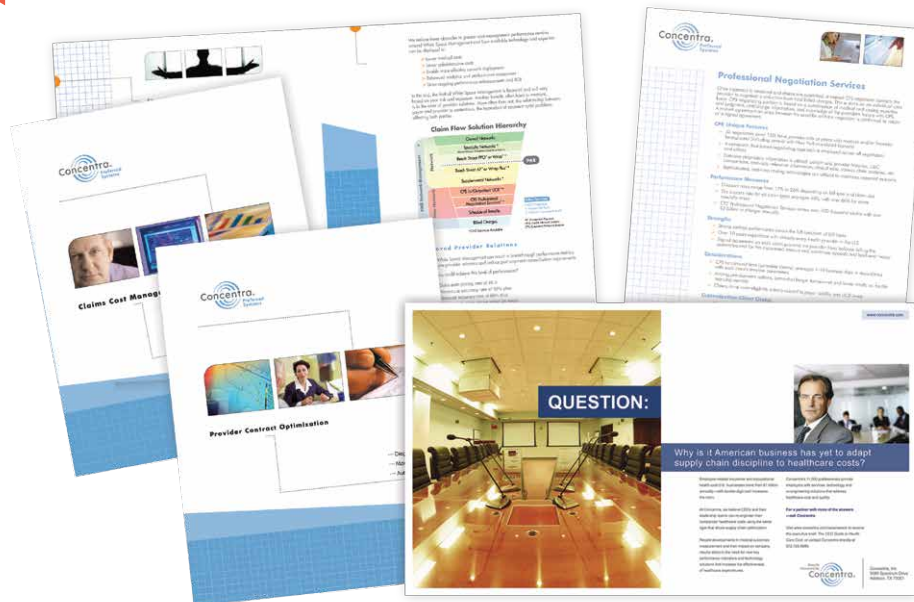


CASE STUDY [**Concentra**]



Challenge

A leading healthcare cost containment service provider, Concentra grew rapidly through both acquisition and organic.

As a division of Concentra Medical Centers, and after entering the healthcare provider network, messaging and branding required a refresh.

Solution

After careful analysis, a new logo and graphic identity was created and implemented including digital, print and signage, reinforcing a clinical, professional image. The new brand was launched with advertising and publicity. Uniformity of brand image and presentation was supported by established identity guidelines.

Results

Concentra rolled out it's new identity quickly and effectively with complete digital and print marketing assets, from websites to brochures, business cards and signage. The program was recognized with multiple, national awards for marketing excellence. Importantly, marketing initiatives supported consistent double-digit growth.