



VHA, Inc.

Overview

This Fortune 500 company, representing over 28% of all U.S. health care, needed a unified message for its numerous entities. Uniformity in their messaging and marketing was paramount because of their collective power.

Solution

Propel Group established a foundation statement – “Together we’re greater than” suggesting that the whole is greater than the sum of its parts. In the introduction of this new theme, the letter “V” in VHA evolved to the “greater than” symbol.

Print collateral and advertising programs were launched with strong modular grid systems that yielded flexibility and strength to their overall corporate message.

Impact

VHA’s Web site and all advertising carry this theme and an awareness survey shows percentages have increased tremendously.





VHA PLUS

Overview

The greater VHA Inc. demanded critically precise branding for their pharmaceutical brand, VHA PLUS.

Solution

Propel Group meticulously designed a packaging standardization that pulled together all VHA PLUS entities both efficiently and attractively.

Impact

This branding standardization is currently still being used today in their packaging, booklets, marketing and trade guides.





VHA, Inc.

Overview

Consistent corporate messaging was lacking for this Fortune 500 company that had grown so much it no longer recognized itself. It had split-off business units which had become stand-alone companies. VHA Inc. had a need to present a unified message to its members, employees, regional offices and affiliates to position them in the marketplace. Uniformity in their messaging and marketing was paramount because collectively their depth represents over 28% of all U.S. health care.

Solution

Propel established a foundation statement—"Together we're greater than" suggesting that the whole is greater than the sum of its parts. Introductions of the new theme evolved the letter "V" in the corporate name VHA to the "greater than" symbol.

Impact

This company has earned the honor of Fortune 100's Best Places to Work in the United States for the last five years. VHA's Web site, Intranet site and all corporate advertising carry this theme. An awareness survey shows percentages have increased in the last three years.





VHA, Inc.

Overview

VHA had initiated a publication which lacked a consistent brand. Processes were ill-defined which further cramped their efforts to meet monthly time lines. This publication was intended to bring timely health care operation information to decision makers and serve as a valuable communications tool to VHA members.

Solution

Propel created new design formats, utilizing publication software tools to streamline and maximize production time lines, devised efficient client/agency work processes, implemented rigid schedules and management processes, and organized out-of-state print and distribution contacts to maximize cost savings.

Impact

Advertising revenue is up by 22% which enables client to cover print production costs—making this flagship publication a smart, efficient communications vehicle reaching over 18,000 readers each month. Readers respect the punctuality and business content. Advertisers recognize its value in reaching a depth of 28% of all U.S. health care decision makers.

ADVERTISING REVENUE
IS UP **22%**

