

Allegiance Health: Excellence in Health Care Branding

Situation

Rebrand

Brand: Foote Health System rebranded as Allegiance Health to signal improvement.

Impact: Dozens of locations and thousands of assets needed to be transitioned with speed, impact and cost control.

Timing: BrandActive was engaged during creative development to plan and manage launch in 9 months and the completion of the transition over the following year.

Services

Brand Change, Improvement and Brand Management

- Defined project scope and created transition budgets and timelines for presentation to the executive team prior to completion of creative development
- Planned and managed the transition of every branded asset including transition strategies, project planning, budget management, vendor management and hands-on execution
- Leveraged the rebranding program to make specific improvements to branded touchpoints like signage, wayfinding and document standards
- Established brand management tools and processes.

Solution

Excellence in Healthcare Brand Implementation

Smarter: "Understanding the true financial, timing, and organizational implications of this transition early in the process was the key to setting this program up for success." Anthony Gardner, VP Marketing and Business Development

Faster: With limited time from approvals to launch, BrandActive ensured that the application design, vendor selection and production processes were streamlined to meet all brand, launch and financial objectives.

Better: Anthony also noted, "BrandActive's unique expertise allowed us to leverage this rebrand to improve multiple brand touchpoints in ways we didn't imagine, while bringing the project in on-time, under budget, and beyond expectations."



Allegiance HEALTH	
Your Allegiance Health Patient State	
Summary of your treatment	
Patient name	MA
Date of your treatment	DEC. 8 TO DEC.
Type of treatment	LEG FRACTURE SURGERY AND FOI
Summary of your account	
Allegiance Health charges associated with your treatment	\$
Total covered by your insurance (see below)	- \$

Cost Control

Executing a major rebranding is a costly undertaking. The opportunities to reduce these costs are numerous, and they can often be taken advantage of while improving brand expression. The Allegiance implementation is a gold standard for quality and the implementation came in under budget.

Signage and Wayfinding

Allegiance was committed to not repeating poor signage and wayfinding practices. We took a rationalized approach that not only saved money but resulted in enhanced brand expression and patient experience.

Branded Asset Improvement

Allegiance used the rebranding to improve specific branded touchpoints like their suite of customer-facing documents including their billing statement, consent forms, etc.