

RESTORE AN AILING SENIORCARE
PROVIDER TO FISCAL HEALTH

ALARIS HEALTH REBRAND



BRND / can do.

REBRAND / Alaris Health

WHO ARE THOSE GUYS?

SITUATION / One of the largest providers of long-term care and post-hospital rehabilitation in New Jersey, Omni Health Systems was also one of the most fragmented. With 18 independently operating health centers, each with its own name and localized marketing approach, Omni lacked the unifying vision and brand identity needed to achieve statewide traction. Corporate brand equity was further sullied by negative publicity surrounding a protracted labor dispute in years past.

“Our new brand has already proven to be game changer in communicating the strength and capabilities of a connected, cohesive network .. and the advantages we represent to residents and patients.”

— *Alaris Health Management Report*

ROAD TO COMMON GROUND

CHALLENGE / Omni asked BRND to help brand and redefine the company as the parent of all center operations, while demonstrating the advantages of an integrated, unified health care network. The branding effort also had to consider the wide ranging capabilities of the various network members while still reflecting the new shared vision and direction.

A BRAND NEW BRAND

SOLUTION / We brought together both internal and external audience groups to better understand management short- and long-term goals, gauge competitive pressures, assess target audience perceptions, identify opportunities, and explore stakeholder issues.

Based on our findings, we developed a total strategic branding program, including a new corporate name. The name we created – Alaris Health – captured the fresh approach and promise of the unified organization. A dynamic, contemporary visual identity system was also designed to bind all network members together and reflect the corporation’s bold outlook for the future.

A master brand architecture system served as the framework needed to build a cohesive network structure, enhance operational efficiencies and deliver a focused message to the marketplace. Network members were engaged at all phases of the project through internal marketing and communications programs. An external marketing plan featuring public relations, advertising and extensive online media outreach was also developed to communicate the new Alaris Health identity and differentiating brand characteristics to key constituencies.

ALL TOGETHER NOW

RESULTS / Since the new brand launch in late 2012, surveys indicate increasing community awareness in all service areas. Perception of the company among key stakeholders is positive in terms of quality, service, value and responsiveness. Importantly, the unified brand has also met with near unanimous approval and support from employees throughout the organization.



BEFORE

OMNI HEALTH SYSTEMS OF NJ

AFTER

ALARIS HEALTH



BRND

can do.

BRND is a creative branding company / We specialize in brand strategy, brand identity design and brand evolution. Our focus is helping our clients build powerful, differentiated, market-leading brands.

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