



Manage your brand through change, Optimize marketing workflows

Changing reimbursement models, financial concerns, and collaboration required by CMS and the Affordable Care Act continue to move healthcare organizations toward consolidation. While the advantages can be considerable, consolidation presents an immense challenge to achieve and maintain brand consistency. Every point along the population/patient engagement cycle and every branded asset must be examined and aligned to assure brand consistency.

If you are among the three out of every four healthcare organizations with a team actively exploring consolidation opportunities, it only makes sense to identify a partner and develop a strategy to lead your organization through this significant change.

Brand Consolidation: Aligning for Success

Standard Register Healthcare is uniquely positioned to support the most complex brand consolidations and provide technology-enabled solutions for effective brand management. We have considerable experience in helping clients manage their brands and execute critical communications across multiple channels. Plus, we offer the resources and a proven, three-step approach that will coordinate all the necessary activities to alleviate headaches and assure successful brand integration and consolidation.

Simplify Brand Consolidation with an End-To-End Solution

Imagine if you could dial down the anxiety and feel a sense of confidence and control over the consolidation process. Our Organize, Migrate, Sustain approach eases the burden. Leading and collaborating with teams across your expanding enterprise, we assume control of the brand consolidation process and ensure a seamless brand transition and a future state optimized to consistently sustain your new brand.



BRAND CONSOLIDATION

ORGANIZE

-  Conduct an inventory and analysis of branded assets
-  Provide findings and recommendations

MIGRATE

-  Convert branded assets and create a library of approved assets and templates

SUSTAIN

-  Implement technology to make assets accessible across enterprise
-  Create technology-enabled workflows to manage marketing operations

SEE THE DIFFERENCE

Look to Standard Register Healthcare for industry-leading technology, professional services and expertise to manage your brand in times of change. We can improve each aspect of the brand consolidation process, ensuring brand consistency while enhancing marketing efficiency and effectiveness.