



Marketing Update

Branding – Launch Aug. 1

What's Changing:

- Color palette, fonts, imagery
- Logo and tag line – everywhere it appears
 - Employee computer desktops
 - Software
 - One MedHOK Way; Jira
 - Promotional items (shirts, client swag bags, etc.)
- Templates for Word & Powerpoint (training and on 1MHW)
- New email signatures – company-wide
 - MP offices move to MedHOK email
- Signage in all offices
- Communications Monitors in all offices
- Collateral
 - Brochures
 - Sales sheets
 - Business Cards
 - Sales Presentations/Department overviews
 - MedHOK University/Training
 - RFP language and attachments



Branding – Launch Aug. 1 continued

- [Website](#) – August 18
 - Value Prop Video
 - Interactive Demo (September 1)
 - Client Portal
 - Total Care Client Portal (September 1)
 - Content Marketing
 - Latest blog, press release, and webinar on home page
- Social Media
 - Updated branding
- Trade Shows
 - Promotional items
 - Booth graphics
 - Show collateral/displays (monitor with video and demo)
- Market Research – August 18
- Digital Ads and Content Marketing Campaigns – mid-August

Messaging

- Market Differentiator: Unified Payer Platform
 - One Platform
 - Spectrum of Care
 - Member-Centric
 - Worry-Free Compliance
 - SaaS Platform
- Platform Model
 - Med/Rx Care
 - Pay for Quality
 - Member Engagement
 - Stakeholder Collaboration

Messaging Story Board

IT'S ALL RIGHT HERE: MEDHOK

MedHOK's Unified Payer Platform delivers everything you need to manage member care and quality, achieve compliance, and succeed in value-based healthcare

DISINTEGRATE DEPARTMENT SILOS

MedHOK unifies member medical and pharmacy care throughout the continuum of care and across all lines of business, covering the entire spectrum of care

UNPARALLELED 360° MEMBER VIEW

Real-time access to members' complete medical and pharmacy care history, eligibility, demographics, provider info, and more from anywhere in the system

WORRY-FREE COMPLIANCE & AUDITS

Perennially achieve federal and state compliance with confidence with MedHOK's built-in and proactively updated compliance rules and automated workflows.

FOSTER STAKEHOLDER INVOLVEMENT

Critical partner and industry data seamlessly integrate to create a collaborative ecosystem that influences member care, drives revenue, and ensures compliance.

ONE PLATFORM. TOTAL CONTROL

The power of a single, secure, highly available SaaS platform allows you to simplify your systems and processes, reduce your costs, and expand with your needs.

Brand Assets

Templates/Print Materials

- MS Word/Letterhead Templates
- PPT Templates
- RFPs
- Press release template/boiler plate
- Brochures/collateral
- Business Cards
- Existing forms/documents (new hire docs, accounting forms, training manuals, etc.)
- Sales/RFP templates
- MedHok University logo edit
- MedHok University materials

Online

- Logo on google mail
- Website, blog, newsletter
- Portal/Jira/Confluence
- Youtube videos/page
- Social Media profile pages
- Any existing advertising/online directories

Employee

- Email signature
- Computer desktop backgrounds/screensavers

Conferences

- Trade show displays
- Promotional products

Product

- Software platform
- MP software

Signage

- Building logo sign
- Front door logo
- Lobby large sign
- board room sign
- training room logo (MedHOK U)
- building directory sign
- CT office signage
- SC office Signage

OTHER

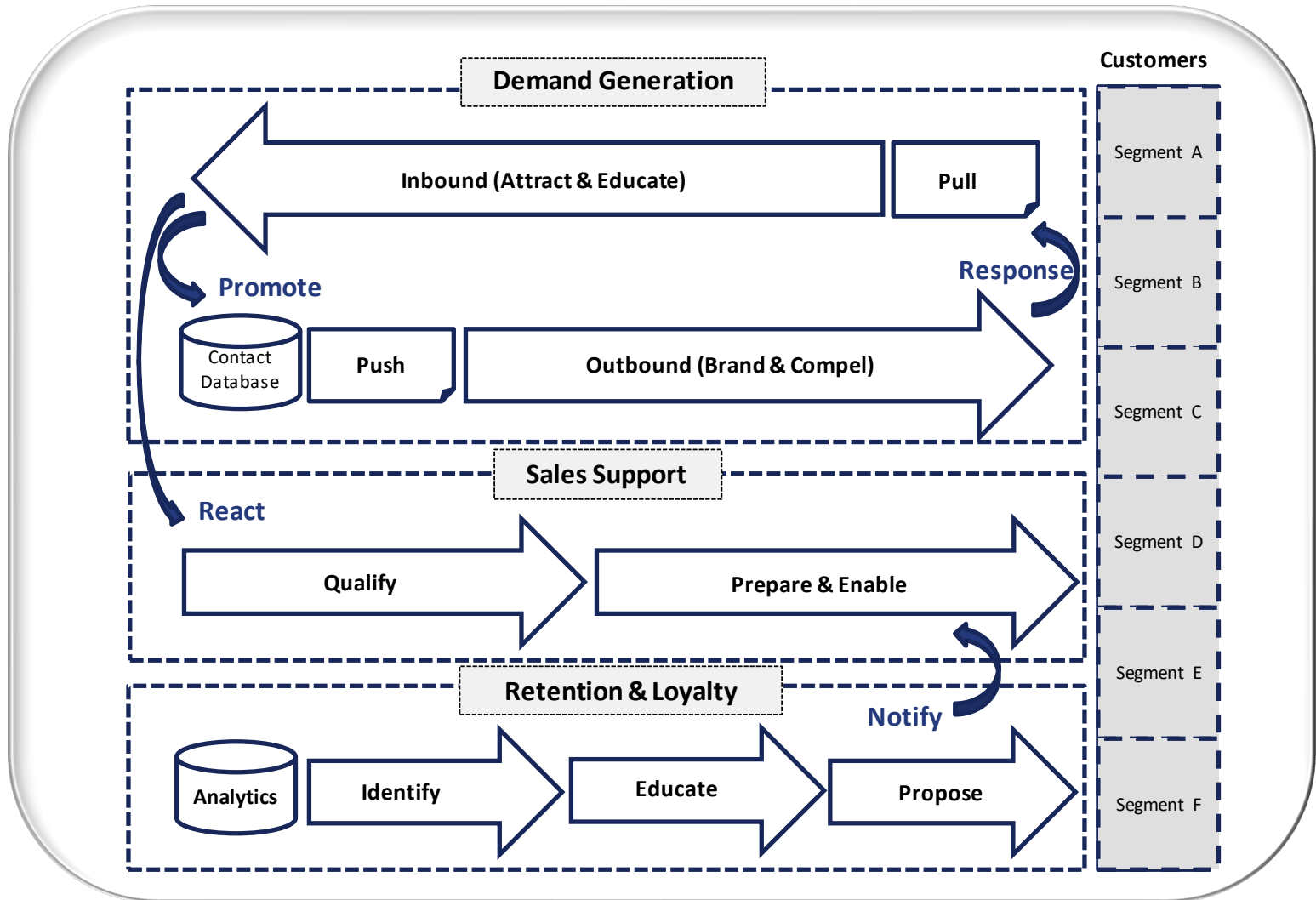
- Charity events
- Change phone system voice



Demand Generation Plans

Data Driven Marketing Machine

Systemic Marketing Model



Driving The Buyer Journey

BUYER'S JOURNEY

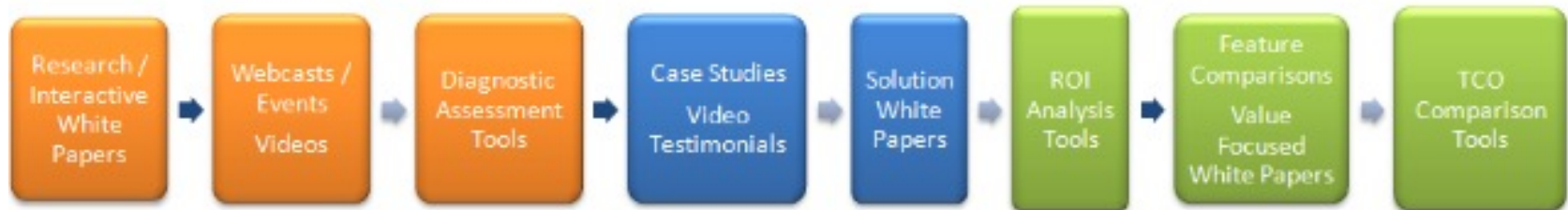


Content Marketing & Sales Enablement Strategy

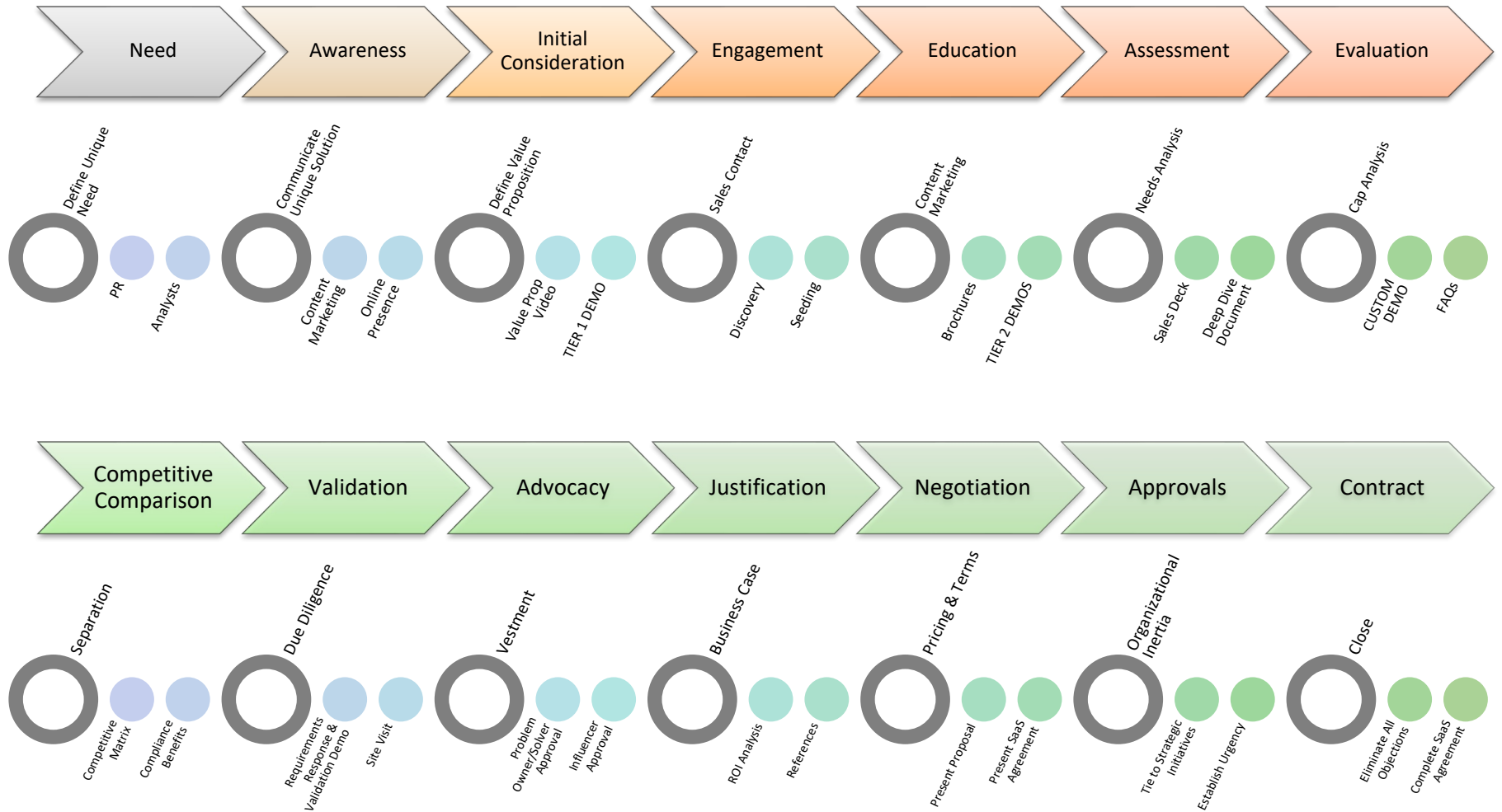


PROVOCATIVE APPROACH

VALUE APPROACH

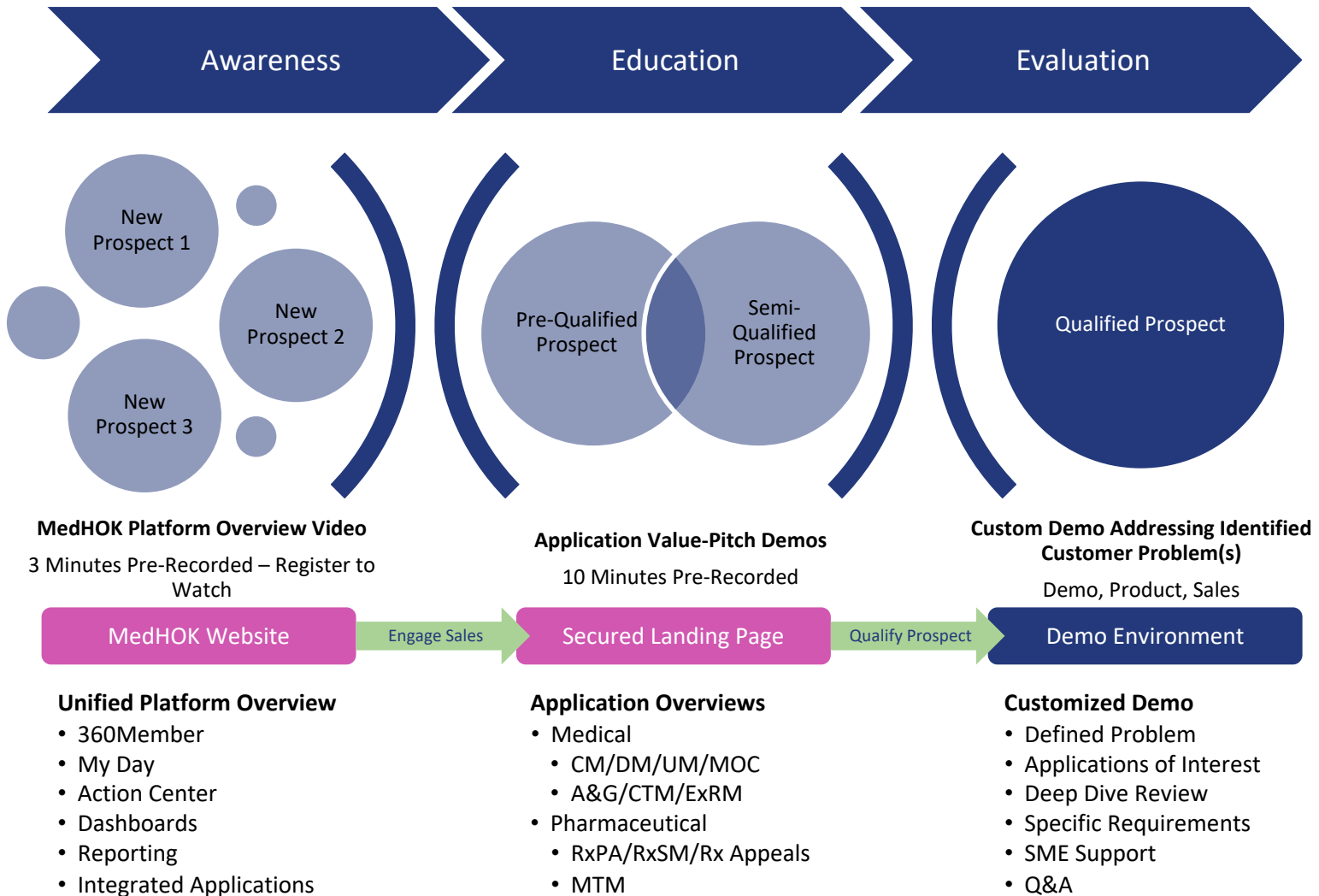


Program/Tool Alignment to Buyer Journey

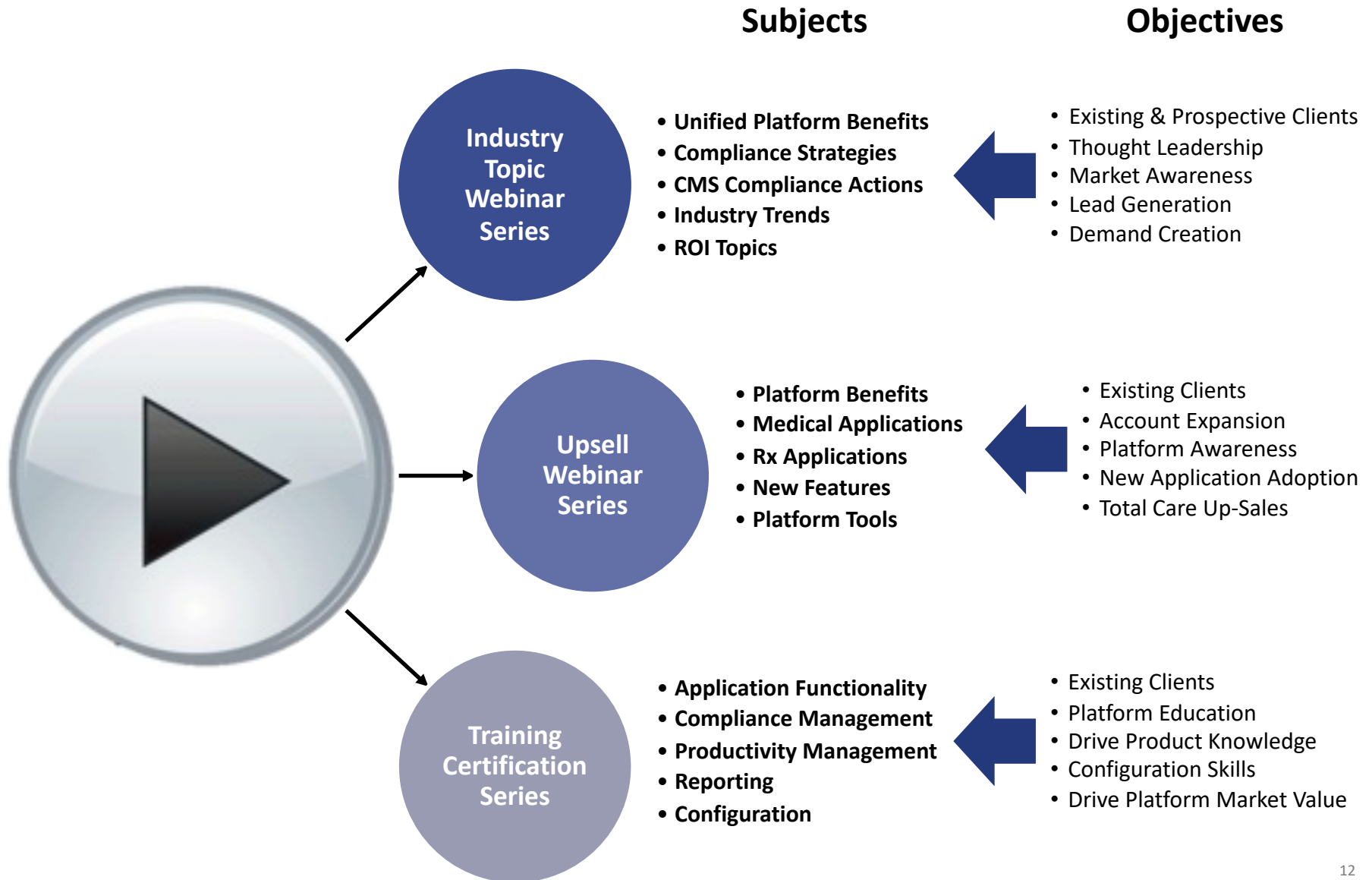


Demo Model

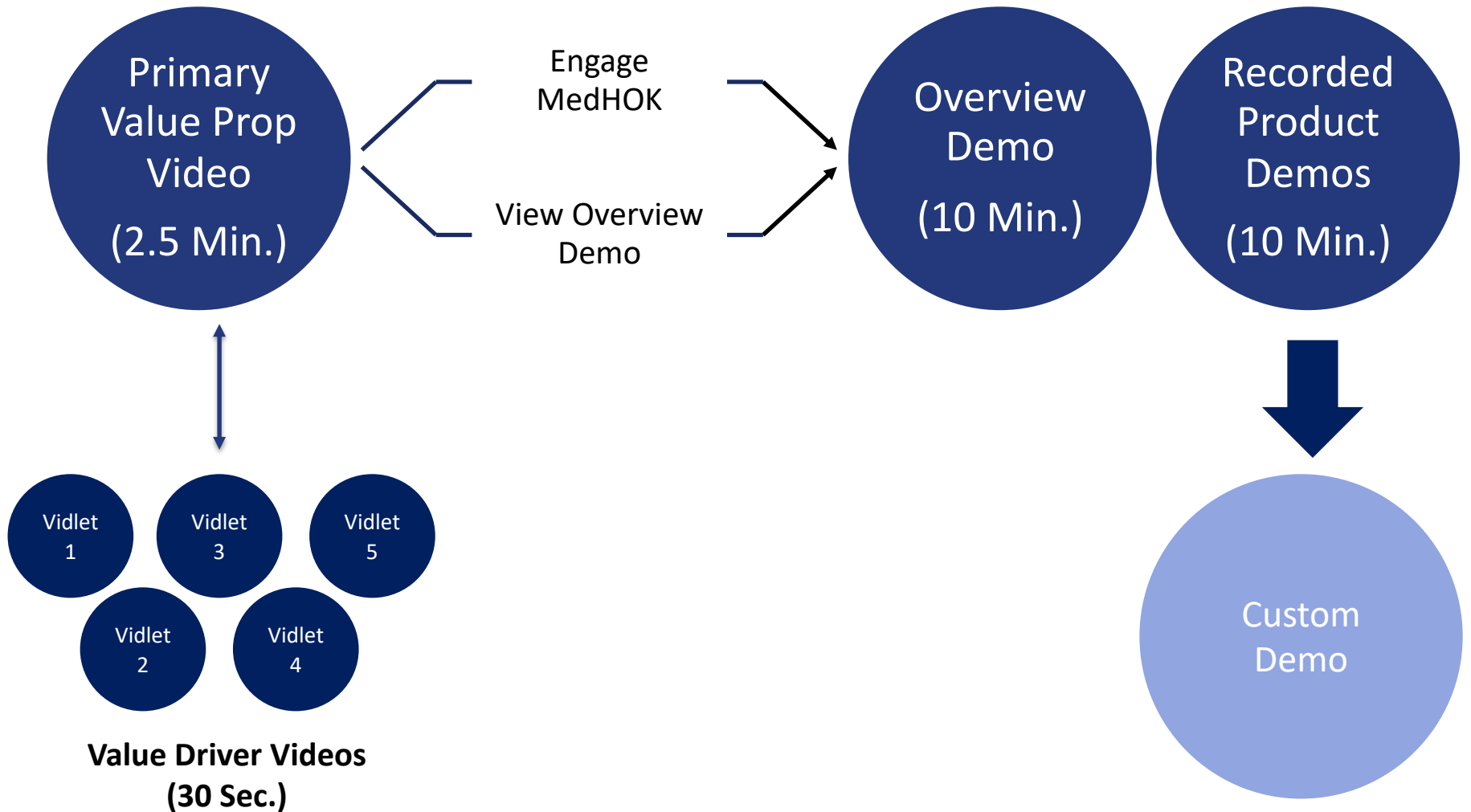
Tiered Demos to Propel Prospect Through Buying Cycle



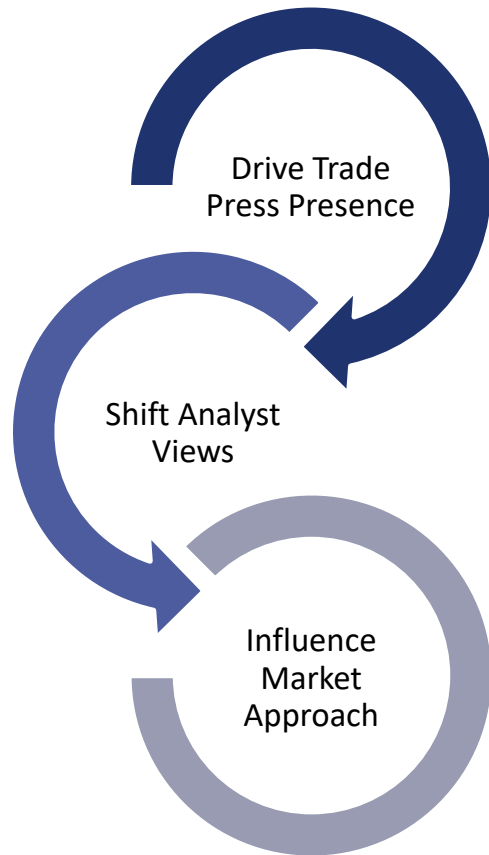
Webinar Model



Video Model



Public Relations Model



Shift Market Discussion
from Disparate Systems
to Unified Platform Approach