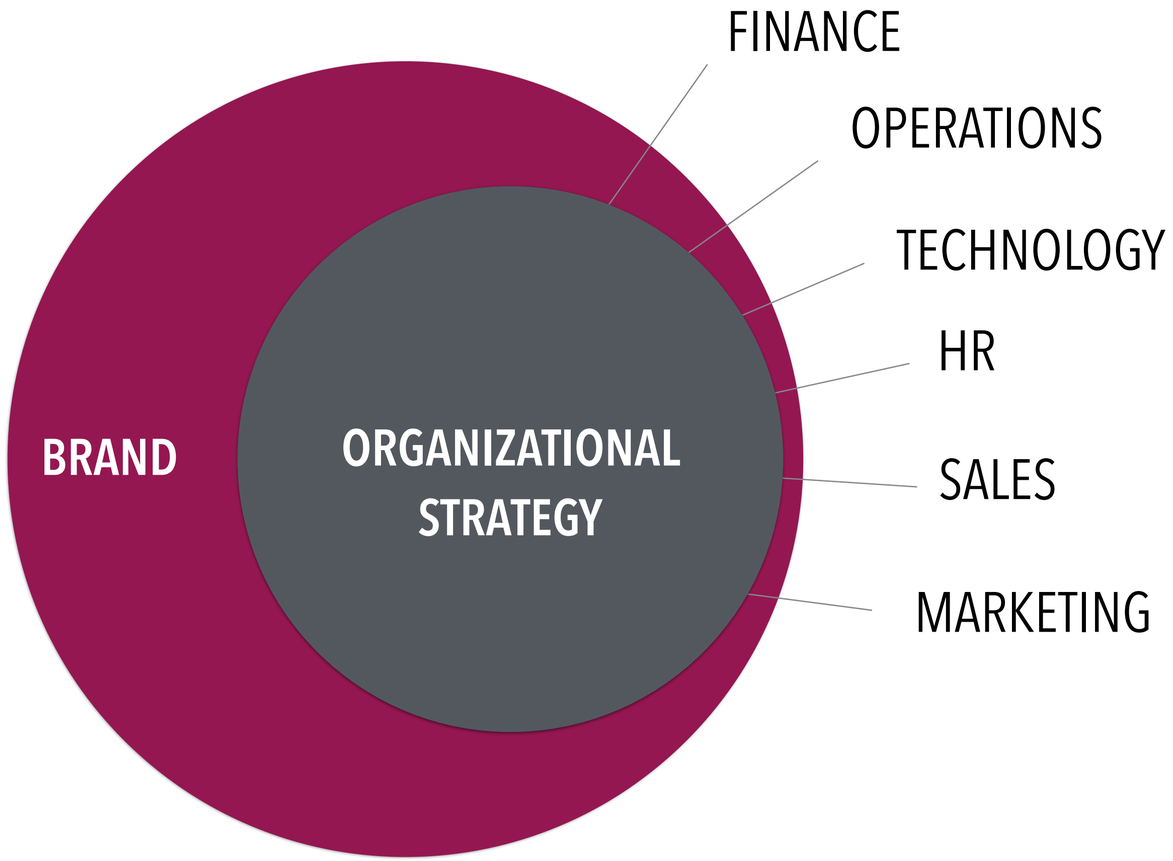
FOCUSED

UNITED

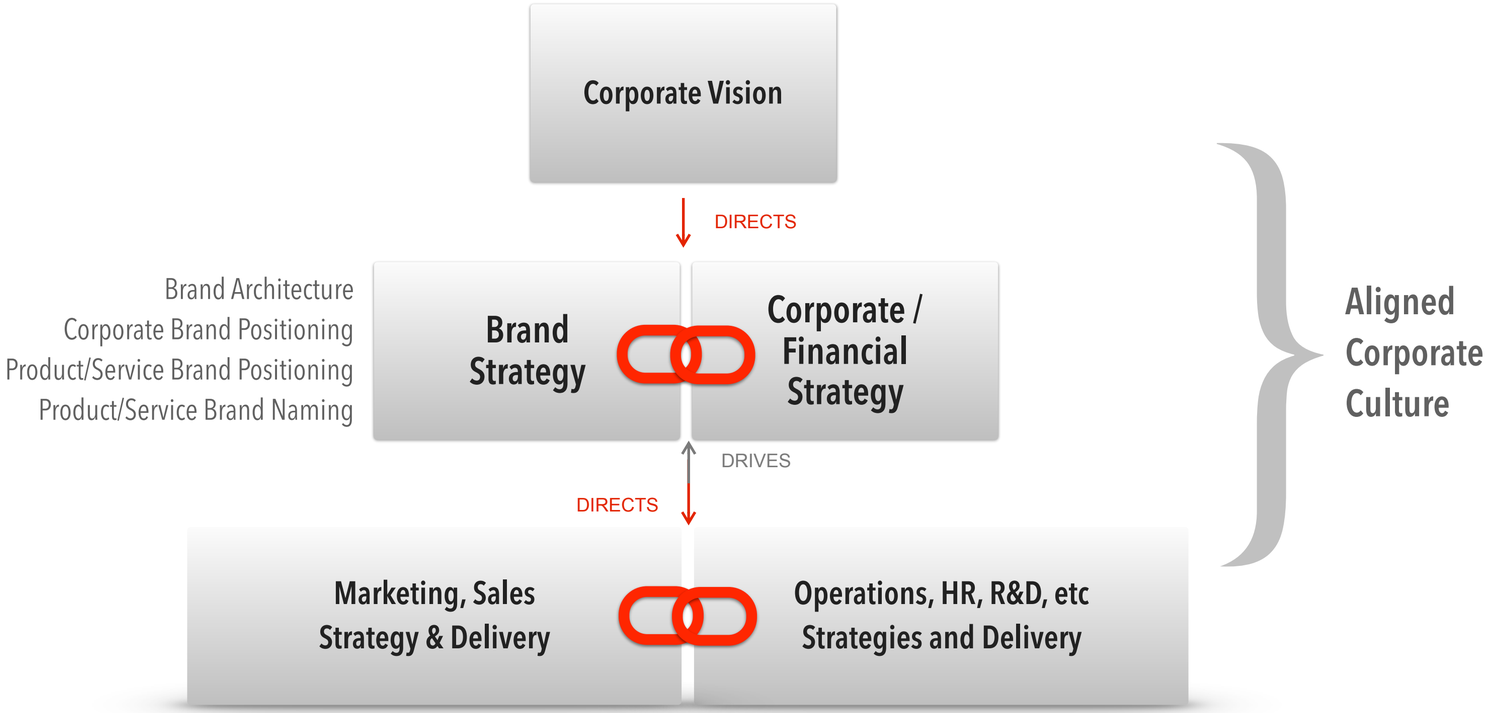
NIMBLE

ACCOUNTABLE

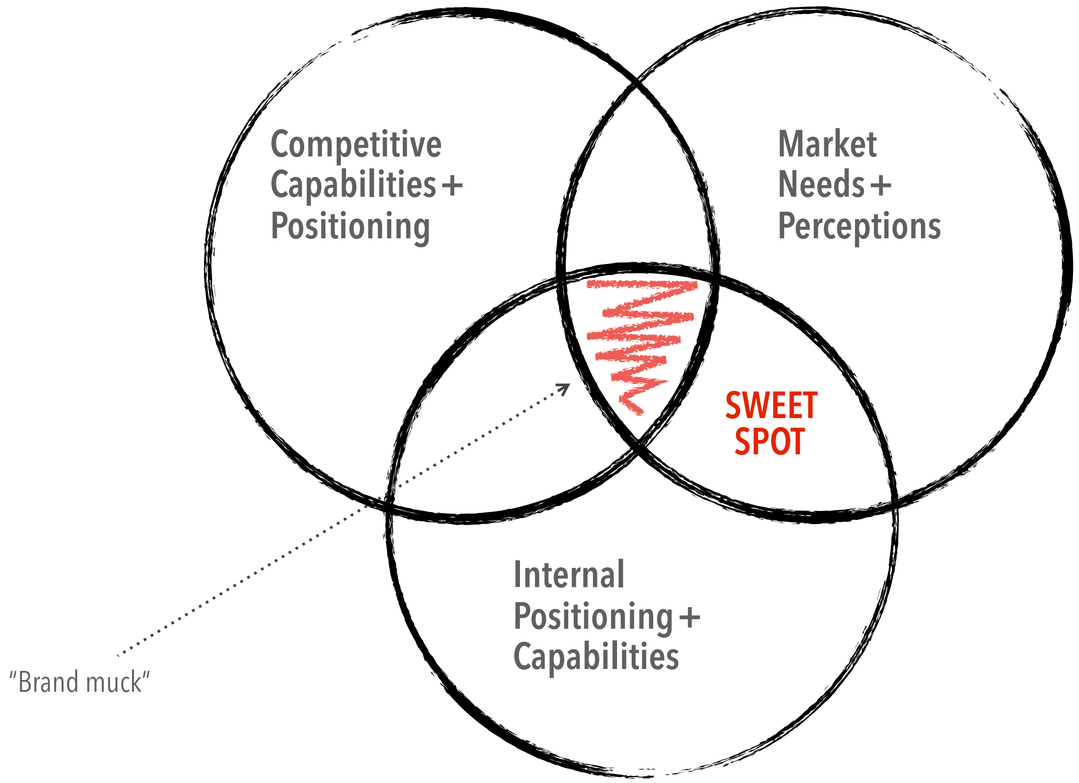

FINANCE
OPERATIONS
TECHNOLOGY
HR
SALES
MARKETING
ORGANIZATIONAL STRATEGY
BRAND


FINANCE
OPERATIONS
TECHNOLOGY
HR
SALES
MARKETING
BRAND
ORGANIZATIONAL STRATEGY

HIERARCHY OF STRATEGIES
DIRECTING & DRIVING



SUCCESSFUL BRAND STRATEGY



// VISION

We **empower healthcare** for every one in every community.

// MISSION

We **transform** financial and operational performance, **enabling healthcare** organizations to thrive.

// VALUES

Courage

Authenticity

Respect

Excellence

Service

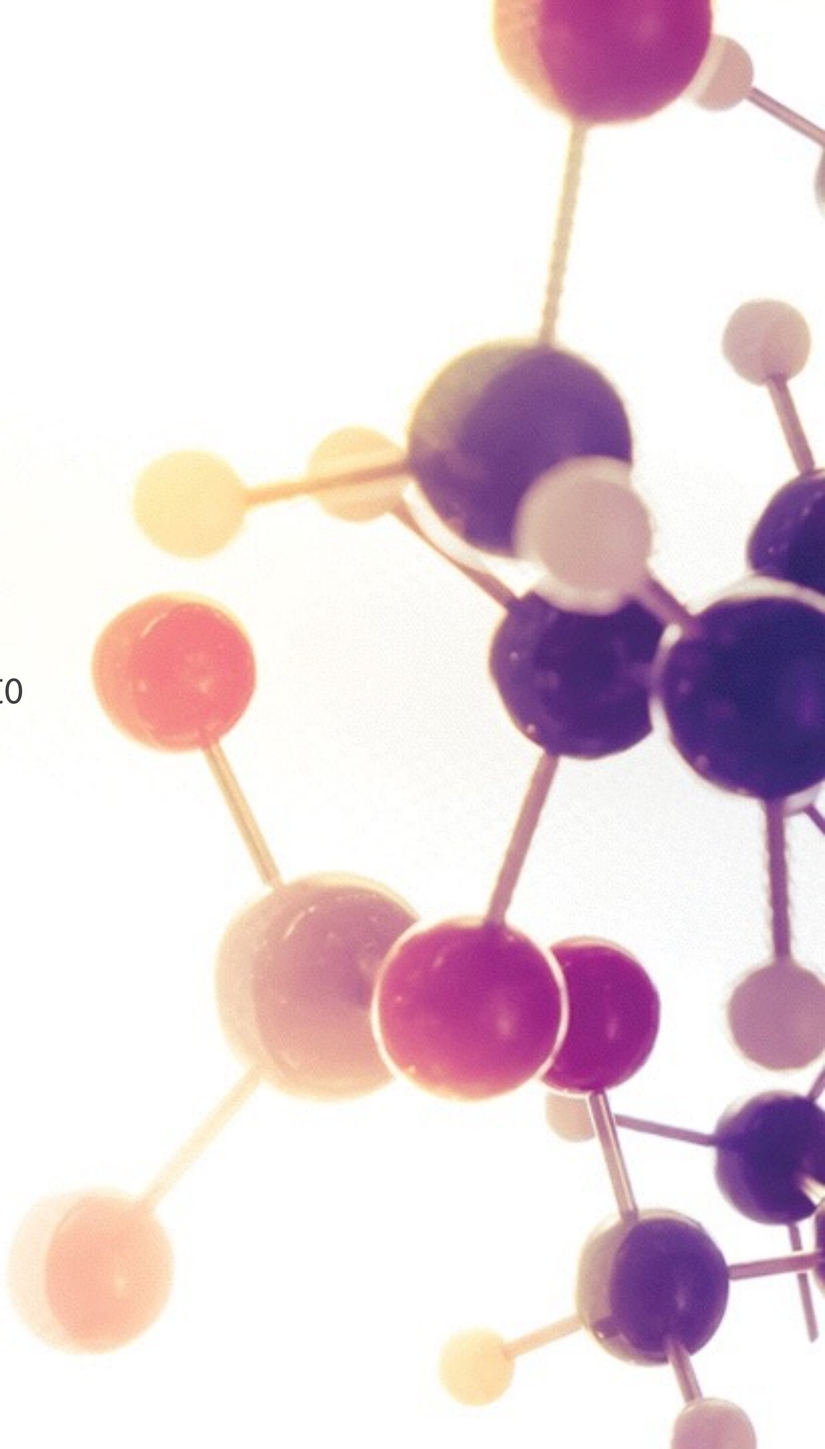
// APPROACH

Focused

United

Nimble

Accountable



// New corporate brand **name** and **architecture**

// New brand **portfolio** narrative

// Clearly described the organization's **value**

We carved out a **unique space** for the brand to own **within the market**

RESEARCH

Internal
Full Staff
Surveys
24 Stakeholder
Interviews
Internal
Focus Groups
18
Competitive
Audits
11 Customer
Interviews

BURLESK
WIFE
BURGER KING
THE WIZ
ANTA THEATRE
Mamma
in your appetite.
cinerama I theatre
cinerama II theatre
Flame
STEAKS
FORUM
A HOLY TERROR
JENNIFER
NEWSPAPERS
TOW AWAY ZONE
LITTLE GIRLS BLUE
FI-ST

OPEN 24 HOURS
Matthew BRODERICK
Jessie MUELLER
NICE WORK
If You Can Get It
The Tony-Winning New Musical Comedy
Annie
MONEY EXCHANGE
Helped injured opponent win.
SPORTSMANSHIP
ENTER HERE
WE'RE OPEN
WE'RE OPEN
SHOP

nThrive

nthrī-v

The power to **thrive**.

To **grow** and develop successfully.

To **flourish** and succeed to the ***n*th degree**.

nthrive™

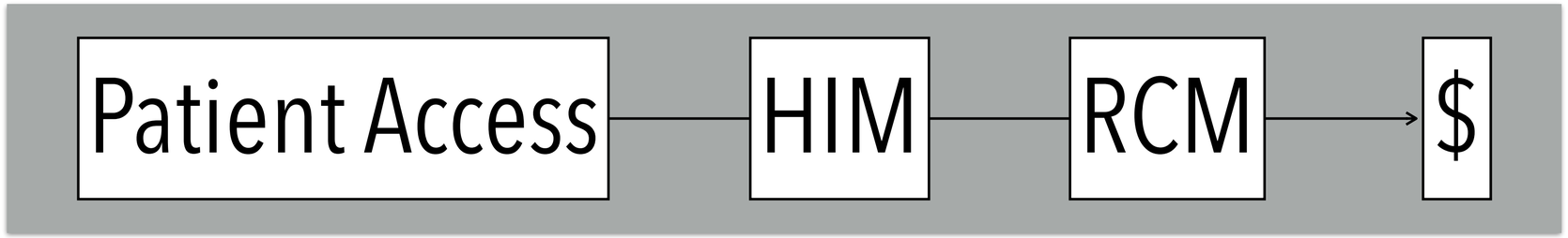
nthrive™
TECHNOLOGY
SERVICES
CONSULTING
ANALYTICS
EDUCATION

ALOFT GROUP | nthrive

We ***unify*** clinical and financial objectives, ***advise*** and drive ***performance*** with leading practices and ***analysis***, and ensure ***sustainable*** change.

Our Space:

End-to-End Services


Patient Access
HIM
RCM
$

Patient Access
$

Patient-to-Payment™

WE BELIEVE IN
ACCESSIBLE HEALTH CARE.

THAT EVERY ONE AND EVERY COMMUNITY DESERVES TO KNOW THAT THEIR HEALTH, AND THEIR LIVES, ARE IN CAPABLE CARING HANDS.

We believe in the power of it. The humanity of it. We believe that it's the backbone that makes our lives richer and our communities stronger.

MOST OF ALL, *we love that accessible health care is one of mankind's most important and most honorable endeavors. Because there are fewer challenges more noble than ensuring that people, all people, live longer, happier and healthier lives.*

BUT FOR HEALTH CARE TO ADVANCE, IT MUST HAVE A HEALTHY INFRASTRUCTURE SUPPORTING IT.

And while science will continue to advance medicine, it cannot act alone. It takes the right people and technology to build that foundation from which medicine will be delivered. ***And it takes unwavering passion to sustain it.***

THIS IS WHAT DRIVES US.

As health care continues to evolve, it is our mission to make sure that our hospitals and clinics thrive. Because when hospitals have the resources to stay ahead of the rapid pace of change and act strategically, there is no limit to the meaningful impact they can have on our communities.

WHEN OUR HEALTH CARE PROVIDERS ARE HEALTHY AND PRODUCTIVE,

OUR WORLD IS TOO.

nthrive

nthrive
nthrive
Mede/Analytics

nthrive
The power to thrive
nThrive empowers health care for every one in every community℠

MedAssets, Precyse and Equation
are now
nthrive
From patient-to-payment,™ nThrive empowers
health care for every one in every community.™
nThrive is built on a legacy of excellence. In the past you knew us as MedAssets,
Precyse and Equation. While each formerly a leader in its own right, we've combined our
talents and capabilities into a single enterprise. From patient-to-payment, we'll provide
all the technology, advisory expertise, services, analytics and education programs you'll
need to thrive in the communities you serve. nThrive.com/hfm
Visit us at the HFMA MAP Event and enter to win a $100 American Express Gift Card
September 25-27, 2016 • Pointe Hilton Tapatio Cliffs Resort • Phoenix, Arizona

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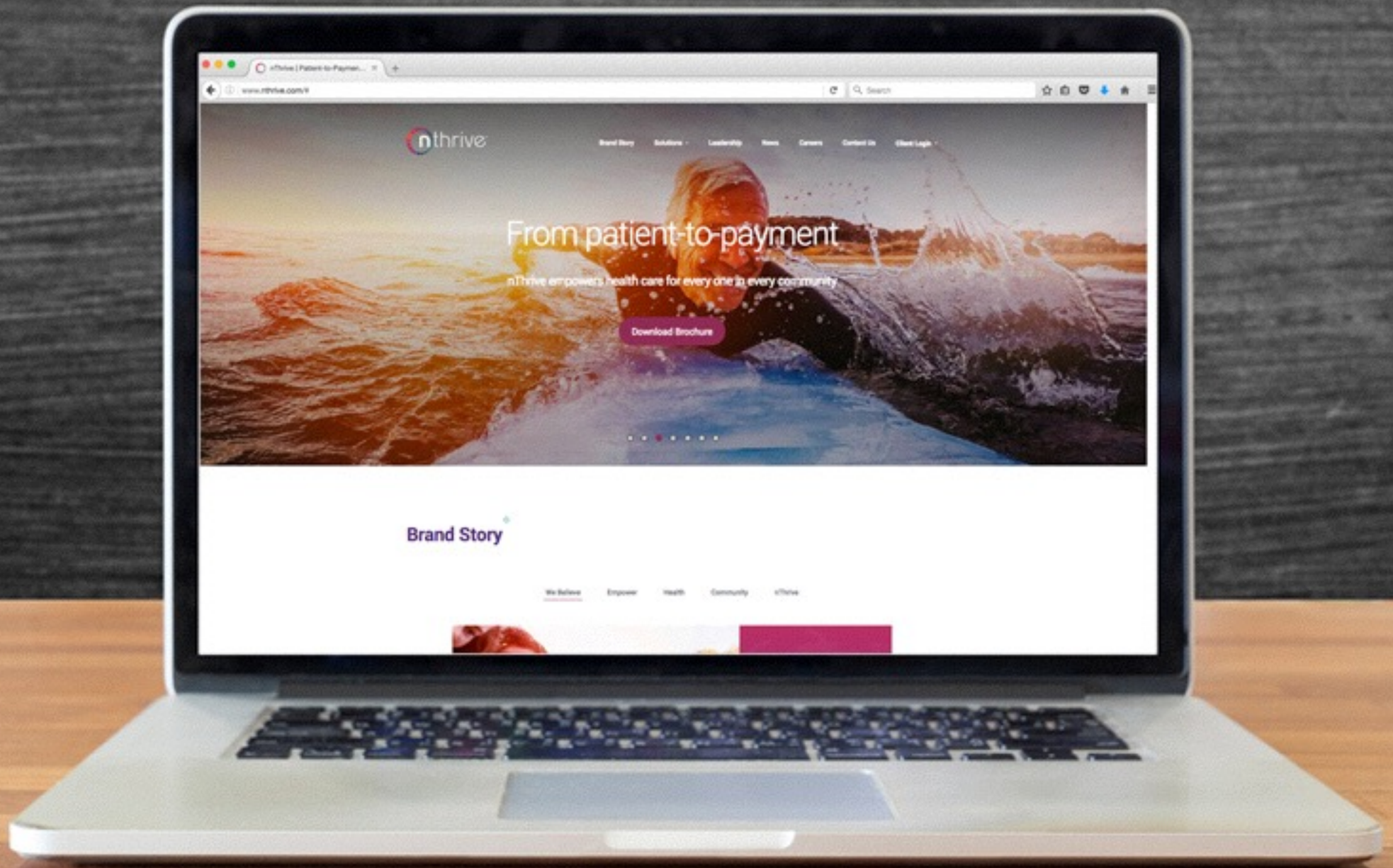
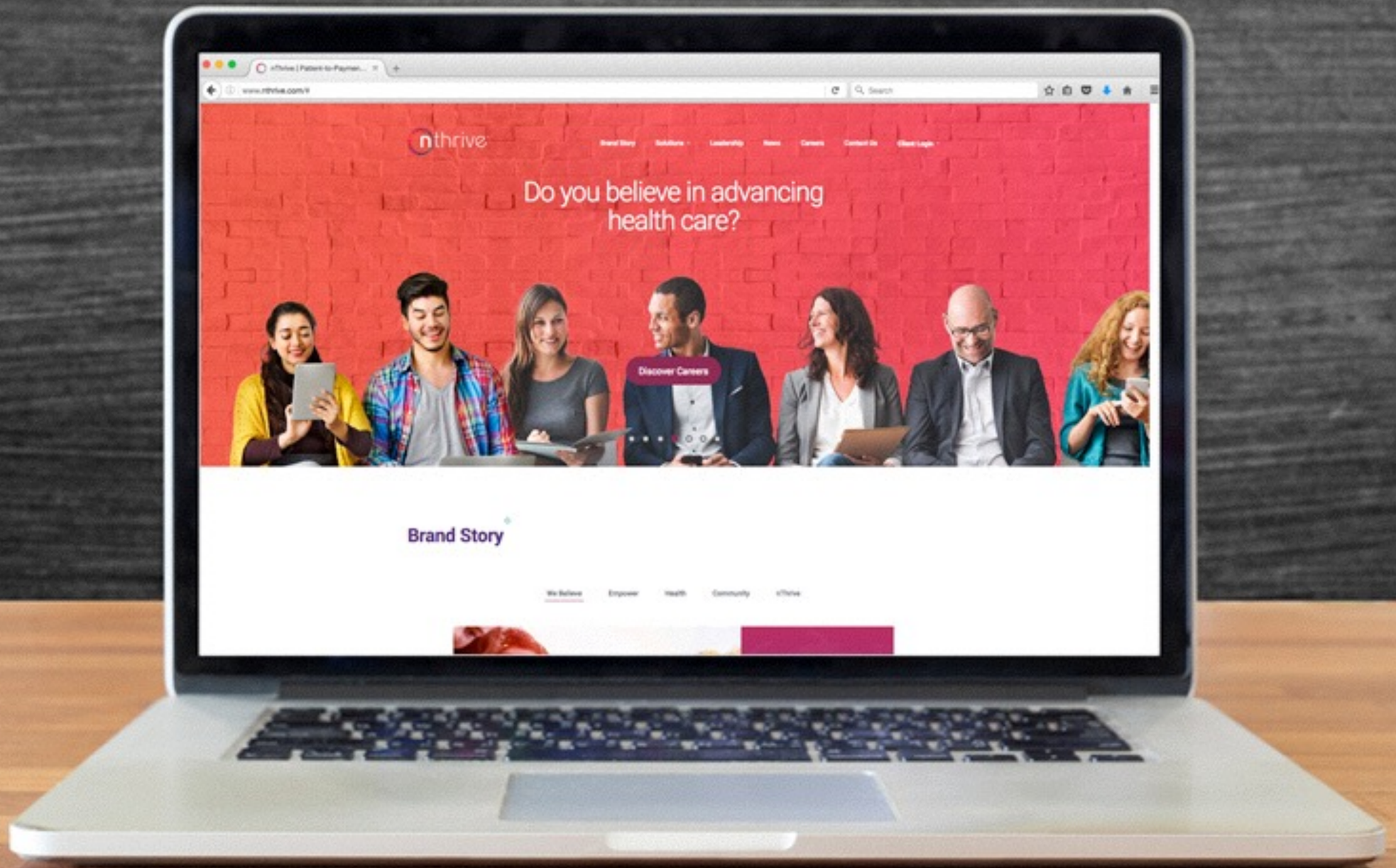
We believe that every one in every community deserves to know that their health, and their lives, are in capable, caring hands.
But in order for health care to advance, it must have a healthy infrastructure supporting it. The right people, technology and passion must come together in order for our hospitals and clinics to thrive.
WHEN OUR HEALTH CARE PROVIDERS ARE HEALTHY AND PRODUCTIVE, OUR WORLD IS TOO.


nthrive
From patient-to-payment
Download Brochure
Brand Story


nthrive
Do you believe in advancing health care?
Discover Careers
Brand Story

nthrive
Be inspired. Ignite change.
Transform health care.
ARE YOU READY TO JOIN A TEAM THAT'S DETERMINED TO TRANSFORM HEALTH CARE?
nThrive is a group of talented, dynamic and innovative colleagues, united by a shared passion to empower health care for every one in every community. We'll encourage you to think differently, give you the tools you need along the way, and empower you to make a lasting impact that ensures our health care providers, and our world, are healthy and productive.
At nThrive, our vision, mission, values and approach — we call this "our VMVA" — serve as the backbone for all that we do. This means, our colleagues enjoy an exciting, fast paced, high energy culture with exceptional training and development programs to foster internal mobility and career advancement, as well as opportunities to create positive change via our charitable giving and community outreach. In addition to a robust benefits program, we offer our colleagues to volunteer with nThrive CARES, which may be utilized to support any approved charity
WHAT ARE YOU WAITING FOR? TRANSFORM YOUR CAREER
APPLY @ nthrive.com

Top 5 Takeaways

1. Brand strategy transcends the marketing department and needs to be top down.
2. Base the strategy on research to help remove subjectivity.
3. Build an emotional connection.
4. Don’t do brand strategy in isolation, link the vision and all strategies together.
5. Unreasonable but possible…it works.

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THANK YOU