

## Confidio

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**Situation** For over 10 years, Heritage Rx, Horizon Health Ventures and their flagship Performance Pharmacy Solutions (PPS) product have helped serve the broker community to solve complex pharmacy challenges. But these aligned entities had reached a crossroads in their company evolution and felt a need to combine their brands into a single focus within the marketplace. At the same time, they needed to preserve an elite health plan consultancy practice for large organizations and turnkey PPS product offering for brokers and mid-market customers. The change needed to occur quickly, unifying the firm's employees and stakeholders under a common name with little or no disruption to reputational status and value propositions for each of the two distinct customer bases.

**Solution** Project scope was to create a clear brand positioning for the new organization and develop strong messaging for the unified company. The effort included creating a new company name, logo, tagline, web domain name, website, launch video, a variety of internal and external marketing communications pieces – all wrapped within a new branded look-and-feel informed by our discovery process.

Discovery included both internal and external interviews along with in-depth discussions with key company stakeholders. We spoke with virtually all employees and sales representatives, reviewed the competition and interviewed client brokers in both target groups.

Our research uncovered that “trust” was a critical ingredient in the organization's DNA and a key requirement of customers. Every client enjoyed the working relationship with the company, calling them reliable, honest, smart, analytical, detail-oriented and go-the-extra-mile type of team. Clients clearly trusted them and relied on them. So, after researching more than 120 naming options and reviewing countless available domains, “Confidio” was born – the Latin word for “trusted.”

**Results** In short order, Channel Communications provided a new soup-to-nuts brand, completing the entire assignment in little more than six months. It culminated with an employee announcement at a traditional mid-year event. The unveiling of the new brand was a smash hit with employees and customers. Feedback from key vendor partners and clients has been extremely positive. Post-launch public relations efforts aimed at pharmacy and human resources trade publications have been well received.

To health insurance brokers, consultants, TPAs and plan sponsors who must contain pharmacy benefit costs while maintaining quality of care for plan members, Confidio is the nation's most experienced, independent pharmacy benefits analyst, providing best-in-class plan audits, contractual guidance, drug price negotiation and PBM management. In establishing a relationship with Confidio, you can expect to gain a deeper understanding of pharmacy benefits alternatives, achieve substantial cost savings without compromising employee health outcomes, receive predictive analytics to inform planning, and gain unbiased, trustworthy recommendations from a smart, highly responsive team that is a joy to work with.

**Research Modes Used:**

- Day One meeting
- One-on-one interviews
- Communications audit
- Competitive benchmarking



- \*brochure
- \*business cards
- \*envelope
- \*letterhead
- \*mailing label



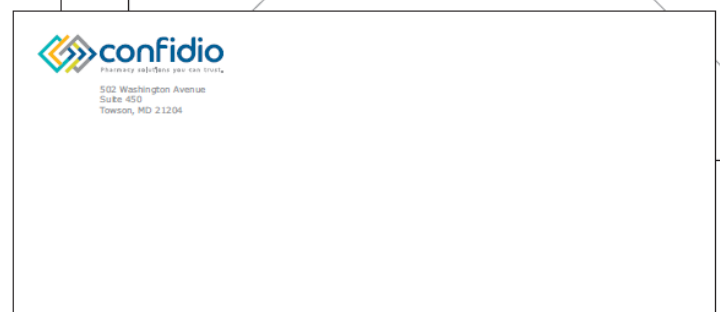
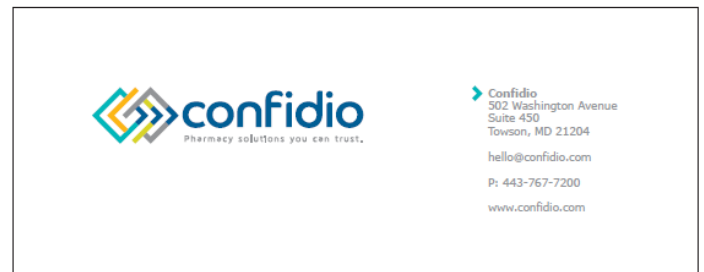
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- \*banner-ups
- \*key card
- \*manifesto
- \*sell sheets

## CONFIDIO MEANS TRUSTED.

MORE THAN ANYTHING ELSE, BEING A TRUSTED PARTNER TO OUR CLIENTS AND TEAMMATES IS THE LIFEblood OF OUR BUSINESS.

**WE ARE SUCCESSFUL BECAUSE WE ARE OBSESSIVELY AND PASSIONATELY FOCUSED ON BUILDING THAT TRUST.**

AND SOLVING WHAT OTHERS SEE AS UNSOLVABLE: HOW TO DEMYSTIFY AND BETTER OPTIMIZE PHARMACY BENEFITS TO ACHIEVE SIGNIFICANT COST SAVINGS WITHOUT COMPROMISING EMPLOYEE HEALTH OUTCOMES. OUR MAGIC DECODER RING ISN'T MAGIC AT ALL. AND IT'S NOT A RING.

**IT'S EXPERIENCE. IT'S HARD WORK. IT'S GEEK-WORTHY ANALYTICS.**

WE KNOW THE INS AND OUTS OF THIS INDUSTRY BECAUSE WE HAVE BEEN DEEPLY ENGAGED IN IT FOR A VERY LONG TIME. YET WE ARE SELF-AWARE ENOUGH TO STEP OUTSIDE OF IT TO SEE THE CONTOURS OF MARKET INFLUENCES AND PLAN OPTIONS

**BETTER THAN ANY OTHER CONSULTANT IN THE BUSINESS. THAT'S A FACT.**

**WE DON'T JUST DRIVE SUSTAINABLE CHANGE**

AND CLAIM TO PROVIDE **BEST-IN-CLASS ANALYTICS** OR SAVVY CONTRACT NEGOTIATION. WE ACTUALLY DO IT.

WE CRUNCH THE NUMBERS UNTIL WE FIND THE **BEST WAY TO ACHIEVE OUR CLIENTS' GOALS**

THEN WE VALIDATE OUR PROMISED RESULTS EACH STEP OF THE WAY. ON TOP OF ALL THAT, WE ARE A FUN, ENGAGING AND HIGHLY RESPONSIVE GROUP OF PEOPLE TO WORK WITH. **OUR CLIENTS LIKE US.** THEY REALLY, REALLY DO. WE PREFER TO THINK IT'S BECAUSE OF OUR SPARKLING PERSONALITIES BUT WE KNOW IT'S BECAUSE

**WE KEEP OUR WORD.**

IT'S BECAUSE WE PROVIDE PHARMACY BENEFIT SOLUTIONS YOU CAN **TRUST.** AND WE'RE PROUD OF THAT.



Confidio's Performance Pharmacy Solutions is a leading-edge, data-driven approach to pharmacy benefit optimization. It combines our expertise in pharmacy benefit management, PBM selection, and contract negotiation with our advanced analytics to deliver a comprehensive solution for your organization's pharmacy benefit needs.

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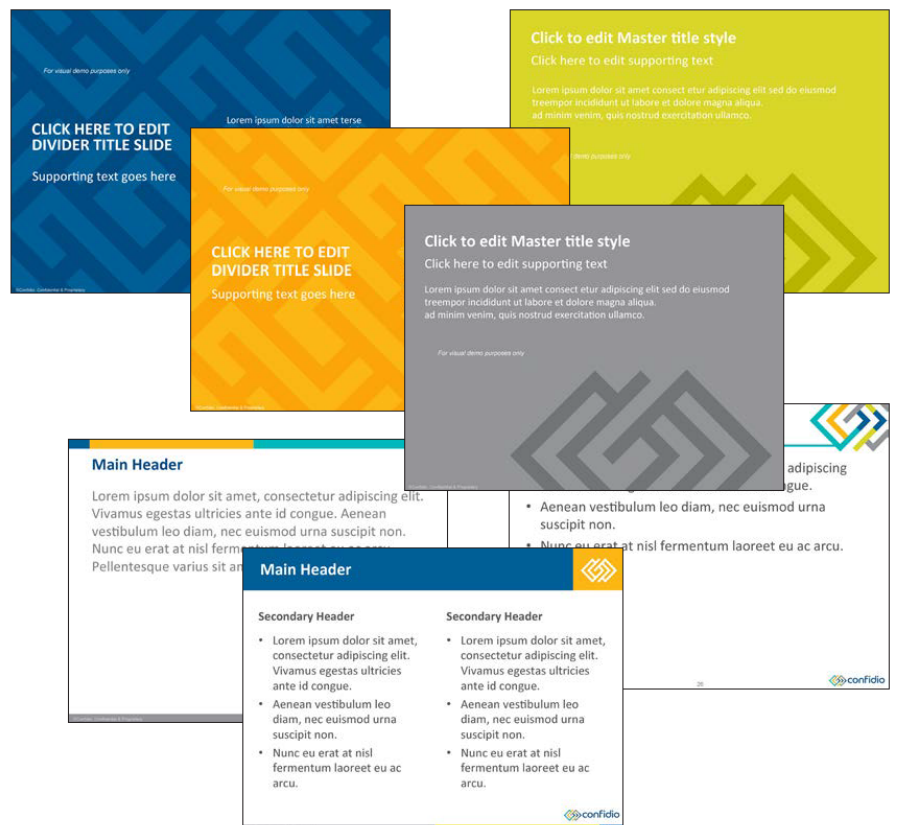
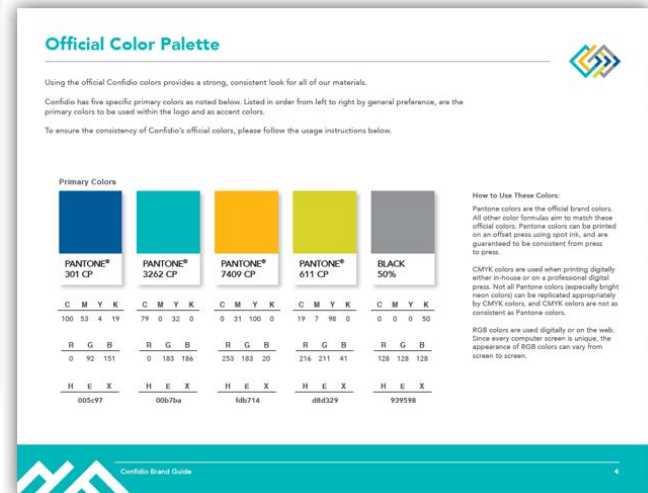
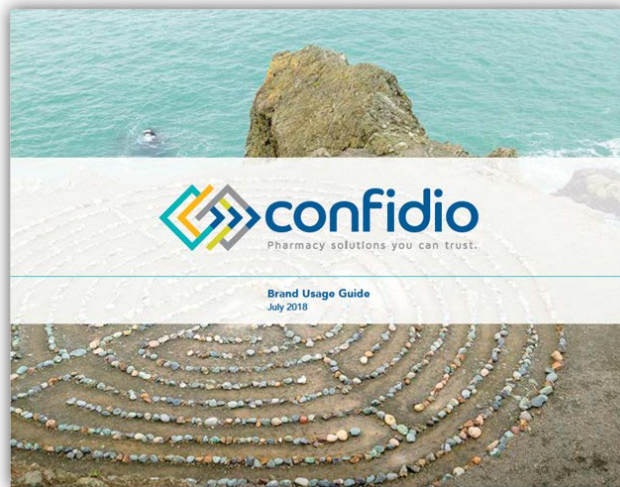


Confidio's Consulting Services are designed to help organizations optimize their pharmacy benefit programs. Our experts provide strategic guidance and implementation support for a wide range of pharmacy benefit challenges.

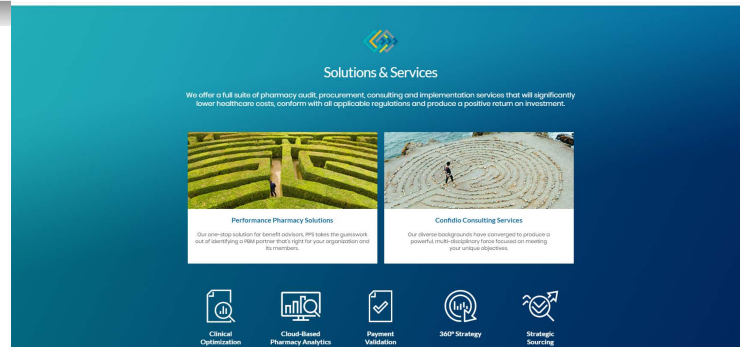
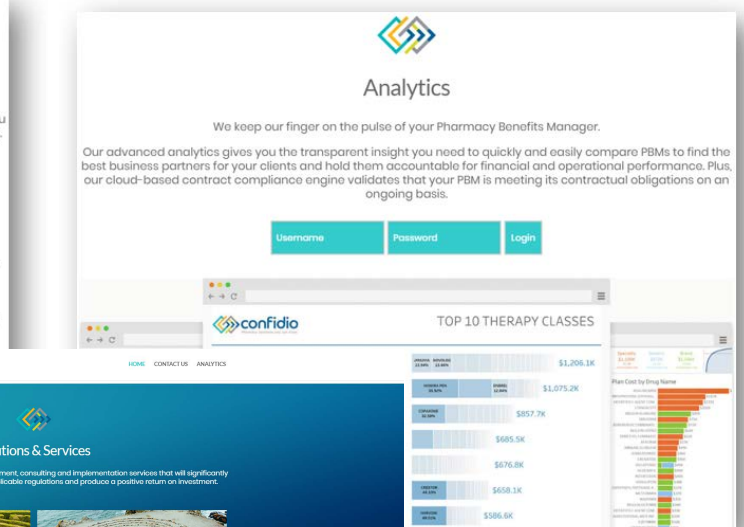
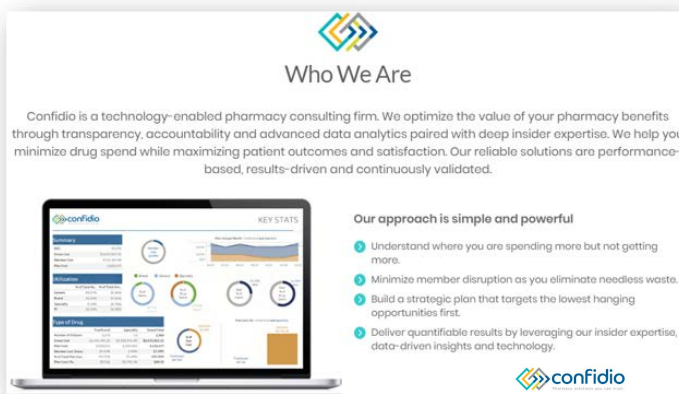
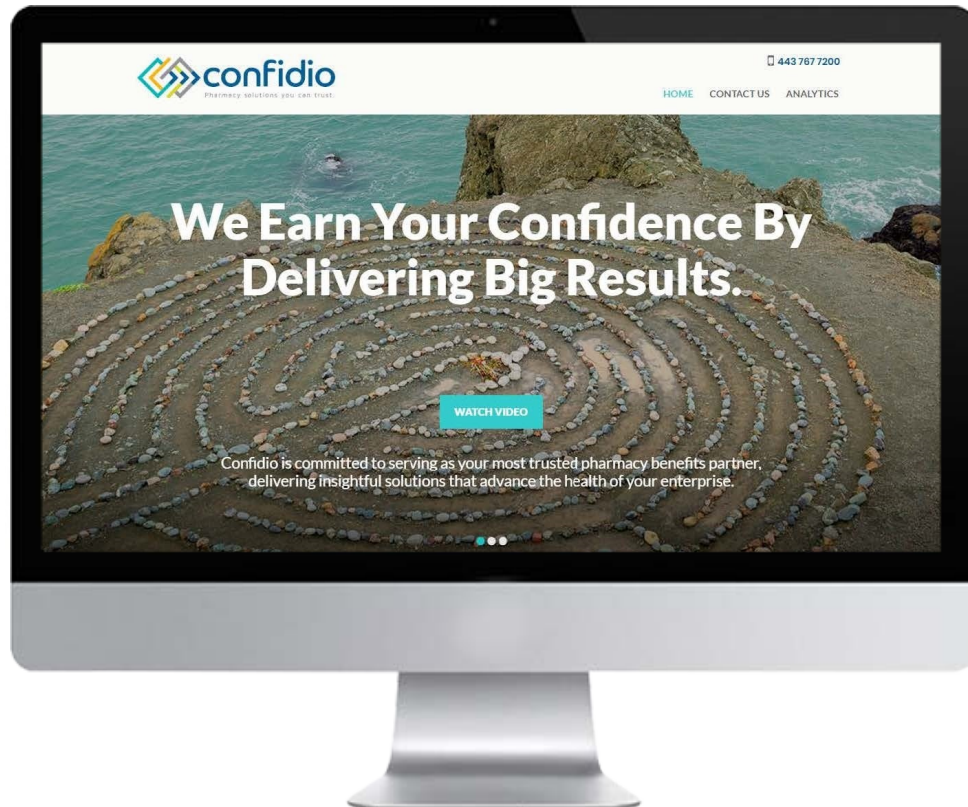
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- \*brand standards
- \*PowerPoint template







- \*apparel
- \*journal
- \*mugs
- \*pens
- \*tote/beach bag

