



Client Feature

KEENA HEALTHCARE TECHNOLOGY





Mobiah is excited to present this Client Feature. Keena Health's marketing program is the result of 18 months of discovery, design, development, testing and refinement.

// Background

In 2019 two healthcare technology companies approached Mobiah to discuss the marketing strategy in their merger. Each brand had particular strengths in products, client reach, brand presence, and reputation in speciality. They needed to form something new that encapsulated both of their missions yet still did not feel like a start up.

Brand Merger Consultation

To formulate the basis for the brand merger, an independent 3rd party audit was completed.

- Market Strengths Analysis

- Product Positioning

- Employee Perception and Adoption

- Brand Longevity

- Founder Needs Assessment

// New Name Selection

"Starting point. We need a new name."

Three were determined. Each approach needed to be unique while still clearly embodying the strength, ease, and enthusiasm with which the new group would operate.

Pulling from the trend in consumer goods of Collab's - two companies come together to release a new product.

Drop one L - to feel more tech and to give a unique spin on the concept. "We have been developing our products and services in our CoLab for years" development lab or innovation lab.

LaB - a nod to company founders Luce & Buttitta.



// LOGO

Bright, happy people
coming together
Incorporates BSS
and EHRis brand colors

// POSSIBLE TAGLINES

United through Technology
Uniting People and Technology
Uniting Health and Technology
Connecting Health with Technology
Creating innovation. Together.

// DOMAIN SECURED

ColabHealth.com

Clever/smart (*who we are*) way to incorporate HIT (*what we do*) in a name.

Definition is “to uplift”. Both companies were founded to ease the burdens of working with EHR’s and healthcare data.

Both founders are positive people who strive to make HIT less tedious and draining. They find ways to make it easier for their clients to be successful in their jobs.



HOIST HEALTH

// LOGO

Inspirational, capture the feeling of uplifting HIT hidden in some concepts. Incorporate brand colors.

// POSSIBLE TAGLINES

HIT Elevated
Uplifting Technology
Elevating Health with Technology

// DOMAIN SECURED

HoistHealth.com

Embody the product of two companies together in a new word. Be the commonality.

Create a new, clever name that encapsulates the benefits of working with them.

Kena

Estonian for kind, nice.

Keen

English for smart, sharp, observant.

Saying the word keena automatically makes your mouth smile (elongated 'e' sound) with a slight relaxing 'ah' (exhale) at the end.



The logo features the word "keena" in a dark blue, lowercase, sans-serif font. The letter "e" is stylized with a red, upward-curving shape resembling a smile underneath it. Below the word "keena" is the phrase "Healthcare Technology" in a smaller, dark blue, sans-serif font, flanked by two horizontal lines.

// LOGO

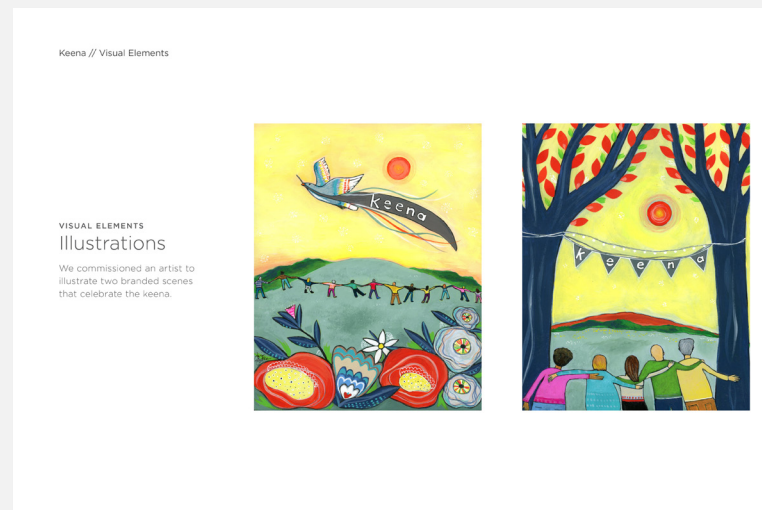
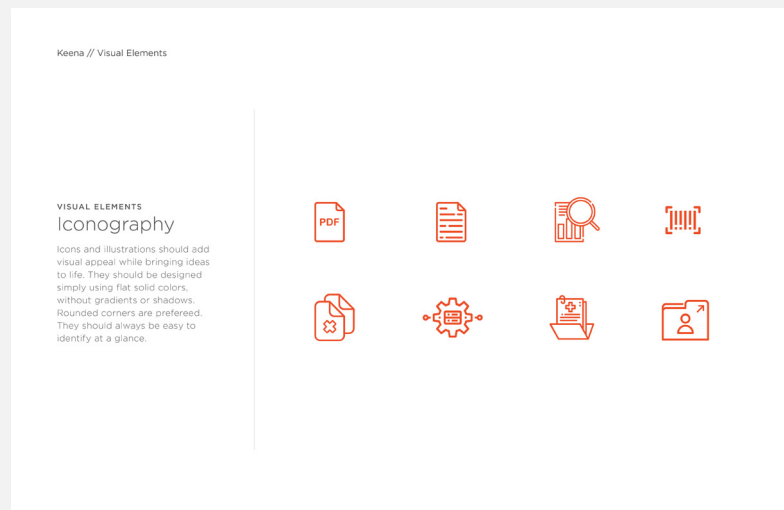
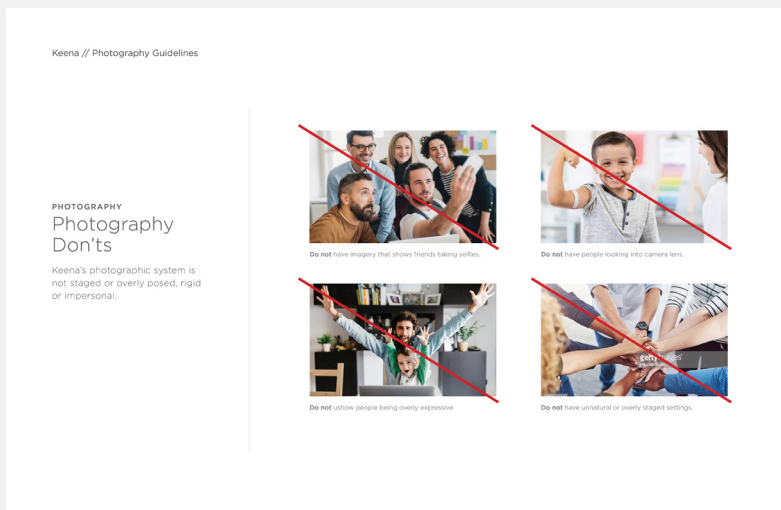
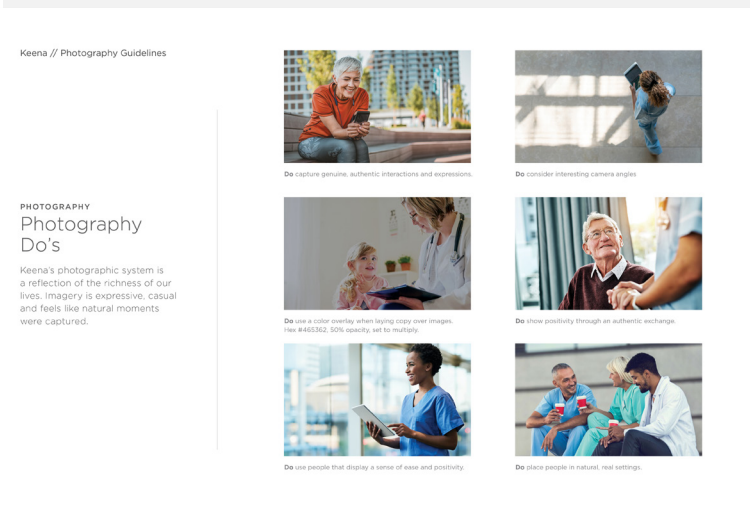
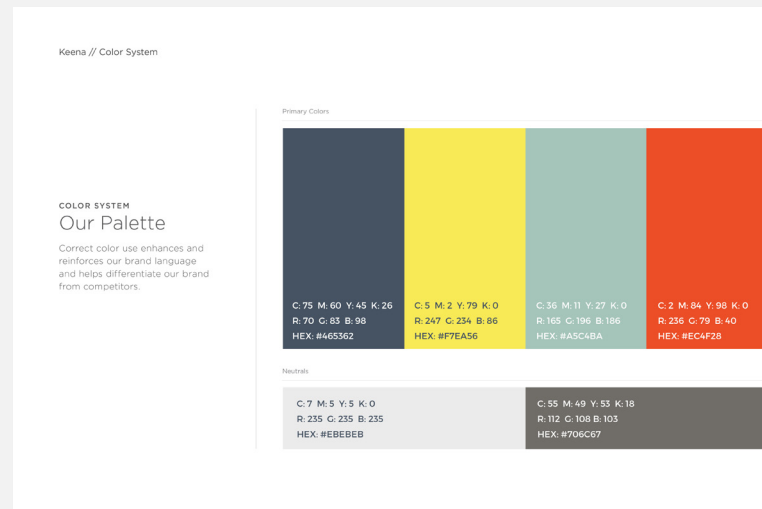
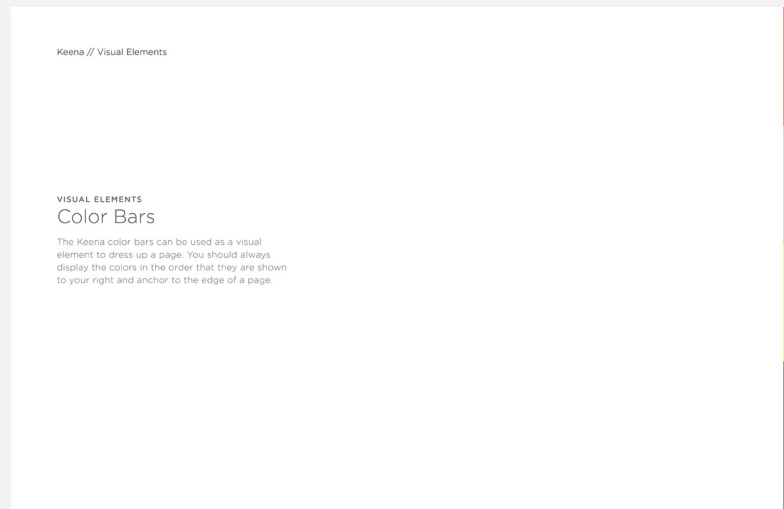
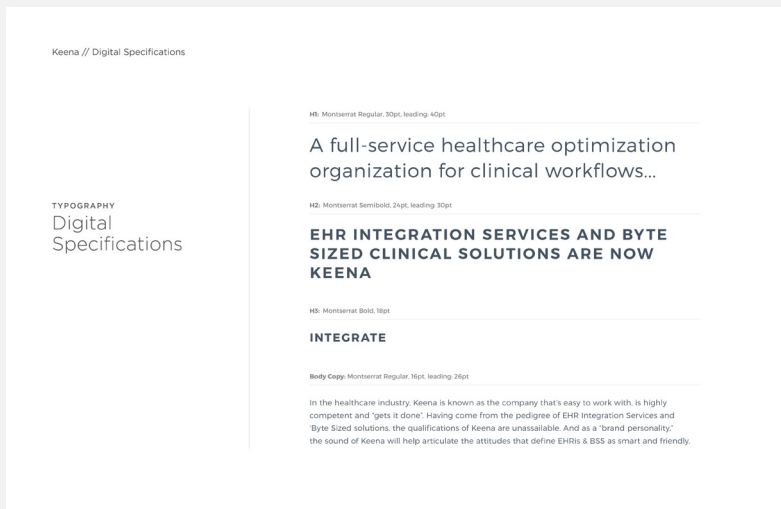
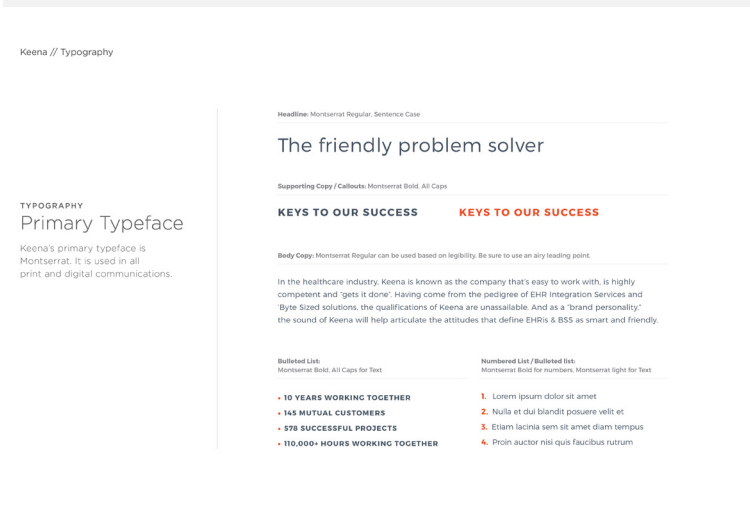
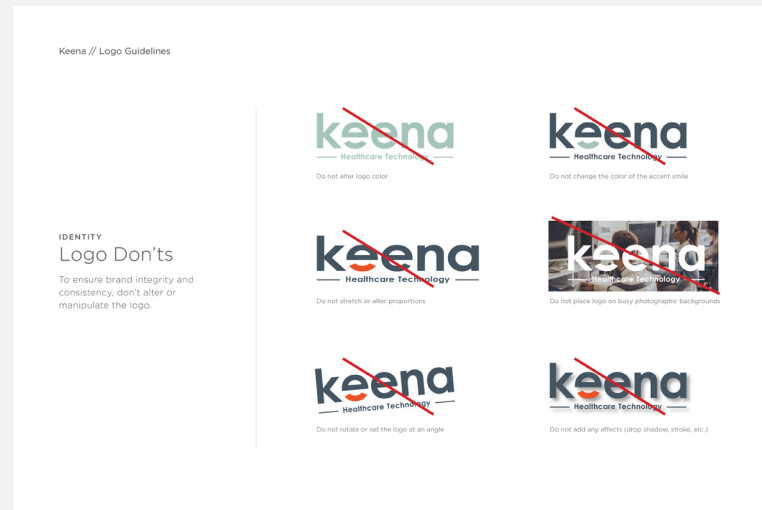
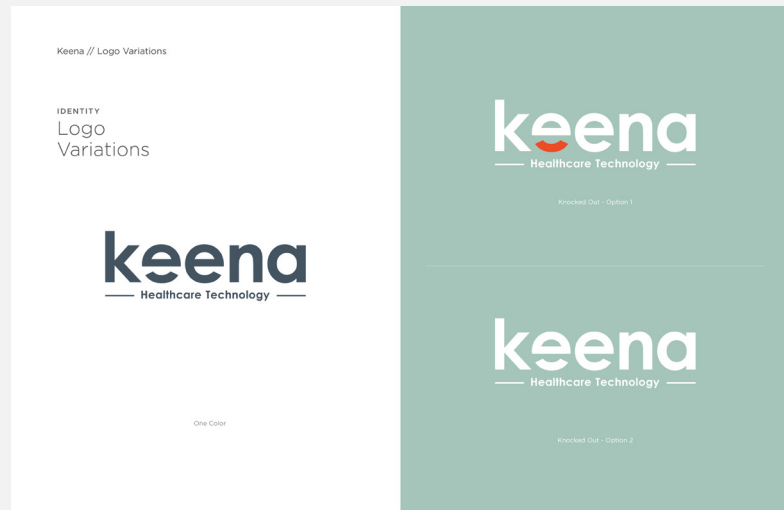
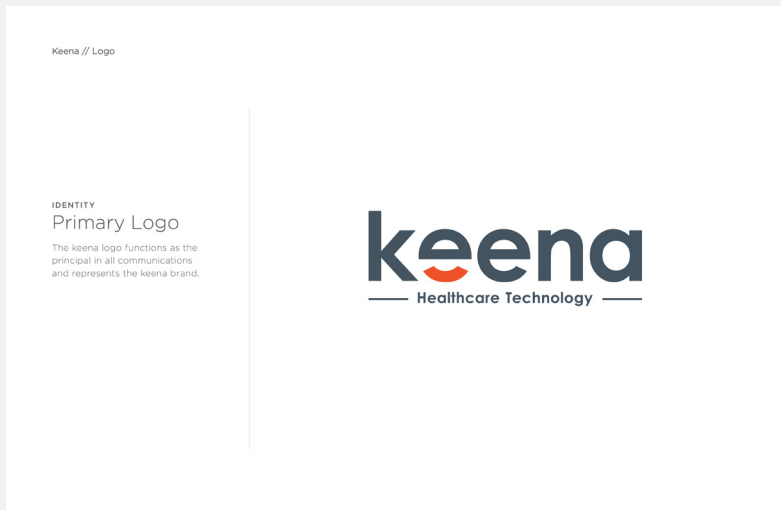
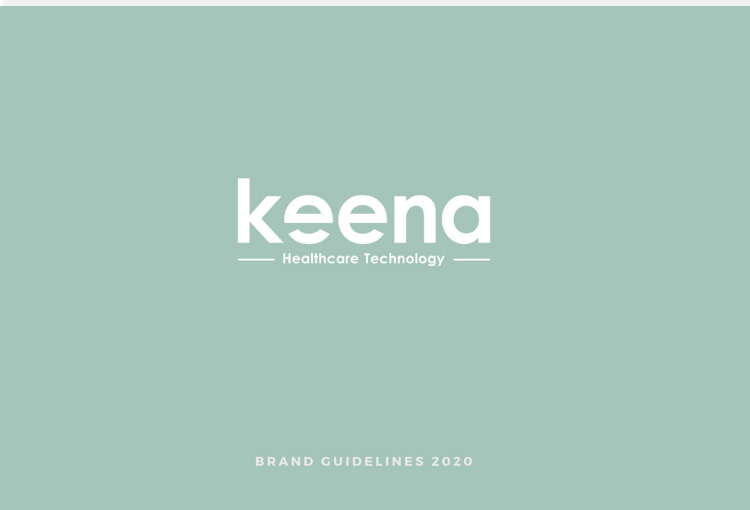
Focused and friendly.
New color palette
that can be easily
interchangeable for
products/services.

// POSSIBLE TAGLINES

Healthcare Technology
Technology Solutions
Inspired Technology

// DOMAIN SECURED

KeenaHealth.com



LETTERHEAD



Dear John,

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Mauris aliquam, dui sed auctor ultrices, nisi ipsum posuere urna, sed accumsan arcu leo sapien. Vivamus convallis enim nunc, eu euismod nunc lacinia quis. Quisque vestibulum massa turpis, at congue sem pellentesque eu. Maecenas at diam ante. Integer congue posuere quam sit amet posuere. Phasellus sed lorem convallis, vulputate dolor nec, sagittis justo. Aliquam blandit volutpat tempor. Integer enim metus, laoreet at justo a, sodales sollicitudin odio. Integer hendrerit purus non mauris accumsan pulvinar. Ut in nisl quis augue ultrices posuere quis quis eros. Nulla quis dolor venenatis, euismod nisi et, rutrum magna. Suspendisse et sapien eu lacus scelerisque sagittis ac et est. Suspendisse ultrices eu ante eu commodo. Fusce ut egestas dui. Aliquam viverra arcu turpis, sit amet pharetra nisi fermentum sit amet. Phasellus eu malesuada erat. Cras vehicula quam vel sem accumsan accumsan. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Phasellus in justo at neque iaculis imperdiet in at lacus. Nunc at gravida risus, luctus iaculis neque. Duis lobortis nunc non elit pretium, et hendrerit turpis auctor.

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Best,
Steve Buttitta
Founding Partner, Keena Healthcare Technology

BUSINESS CARDS

STEVE BUTTITTA
Founding Partner

35 Fennell Street, Skaneateles, NY 13152
T 315.707.7843 E sales@keenahealth.com

KEENAHEALTH.COM



35 Fennell Street
Skaneateles, NY 13152

#10 ENVELOPE

// Digital Deep Dive

TWO GOALS

Both brands in were interested in achieving:

- Show the existing client something new without disorienting them.
- Present something new to the market that people have not seen.

GOAL COMPLETION

Made possible through a digital deep dive into each client's marketing metrics and a competitive analysis that provided a survey of the landscape.

THE RESULT

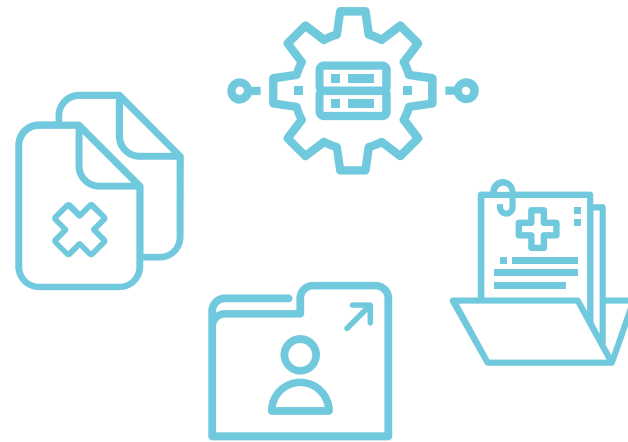
A Digital Communications Strategy and Media Plan.

// Digital Communications Strategy

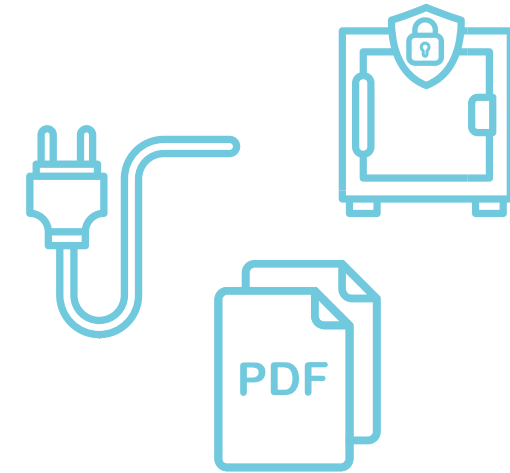
The data deep dive provided the foundation for three key must-haves in the new web experience.



Application
Presentation



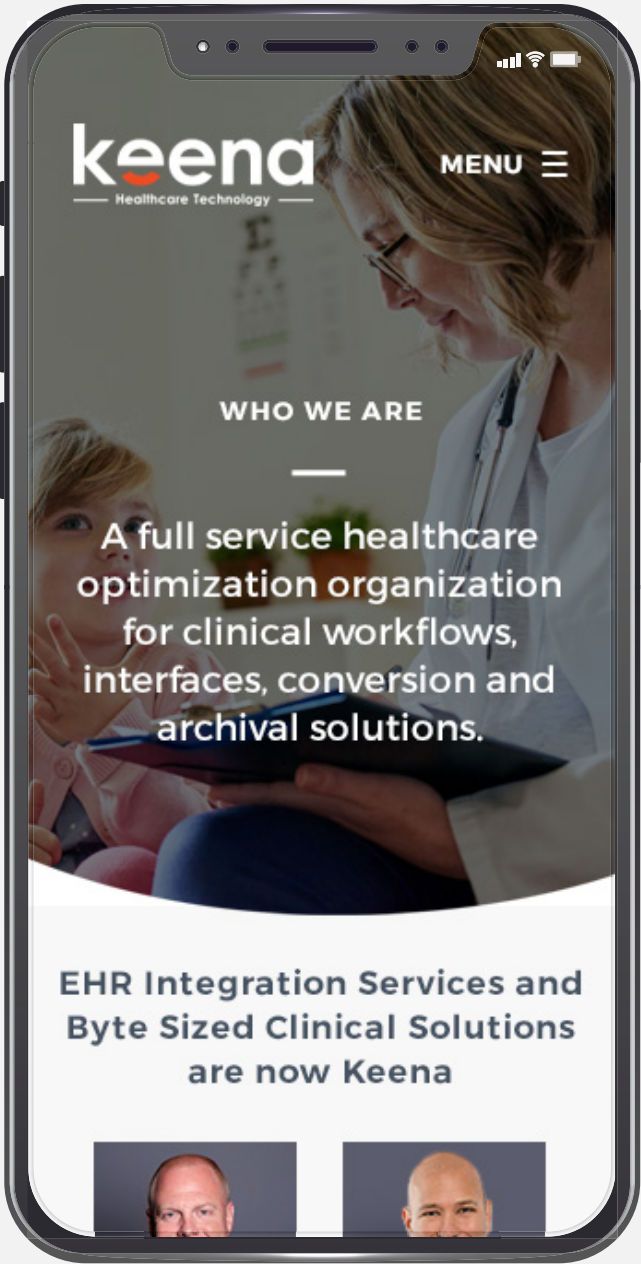
Solutions Area
Introduction



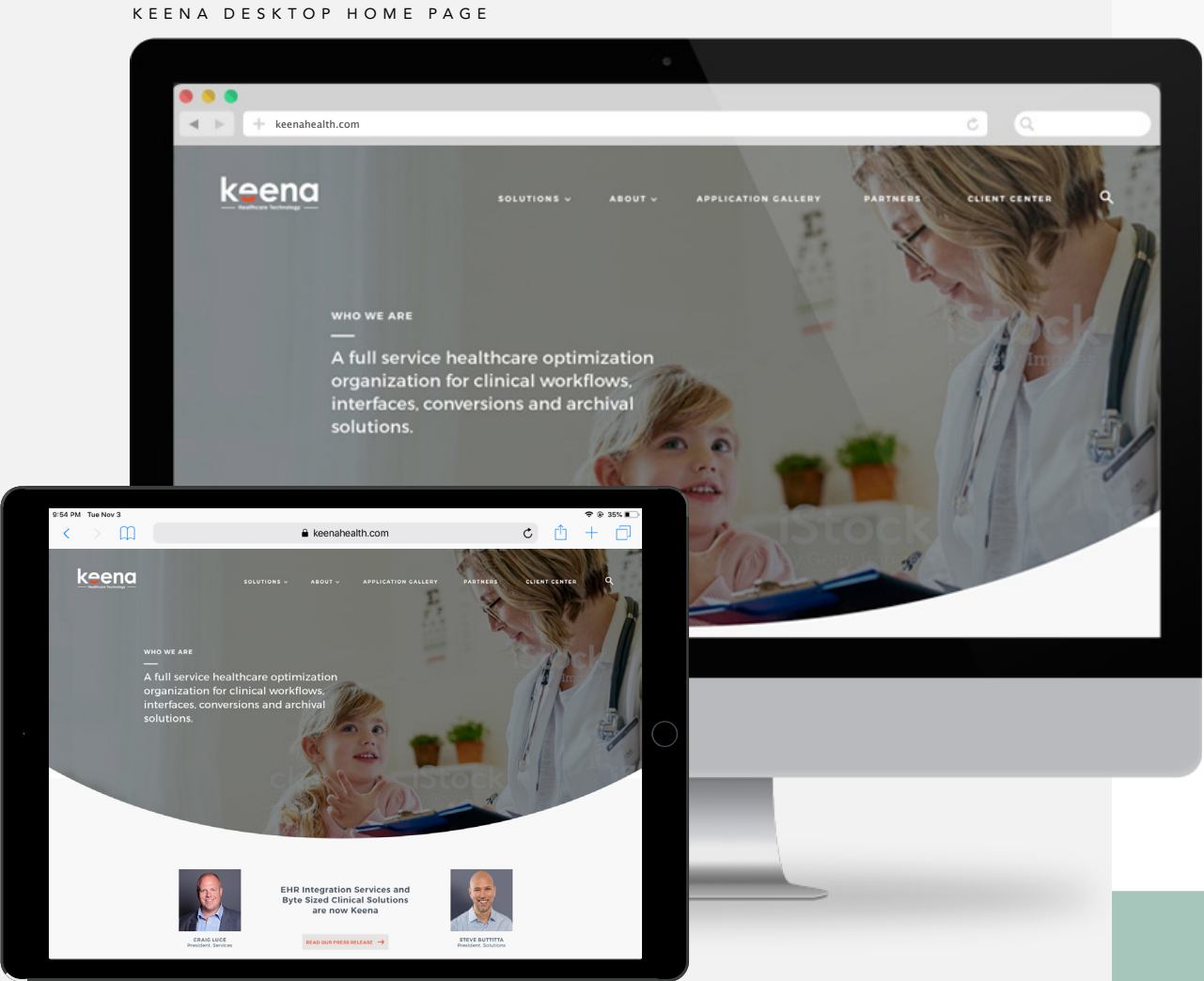
Thought Leadership
Strategy

// Mobile as a Priority Website

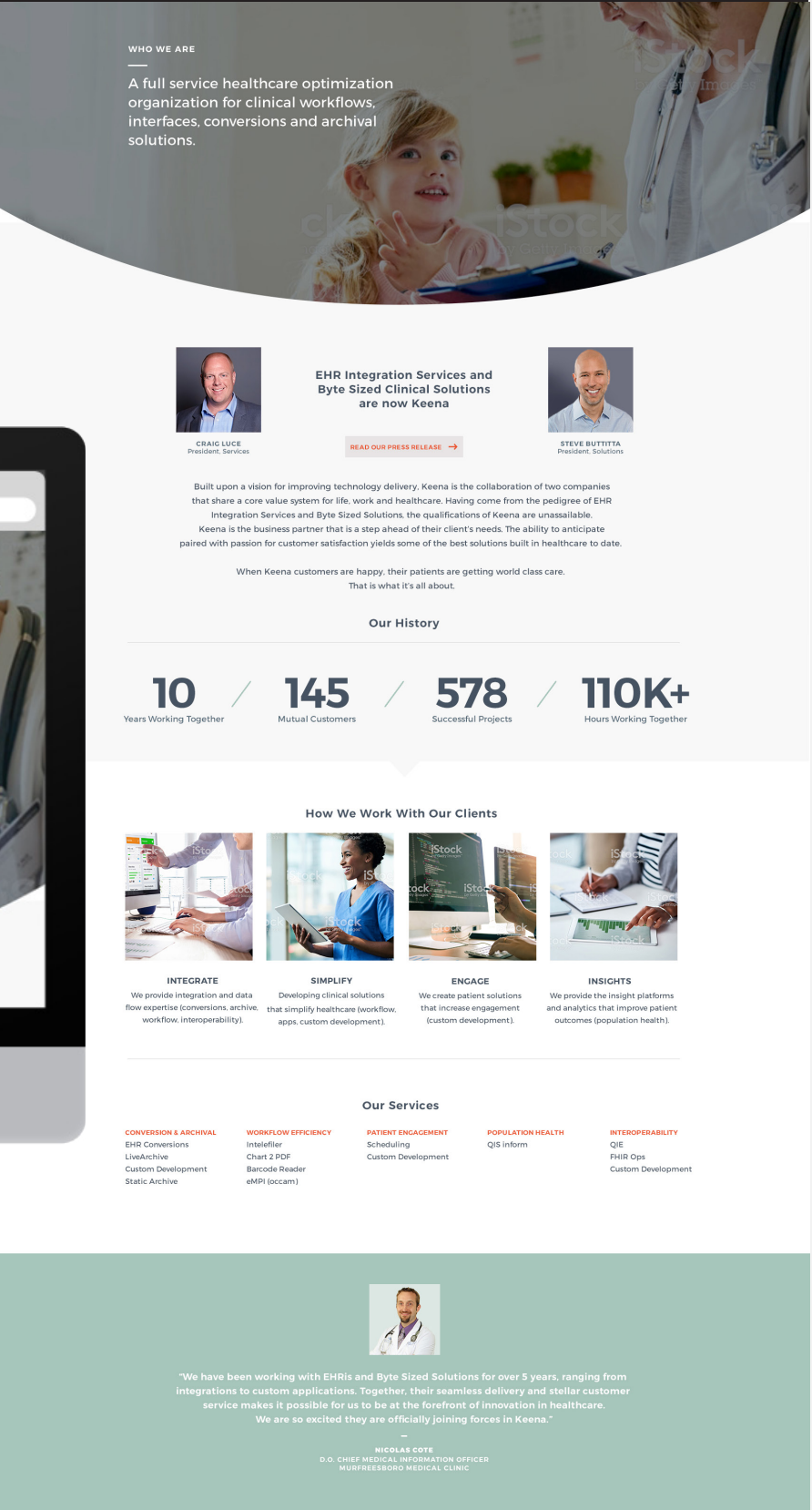
In 2021 and beyond we knew that we must give priority to our mobile audience.



KEENA MOBILE HOME PAGE



KEENA TABLET HOME PAGE



ABOUT

Partners
Insights
Careers
Contact
Client Center

SOLUTIONS

Conversion & Archival
Workflow Efficiency
Patient Engagement
Population Health
Interoperability
Custom Development

CONTACT US

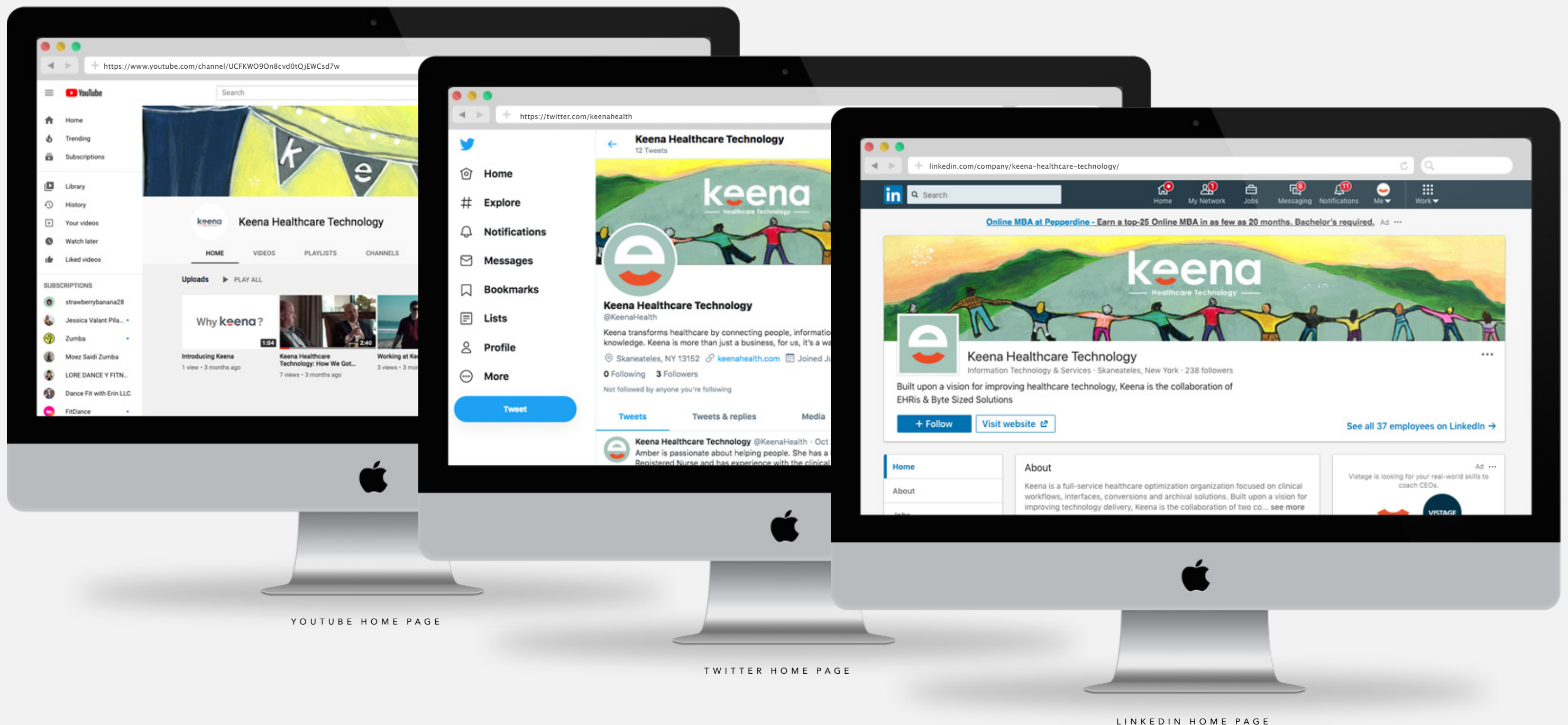
8318 Lochlaven Lane
Chapel Hill, NC 27516
775.859.7172
sales@keenahhealth.com

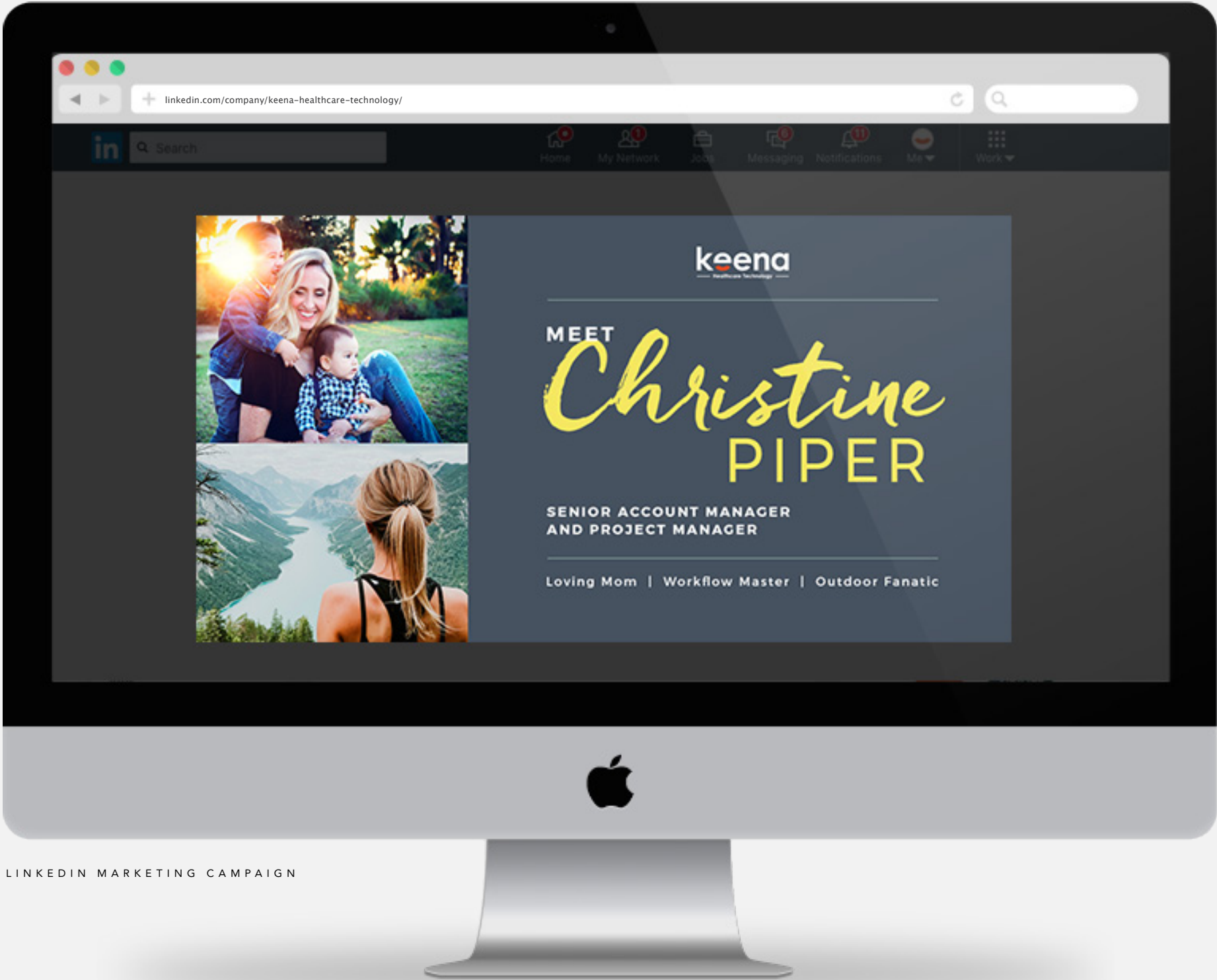
keena
Healthcare Technology

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// Setting the Social Stages

The brand also needs to be consistent everywhere it is present.
To make this a reality, custom art was created.

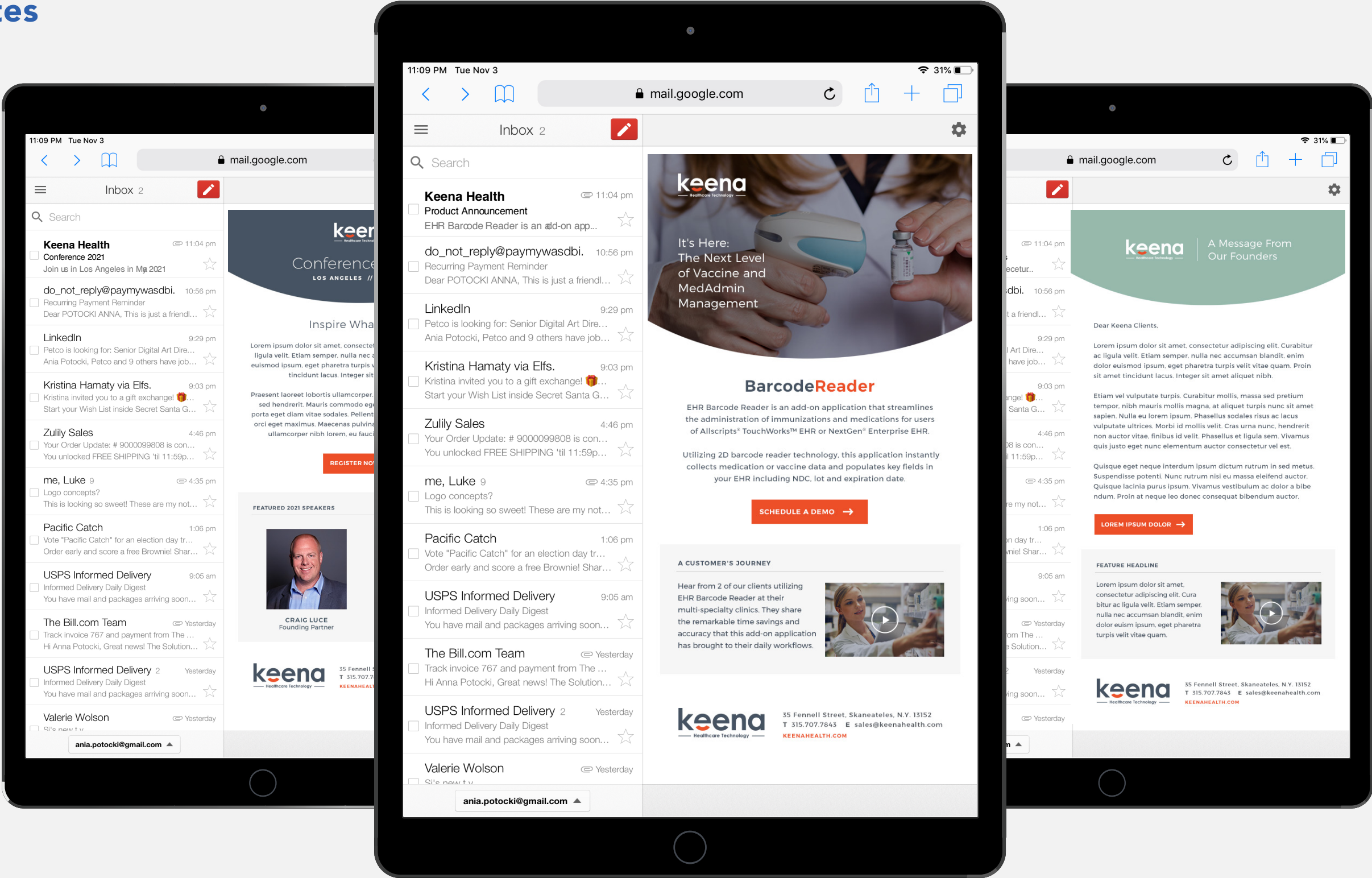




LINKEDIN MARKETING CAMPAIGN

// Email Templates

For customers that still prefer email for their corporate communications a consistent creative channel was formed.



// Analytics

In efforts to make our desired KPI's as trackable as possible we deployed Google Analytics.



ADMIN

Execute best practices in user management, platform connections, and audience building.

CUSTOM EVENTS

Capturing previously untracked events to bring insights into key customer touch points.

DASHBOARDS

Visualizing critical data points in new ways to better achieve actionable insights.

GA TAG

Deploying the tag via Google Tag Manager.

GOALS

Configuring the success points so key media channels can be evaluated.

CUSTOM REPORTS

Designing custom information processes where stock Google Analytics reports end.

The Future

WHERE ONE SUCCESS STORY ENDS
ANOTHER BEGINS.

LET US SHOW YOU WHAT MOBIAH CAN
MEAN TO YOU.

CONTACT US FOR MORE INFORMATION
LUKE@MOBIAH.COM

