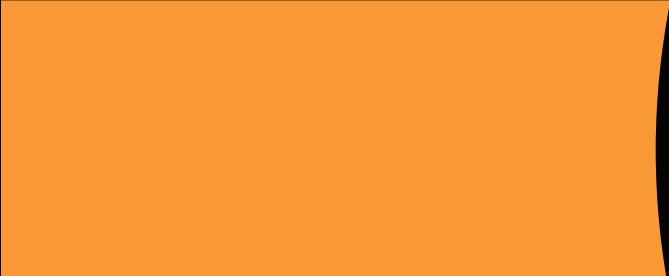


Brand Guidelines



**“You treat disease,
you win, you lose.**

**You treat a person,
I guarantee you,
you’ll win, no
matter what
the outcome.”**

-Patch Adams



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#WeAreSequence

**Together..we are smarter
every step of the way.**

OUR purpose

Our purpose is to **identify** and **manage** the sequence of events leading to **positive outcomes** for patients and their care teams.

That means **WE ARE** the **communicators**, the **relationship builders**, the **care coordinators** working with our clients, **empowering patients** through education and compassionate engagement to make healthy decisions.

OUR story

Passionate People. Smart Technology.

We are the **architects** of change. We are the **solution** providers seek to **enrich relationships** and simplify the sequence of events within the continuum of care. Where other solutions fail, we pick up the slack, fill the gap, and **walk hand-in-hand** with our clients to a new age in the **delivery of quality, value-based health care.**

#WeAreSequence.

Together We are Smarter Every Step of the Way.

OUR value proposition

Quality Outcomes and Value-Based Solutions Start Within Our Team.

We **empower** providers to make smart choices. That means we lead by example, improving the quality of our work and increasing the value we deliver by **effectively communicating, educating** one another, and **managing** the adherence to our own smart processes.

“With today’s increased consumerization of healthcare, care providers must effectively communicate, educate and manage the adherence to care plans in order to drive better outcomes, all while improving patient satisfaction and bottom-line financials.”

-Alan Creighton
Sequence Health CEO

OUR culture

We are Sequence.

We are all Sequence...all the time.

We are the architects of our own story and how we tell it determines what people say about us. The Sequence Health team is **smart**, **engaging**, **data-driven** and **people-centric**. We are passionate and committed, agile and proactive.

“Your brand is what other people say about you when you’re not in the room.”

-Jeff Bezos
Founder and CEO, Amazon.com

We know who we are and what it means to be smarter every step of the way.

How do people know?

It's how we **communicate** - our **messaging** and our **delivery**.

Adherence to the Sequence Health brand guidelines ensures we are all telling the same message.

A person is shown from behind, running on a path. The image is overlaid with a teal gradient. The person is wearing a light-colored hoodie and dark shorts. The background is a blurred landscape.

**We are Sequence.
Together We are Smarter Every Step of the Way.**

OUR vision

Collaboration, communication, trial and error. **Determination** to perfect the tools and processes we use every day drives the Sequence Health vision to offer and deploy **'best in class'** patient engagement **solutions** for episodes of **care**.

“Clear Plan. Clear Action.”

-Gopi Yeleswarapu
CTO, Sequence Health

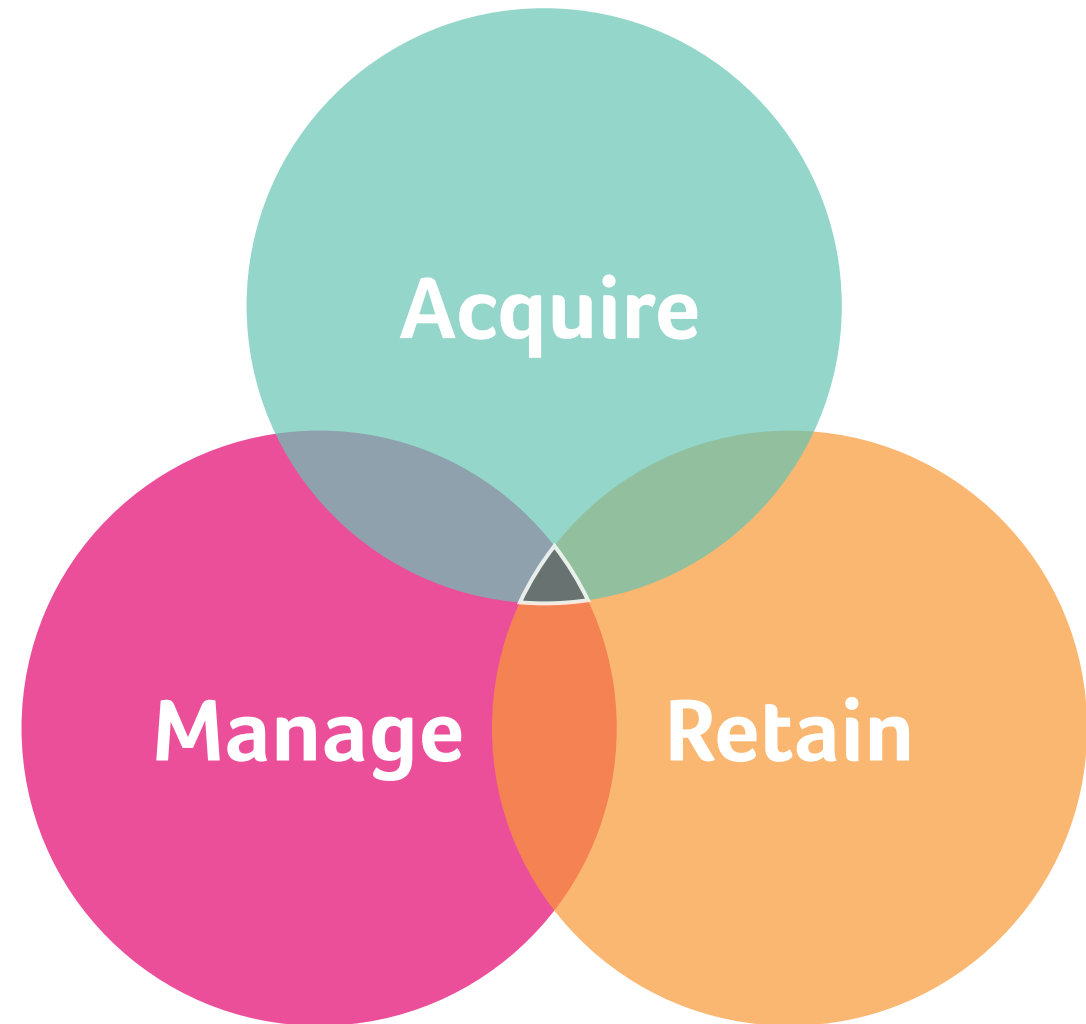
OUR mission

We leverage the **power of ideas** and **technology** to help healthcare providers **grow revenue** and **improve patient outcomes**.

OUR brand map

How do we pinpoint who we are and what we offer with such a diverse set of products and services?

As Sequence Health team members, we are in the relationship business. We cultivate relationships with our clients. Relationships grow. First new interactions are acquired and nurtured into relationship Next, the relationships are managed through collaboration as they move toward a common goal. Finally, relationships are retained as goals are met, outcomes are measured, and success is achieved.





Manage Performance

Sequence Health improves the patient experience throughout the journey through the care continuum, from the first visit to completion of the care plan. The Sequence platform ensures everyone is on track for success.

Manage

Acquire

Acquire and Nurture Patients



Sequence Health improves patient intake, initiating engagements, motivating and preparing patients and the care team throughout the steps of care.

Retain Patients and Realize Results



Sequence Health enables a smooth transition to post-surgery care by enhancing communication through the recovery process, keeping the care team responsive to possible risks, and documenting patient reported outcomes along the way. Patient and client retention is the result of best-in-class engagement solutions offered only from Sequence Health.

Retain

Core Strategy

We empower the patient/provider relationship with best-in-class patient engagement solutions.

At the heart of Sequence Health is patient engagement. Our software provides an intuitive way to automate, document, and respond to patient engagements. Our 24/7 NurseLine and Medical Call Center offer the compassionate intervention often needed to coach patients into action on behalf of their care teams.

Acquire

Patient
Engagement

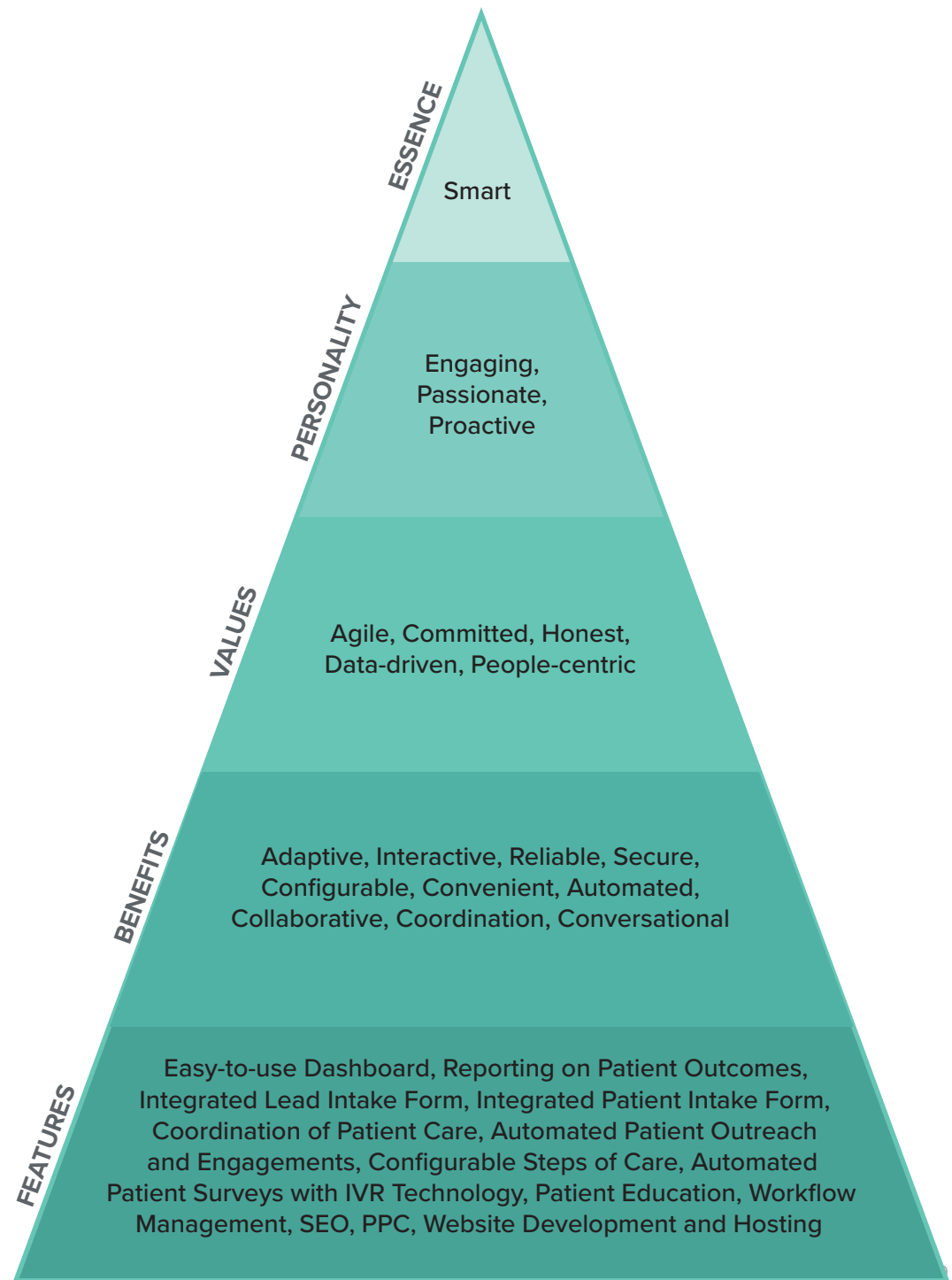
Manage

Retain

OUR brand pyramid

“Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything the company does ...Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign.”

-Howard Schultz
Pour Your Heart Into It: How Starbucks
Built a Company One Cup at a Time



OUR messaging pillars

Sequence Health is a **performance-optimizing technology** and services company whose focus is on helping bridge the **communication**, **education**, and **outcomes** gaps within the patient-provider relationship. Our expertise is providing **results-oriented** tools to drive volumes and value. Sequence Health provides **care teams** the means for practice growth, performance excellence and outcomes optimization. This **collaboration** shows a true story about outcomes; one where patients participate in their **path to wellness**.

MESSAGING PILLAR: **acquire and nurture patients**

Sequence Health streamlines the patient intake process by initiating engagements to motivate and prepare patients for care. This is the first step in strategically enhancing the patient-provider relationship.

Acquire Patients and Nurture Growth

- Target key patient populations with digital strategy to acquire new patients
- Accelerate lead conversion to generate maximum revenue
- Link upstream outreach directly to downstream revenue
- Understand clear drivers of ROI

Simplify Patient Intake

- Simplify the patient experience from the first touchpoint
- Engage and activate early and often
- Employ out-of-the-box tools for assessments, surveys and more

Redefine Patient Education to Empower the Care Team and the Patient

- Deliberate, specific education interventions to motivate the patient
- Engage meaningfully and with purpose to reduce confusion or noncompliance
- Establish trust and communication throughout the patient's experience
- Acquire patients through online education designed to inform and motivate individuals before and during their journey through the care continuum

MESSAGING PILLAR: **manage performance**

Sequence Health provides responsive care coordination and performance management solutions designed to track and improve the patient experience through the care continuum. Performance management within the Sequence platform enables the care team to streamline processes, improve efficiency, and nurture every patient through completion of the care plan. Our communication tools ensure everyone's on track for success.

Manage Patient-Provider Relationship

- Empower care providers with easy prioritization of care activities and responsive workflow coordination
- Ensure aligned vision of patients' goals and progress
- Involve providers, patients, family members/home caregivers to encourage patient follow-through

Drive Informed Action

- Ensure continuity of patient care and alignment with clinical guidelines and proven methodologies
- Track performance towards targeted outcomes
- Visibility to guide, monitor and improve clinical and business performance

Optimize Technology Investment

- Leverage data in your existing systems and surface value-added insights and workflow efficiencies
- Bridge the functionality gaps that disparate data systems leave

MESSAGING PILLAR: **retain patients & realize results**

Sequence Health provides risk stratification, outcomes management, and quality reporting to ensure a smooth transition through discharge, home care, and coordination with post surgery compliance. Patient retention and loyalty affiliation programs thrive when our clients allow patients to realize optimal results.

Next Level Outcomes Management

- Optimize specialty-specific care transitions management
- Provide proactive patient monitoring for risk mitigation and early issue resolution
- Reduce manual call efforts required by clinical staff
- Empower patients and organizations to prosper

Quality Reporting

- Capture patient-reported outcomes collection for value-based initiatives
- Risk stratification for proactive outcomes management

Loyalty Affiliation

- Encourage referrals and improve patient loyalty by optimizing the patient-provider relationship by setting expectations and exceeding goals
- Nurture relationships with referring providers to grow referral networks

OUR values

expressed through **Voice of Customer Statements** –
Because actions speak louder than words.

**“If people believe they share values
with a company, they will stay
loyal to the brand.”**

-Howard Schultz
Chairman and CEO of Starbucks

As Sequence Health team members, the benefits we deliver our customers should reflect the values by which we stand as an organization. If people recognize our loyalty to these values, they will stay loyal to our brand.

Committed to our clients' success

“With a patient acquisition machine running for us, we now have more revenue growth opportunities. And with patients more informed, their outcomes are better...and faster!” – Voice of Customer: CFO

Honest

“Sequence allows me to see the health of our organization by providing visibility into our patient population and where each patient is within the steps of care. The transparency allows us to hold one another accountable, make changes to our processes, coach our care team members, and improve patient engagement. – Voice of Customer: Service Line Manager

Data driven

“Having access to evidence-based care plans with the flexibility to develop my own is a great resource. Having a tool that updates the steps of care within the care plan in real time based on patient engagement results – brilliant!” – Voice of Customer: Care Coordinator

People centered

“Managing the relationship with a patient or referring provider from the moment they begin investigating our services to the moment they experience the best possible outcome is key to growing our business. One solution that delivers it all...sign me up!” – Voice of Customer: VP Marketing

Change ready

“My Sequence Health solutions are not only configurable to my care team, they are also agile... I can make changes on the fly as I need to, adapting my patient management strategy to the changes within our company. Having a solution that will grow with me means I don't have to replace my investments as my needs change – Sequence changes right along with me.” – Voice of Customer: Physician

Long-term focused

“To have such collaboration between our care teams and our patients, not only improves their experience, it impacts our outcomes.” – Voice of Customer: CEO



OUR voice

“Don’t just give your customers something to talk about, give them somebody to talk about.”

-Jay Baer
Convince and Convert

Write how real people talk.

Be conversational.

Be informative and inspiring by speaking to outcomes and benefits.

Be honest and direct with short sentences that simply convey what is otherwise complex.

Talk about Sequence Health in terms of patient acquisition, performance management, and patient retention and results.

Most importantly, join the conversation and be consistent. The voices of many together as one echo louder than the distant and repeated claims of the individual.

Be Direct.
Be Honest.
Be Clear.

Say This

We are pleased to announce our partnership with Tampa General Hospital.

Not That

Meet our newest partner, Tampa General Hospital!

Say This

Engage with your patients easily, using preconfigured, diagnosis-specific content at recommended intervals throughout care. [more specific]

Not That

Standardize and automate patient engagement workflows.

Say This

Maximize staff productivity and drive positive patient outcomes.

Not That

Track workload, analyze performance and manage patient compliance. [jargon with little focus on outcomes]

Say This

Transform, minimize, mitigate, redefine, impact, generate, enable, empower, surface, capture, prioritize, maximize, guide, visualize

Not That

Manage, reduce, organize, accomodate, view, complete, control, compare, understand, benchmark

Say This

cloud-based

Not That

web-based

Say This

Standards-based health IT

Not That

Technology-enabled

Say This

Proven methodologies

Not That

Clinical protocols

OUR abbreviations

CMS	Centers for Medicare and Medicaid Services
CJR	Comprehensive Care for Joint Replacement Model
PRO	Patient Reported Outcomes
MACRA	Medicare Access and CHIP Reauthorization Act of 2015
HOOS	Hip Disability and Osteoarthritis Outcome Score
KOOS	Knee Injury and Osteoarthritis Outcome Score
LIF	Lead Intake Form
PIF	Patient Intake Form
HCAHPS	Hospital Consumer Assessment of Healthcare Providers and Systems
MBSAQIP	Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program
BPCI	Bundled Payments for Care Improvement
DRG	Diagnosis-Related Group
OLS	Online Seminar
ASMBS	American Society for Metabolic & Bariatric Surgery
CTS	Care Transition Systems

OUR communications

Email

All electronic communication systems are to be used primarily for business purposes.

- Do not “reply all” unless every single person must know a response.
- Mark email messages with “high importance” only when the content warrants.
- Do not use emoticons in your communications, as they appear unprofessional.

Email Signature

All Sequence Health employees should use the standard email signature below. You may choose to have your name in one of the three corporate colors. Only the email signature should use the corporate colors; all body copy should use black Tahoma size 8 font. To maintain a professional look, do not use colored backgrounds, decorative fonts, non Sequence Health logos or flourishes in email messages. All of the icons in the email signature are clickable links. For help setting up your email signature, contact the IT department.

Primary Signature

Name Tahoma Bold 10pt | Title Tahoma Regular 8pt

Address 1, Address 2 | City, State Zip Code _____ Tahoma Regular 8pt
o 770.123.4567 | c 770.123.4567



Name Tahoma Bold 10pt | Title Tahoma Regular 8pt

Address 1, Address 2 | City, State Zip Code
o 770.123.4567 | c 770.123.4567



Name Tahoma Bold 10pt | Title Tahoma Regular 8pt

Address 1, Address 2 | City, State Zip Code
o 770.123.4567 | c 770.123.4567



Optional one-line signature for replies/forwards

Name | Title | Sequence Health | o 770.123.4567 | c 770.123.4567
Name | Title | Sequence Health | o 770.123.4567 | c 770.123.4567
Name | Title | Sequence Health | o 770.123.4567 | c 770.123.4567

Answering the Phone

When answering the phone, be sure to sound cheerful and professional. A standard greeting is: Sequence Health, this is {NAME} How may I help you? If you are not the appropriate person to answer a question, listen to the request, and then politely inform them that you will transfer them to the correct person. Be sure to state the name and title of the person to whom you are transferring them.

Voicemail

When recording your voicemail greeting, be sure to include your name, title and brief instruction. to leave and when you will get back to the caller. Be sure to use a positive and professional tone of voice, speak clearly and record your message when there is no audible background noise. Here is an example of a greeting: Hello, you've reached the voicemail for {First and Last Name}, {Title} for Sequence Health. Please leave your name, number and a brief message and I will return your call as soon as possible. Thank you.

When setting your phone out-of-office voicemail greeting consider including the following:

- 📅 How long will you be out
- 📅 Alternate contact if the caller has an immediate need

Out of Office Communications

It is very important to set out of office replies when you are going to be out of the office for a long portion of the day or an extended period of time. When setting an out of office reply for email be sure to set the proper time frame for the message to go out. For help setting up your out of office please contact the IT department.



OUR look

In a sea of blue and green, Sequence Health is dedicated to adding a little color. We are vibrant, diverse, and agile. We are compassionate, warm, and relevant.

Most importantly, we are Sequence Health in everything we do and say. Our triple tick marks represent **who** we are, **what** we do, and **how** we do it. Ensure the market isn't fooled by lookalikes by always using our official logo, tagline and messaging.

#WeAreSequence.

Together we are Smarter Every Step of the Way.

“Design is thinking made visual.”

-Saul Bass
Logo Designer

OUR
logo



Symbol

The symbol is inspired by two things: the sun, showing the warmth and friendly nature of the company, as well as a progress wheel, representing the advancement of technology within Sequence Health.

This full-color version of the logo is always preferred over one-color versions. Never, under any circumstances, should the logo be altered or recreated. Only use the approved files when applying the logo.

Wordmark

Simple and friendly, our corporate logo evokes the kind of experience both medical professionals and patients hope to have in healthcare.



This full-color version of the logo without the word “Health” refers only to Sequence, the platform. The company name should always be referenced as Sequence Health, while our platform should always be referred to as Sequence.

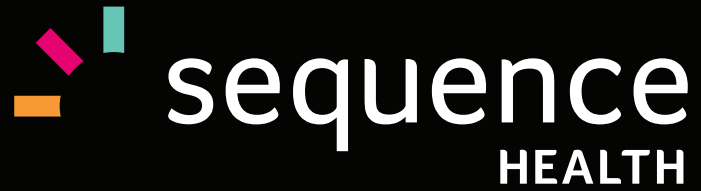
NOTE: An exception to this rule is when using the hashtag #WeAreSequence on social media.



The tick mark symbol serves as our social profile image on social media platforms including LinkedIn, Twitter, and Facebook. The stand-alone tick marks may be used as a design element only when approved for specific use cases.



The full-color logo embodies the personality of the company, and for this reason, one-color versions of the logo should only be used for applications where color reproduction is limited. Ideally it should also be used in a setting where a person has already been introduced to the full-color logo. These one-color versions may be used for merchandise or embroidery items where full-color use is not possible, as well as small applications such as forms or newsprint. They may also be used in places where the legibility of the full-color logo may be compromised.



Both versions of the full-color reversed logo may be used for print pieces and digital media on neutral color fields.

Both versions of the one-color reversed logo may be used for print pieces and digital media on branded color fields or photos. See the following pages for acceptable background colors and for background photo guidelines.



The Sequence Health logo should always be surrounded by a generous area of isolation, or clear space, to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics. As shown in the exhibits, the absolute minimum amount of clear space that needs to surround the logo in any application is equal to the width of the orange band in the symbol.



The size of the Sequence Health logo is an important aspect of the brand guidelines. Make it too large and the logo loses its sophistication, but too small and it is illegible. When applying the logo, please follow these guidelines:

- A. Documents/Presentations:** Minimum size: 2" wide; Maximum size: 2.75" wide
- B. Web/Digital:** This category includes web, email, digital newsletters and banner ads. Minimum size: 160px wide; Maximum size: 300px wide
- C. Print:** Minimum size: 1.5" wide; Maximum size: 2" wide

01 ✓



02 ✗



03 ✗



04 ✗



There are several standards associated with the corporate logo. These guidelines apply to both the primary and secondary marks.

01: Let It Breathe

Allow plenty of breathing space around the logo.

02: No Funky Colors

Don't put the logo on top of colors that are off-brand. If the color is on-brand, consider reversing the logo for the sake of readability.

03: No Frills

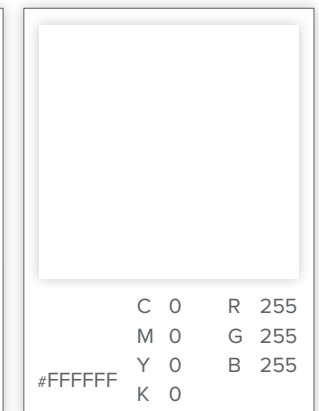
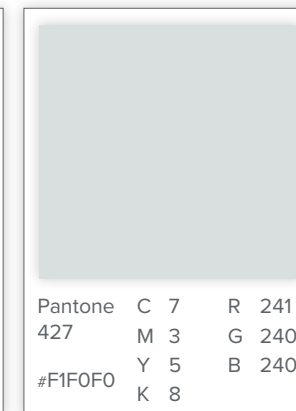
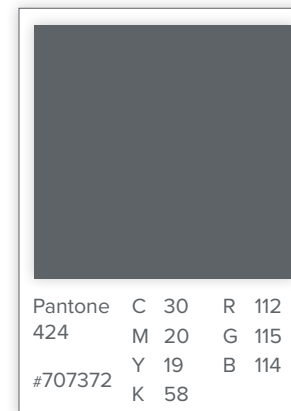
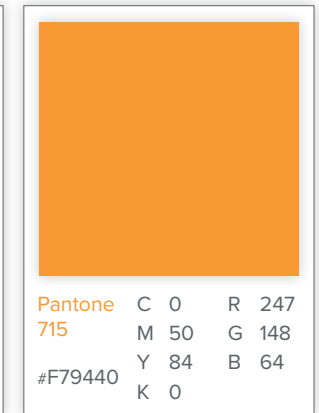
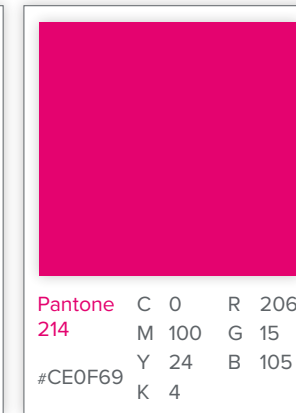
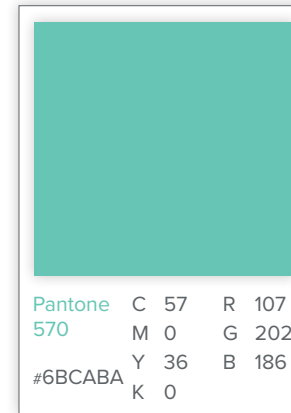
Don't add embellishments and effects like drop shadows or beveling to the logo.

04: Not Right

Don't rotate, stretch or alter the logo in any way.

OUR colors

These, along with the colors on the following pages, are the only colors that may be used within the Sequence Health brand system. The tints and shades may be used for color variations in both print and web applications. Both the primary hues and the secondary shades may be used as background colors for the reversed one-color logo. Black may be used in limited circumstances, but try to use one of the gray hues instead of black where possible.



Primary Expanded Color Palette

Secondary Shades

Primary Hue

Secondary Tints

#7D4C0C C0 M47 Y89 K60	
#8F5816 C0 M47 Y89 K50	
#A3651E C0 M47 Y89 K40	
#B77225 C0 M47 Y89 K30	
#CC7F2B C0 M47 Y89 K20	
#E08B30 C0 M47 Y89 K10	
#F79834 C0 M47 Y89 K0	
#FAAB5D C0 M38 Y71 K0	
#FCBF82 C0 M28 Y53 K0	
#FDD2A6 C0 M19 Y36 K0	
#FEE7CF C0 M9 Y18	

#6C0029 C12 M100 Y45 K61	
#7C0033 C12 M100 Y45 K51	
#8C003C C12 M100 Y45 K41	
#9E0845 C12 M100 Y45 K31	
#AF104E C12 M100 Y45 K21	
#C01556 C12 M100 Y45 K11	
#D21B5F C12 M100 Y45 K1	
#D85775 C10 M80 Y36 K1	
#E0808F C7 M60 Y27 K1	
#EAA7AF C5 M40 Y18 K0	
#E18B31 C2 M20 Y9 K0	

#24655E C61 M0 Y36 K60	
#2E746C C61 M0 Y36 K50	
#37847A C61 M0 Y36 K40	
#419389 C61 M0 Y36 K30	
#49A397 C61 M0 Y36 K20	
#51B2A4 C61 M0 Y36 K10	
#5AC2B4 C61 M0 Y36 K0	
#7ECCC1 C49 M0 Y29 K0	
#9ED7CE C37 M0 Y22 K0	
#BFE4DD C24 M0 Y14 K0	
#DDF0EC C12 M0 Y7 K0	

Neutral Expanded Color Palette

Secondary Shades

#797B7D
C4 M3 Y3 K60

#8C8D8F
C4 M3 Y3 K50

#9FA0A2
C4 M3 Y3 K40

#B2B4B5
C4 M3 Y3 K30

#C6C7C8
C4 M3 Y3 K20

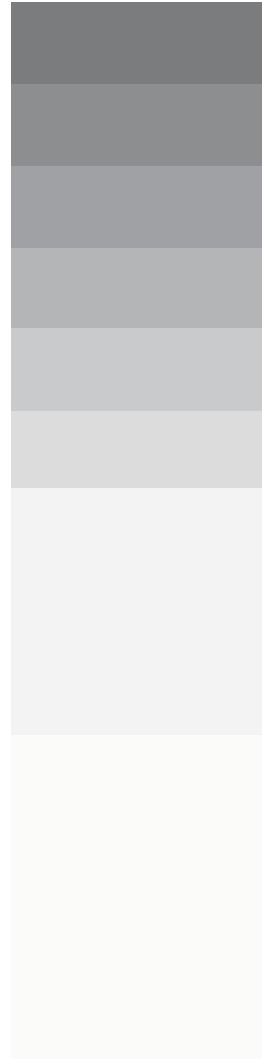
#DADADB
C4 M3 Y3 K10

Primary Hue

#F1F0F0
C4 M3 Y3 K0

Secondary Tints

#FAF9F8
C1 M1 Y1 K0



#272D31
C62 M48 Y45 K74

#333A3D
C62 M48 Y45 K64

#3D4548
C62 M48 Y45 K54

#485054
C62 M48 Y45 K44

#525B5F
C62 M48 Y45 K34

#5C656A
C62 M48 Y45 K24

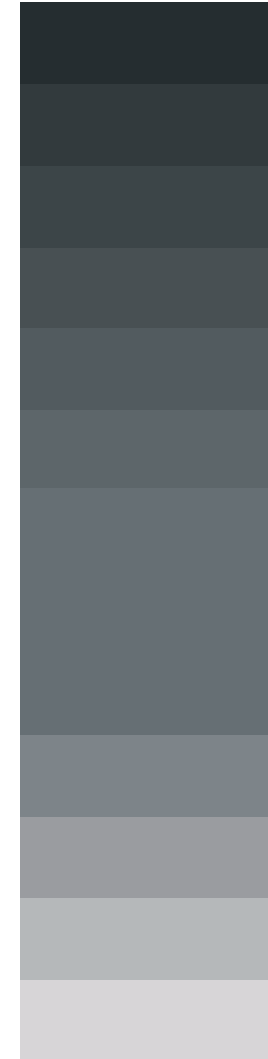
#666F74
C62 M48 Y45 K14

#7D8488
C50 M38 Y36 K11

#999B9F
C37 M29 Y27 K8

#B4B5B8
C25 M19 Y18 K6

#DDFOEC
C12 M10 Y9 K3



OUR typography

Our typeface. Print.

Foco Regular is our main brand typeface. Used to create our corporate logo, Foco embodies the visual character of Sequence Health. Foco should be used minimally both for web and print materials. When using Foco, never use all caps; only use title case or lowercase. **Foco Bold** is for limited use for smaller sized headlines or subheads.

Foco Regular

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
(.,:;?!\$#%&@*)
0123456789

Foco Bold

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
(.,:;?!\$#%&@*)
0123456789

Our typeface. Print.

Proxima Nova is our supporting typeface for web and print applications. Proxima Nova Regular should be used for body copy, and Proxima Nova Bold should be used for subheads. When using the bold weight in headlines, track out the text 30 points. The semibold weight may be used within body copy to call out different sections.

Proxima Nova Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@*) 0123456789

Proxima Nova Light Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@) 0123456789*

Proxima Nova Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@) 0123456789*

Proxima Nova Medium

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@*) 0123456789

Proxima Nova Semibold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@*) 0123456789

Proxima Nova bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@*) 0123456789

Our typeface. Alternate

Tahoma Tahoma is the acceptable universal font to be used as an alternative in cases where Proxima Nova is not available. Applications for the use of Tahoma may include Word, PowerPoint, or Excel files created outside of the Marketing department.

Tahoma Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@*) 0123456789

Tahoma Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$#%&@*) 0123456789

OUR photography

Photo Selection

Be thoughtful in photo selection. Be careful not to choose anything cheesy or clearly posed. Do not show patients who look anxious or in pain. **Do not** use cliché images representing teamwork or success. **Do not** use photos found by searching online galleries such as Google Image for external documents, as sensitive copyright issues may result in fines for the company.

Do show genuine moments of people interacting. Do pick well-composed photos. Don't feel limited to a medical setting, but keep the mood relevant to the message the photo is conveying. For instance, on page 64, the photos of the mom and daughter or the man running show increased vitality or quality of life as a result of using the Sequence Health system without showing medical personnel or facilities. Focus on patient outcome, not the procedure or the medical provider.



Photo Treatment

When using our logo on top of a photo, there are specific treatments that should be applied to the image. Use only the primary hues as color overlays. Logos or other graphical elements should never be placed on top of faces.

To create a color overlay, create a hue/saturation adjustment layer on top of your photo in Photoshop and set the saturation to zero to make your photo grayscale.

Next, create a layer filled with the primary hue of your choice.

Set that to 70% opacity.

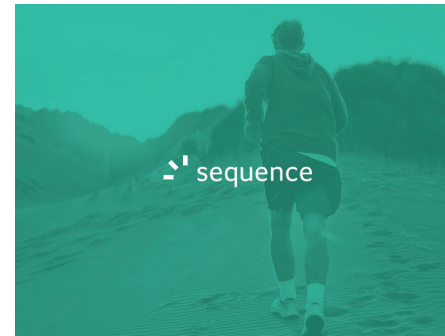
Then duplicate that color layer and set it to multiply.

The levels of the photo may need to be adjusted slightly if the photo is bright or backlit.

The logo should never be placed on top of a face. It may be centered or thoughtfully placed in the corner with plenty of breathing room. Only use neutral colored backgrounds for the primary reversed logo.

Graphical Element

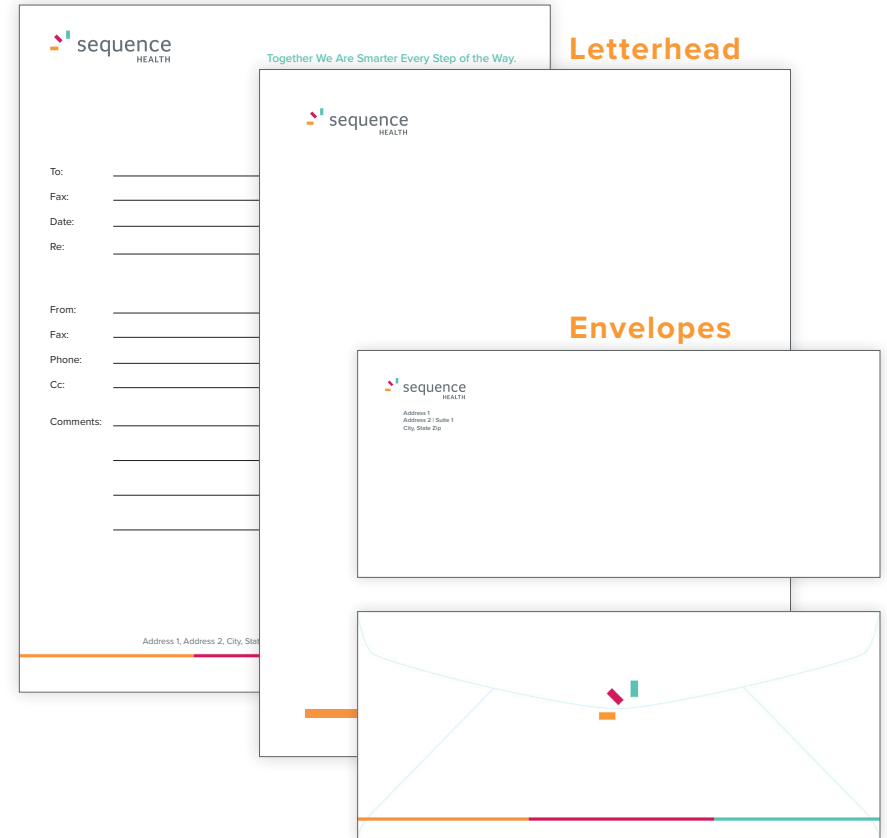
Looking for a way to brand your print collateral without using the official logo? Add the color bar graphic element as a minimal branding element. The order of colors will always display the pink in the middle with the teal and orange on either side. Use case examples of this element include letterhead, envelopes, fax cover sheet and across the top of a PowerPoint template. Be sure to consult the Marketing department if you're not sure how or when to use the color bar.



OUR templates

The following collateral is readily available for use by all Sequence Health team members. Ask your team lead for instructions on locating or ordering branded print collateral.

Fax Cover Sheet



Business Cards



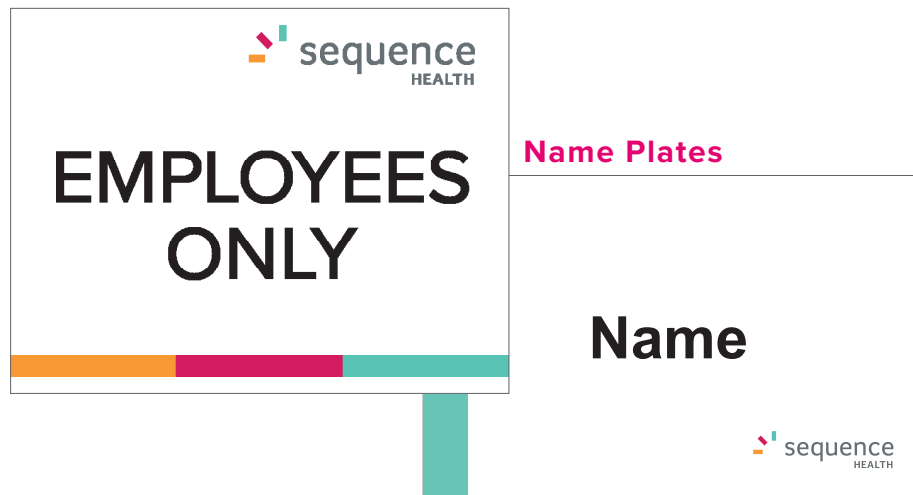
PowerPoint Template



Social Media



Office Signage



Ask permission from your team lead to use social media images and logos, office signage, and more.

Case Study

Call Center, NurseLine, Create Rapid Growth for OB/GYN Practice.

Before and After
Before using Sequence Health services, seeing up to 30 patients each day. More than 100 patients walk into the practice daily. The practice is thriving, which explains the more than 7000 calls each month answered by Sequence Health on Mid-City OB/GYN's behalf.

"I have not had any complaints from our patients about people being rude on the phone," Collins said. "When people are happy, they go out and tell other people. Our customer support has become so much more personal. And the Medical Call Center and NurseLine services have changed our practice. The doctors are not bogged down with so many interruptions, and that's pretty invaluable to them."

Competitive Advantage
Before using Sequence Health for its NurseLine, Collins said Mid-City OB/GYN did not utilize RNs.

"Having RNs on the other end of the phone has been awesome and invaluable," Collins said.

Standing out in the crowd is important to Mid-City OB/GYN, especially since there are more than 50 OB/GYN providers in Omaha.

"We really strive to make everybody as happy as we can," Collins said. "How we can spend more time greeting the patients since we don't have the phones to answer anymore. We have been very pleased with Sequence Health."

The Challenges:
Chody Collins, an office manager at Mid-City OB/GYN in Omaha, Neb., was at the end of her rope. Working at a busy practice of six physicians, five mid-level providers and 32 employees, Collins referred to the physicians as "overstuffed and a nightmare." The problem was the practice had three front office receptionists, who were unable to handle the high-volume of patient phone care and properly take care of patients in the office.

To make matters worse, the physicians were not pleased because they felt they were not providing their valued patients the best possible customer service.

Something needed to change.
Being proactive, Collins decided to look for medical call center companies to help with patient phone calls. She conducted a Google search and found three potential companies, including Atlanta-based Sequence Health. The list of vendors showcased its solutions and capabilities, but in the end, Mid-City OB/GYN selected Sequence Health for its NurseLine. From 9 p.m. to 11 p.m., Mid-City patients would speak to registered nurses regarding medical issues. Additionally, the RNs could transfer the phone calls so patients could speak to their doctor.

Mid-City discovered an after-hours NurseLine was not enough. Because of extreme growth Mid-City OB/GYN added three more physicians, five nurse practitioners, a physician's assistant and a midwife. This growth sparked a need for the NurseLine to expand to 24/7. Mid-City also chose to have Sequence Health to handle its appointment scheduling and reminders.

Rigorous Training
The nurses do a fantastic job," Collins said. "Our doctors are very challenging in that they all want to do something different. It becomes a very complicated system to maneuver."

To meet the demands, nine nurses spent two weeks training with Denise Perrotta, R.N., who is the nurse manager at Sequence Health and has more than 30 years of professional experience. Perrotta showed the nurses how to use the phone system and how to access a patient's electronic charts. She also made sure the nurses understood and were compliant in the 37 pages of medical protocols developed by Mid-City physicians.

"The NurseLine is very specialized and tailored," Perrotta said. "It's total coordination of care. We saw it just answering the phone, we get to know our patients."

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When creating external facing content including case studies, articles, or white papers, ask your team lead for access to our branded templates designed to make it easy for recipients to read and retain messaging about Sequence Health.



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