

April 27, 2018

Fast Facts Friday



Introducing...RehabCare. *Relaunched!*

In today's market, it is essential to promote our value and welcome opportunities to make progress. In the spirit of positioning and growth, RehabCare has done just that.

Today, we are pleased to announce our new value proposition, messaging and marketing direction to you. Our value proposition, which is our internal rallying cry, is as follows:

Our Experience Makes All the Difference To Our Client Partners' Success

At RehabCare, we deliver the best physical rehabilitation therapy and wellness care experience in the country, while managing industry and regulatory change with confidence. Anchored by the most-tenured, experienced management, clinical and support team in the industry, we deliver deep partnership strategies with an engaged clinical and operations workforce, along with clinical collaborations across the continuum, to move patients through the recovery journey and provider partners to success. Our patients and provider partners have comfort knowing we are ALWAYS by their side as health needs change, as clinical needs change and as the industry changes.



To carry our internal value proposition to our external audiences, we have completely redesigned our look and feel. However, it's important to point-out that our brand enhancement is **not** a logo makeover—rather, it is a reflection of our company's renewed commitment to being a strategic partner to our clients. Our logo will remain the same, while the branding elements of our marketing program will evolve to a new, progressive design. We are excited to continue to provide you with a renewed focus on marketing, along with new innovative strategies, tools and programs to help you succeed.

In the coming weeks, we will re-launch RehabCare to our external audiences across all sectors, including skilled nursing facilities, home health, direct to consumers as well as assisted living and independent living partners. Our fresh new look across our marketing programs will reflect our goal of always serving our clients' needs.

As RehabCare continues to grow and evolve, we are here to market our expertise, our experience and the value that each of you brings to create an exceptional client experience. Our re-launch initiative is being done to celebrate your success and help fuel our growth into the future.

Here, we outline the new "face" of RehabCare. But in the coming days and weeks, you'll receive more details and ongoing communication to ensure you're at the center of this exciting time in our organization. Thank you for the outstanding results you provide to our clients every day. This re-launch celebrates you!

Sincerely,

Glenda Mack, *Chief Operating Officer, RehabCare* | Pam Rak, *Marketing Strategist, RehabCare*

Fast Facts Friday



Expanded Color Palette

Color provides a strong visual link to our brand identity across a wide range of applications. The consistent representation of these core colors helps reinforce the distinctiveness of the RehabCare brand.

●●●●● serve as our brand's corporate colors for print and electronic applications. An extended color palette has been created ●●●●●●●●●● for use in all marketing materials. To ensure consistent representation of our brand identity, we'll always use high-quality vendors and reproduction methods.

Collateral

We have developed a new RehabCare brochure + a series of thought leadership pieces called, "Timely Topics," which will highlight our expertise across a wide range of industry issues. These materials will be available within the next several weeks and an announcement will be sent as to how to access them.

New Website and Social Media Sites

Within the coming weeks we will be launching a revised website and new social media sites, including Facebook, Twitter, LinkedIn and YouTube. Separate announcements will be made as these sites are re-launched.

Business Cards

A new business card design is on its way. We will replenish cards as staff depletes their current supply.

PowerPoint Template

A new PowerPoint template will be available soon. Contact Pam Rak if you need the new template.

Email Signature

We have a new email signature and we are working with IT to investigate a global implementation throughout RehabCare. Stay tuned for more details!

It's a Group Effort! Don't forget to...

In order to maintain the integrity of our new brand, it has to be adopted and supported by everyone in the organization. You'll soon receive a campaign with a PowerPoint presentation and video that steps you through the new look and feel. When you receive the various communications, download them, watch them and play an active part in transforming the RehabCare identity!

