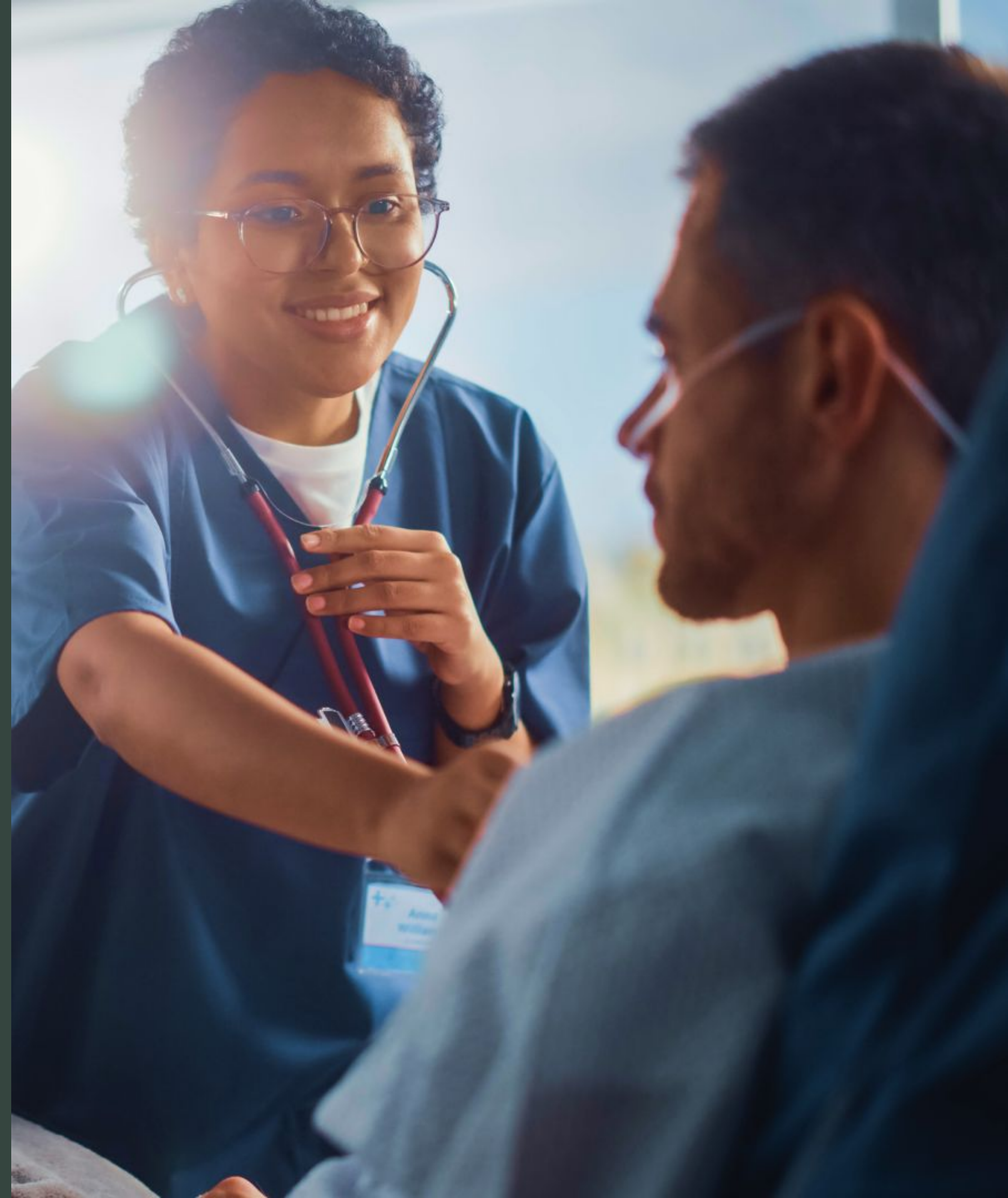


Qualivis

UPDATED MESSAGING,
LOOK & FEEL



Messaging



TAGLINE

Created by hospitals, for
hospitals



ONLY STATEMENT

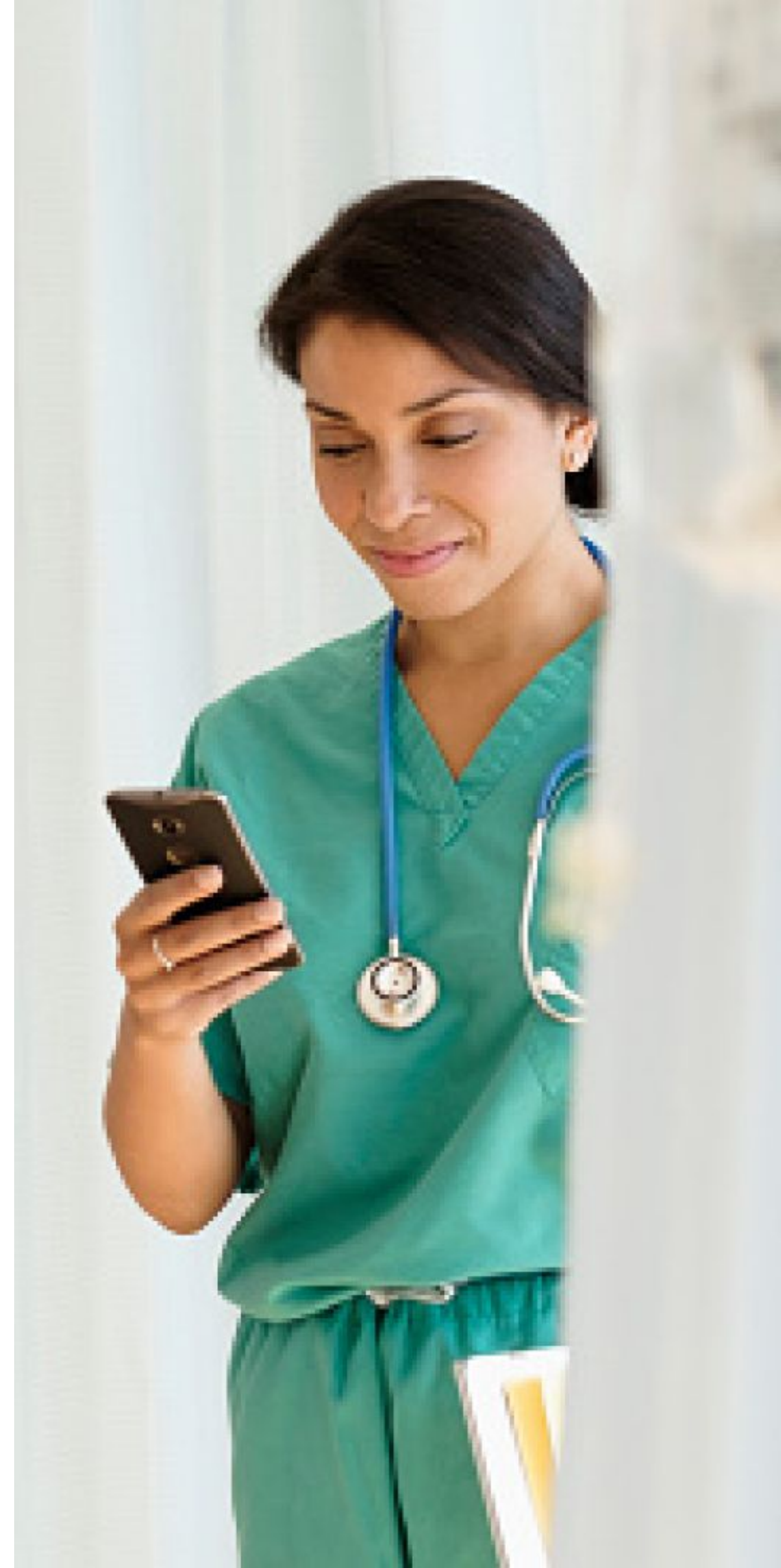
Qualivis is the only vendor-accountable managed service provider created by hospitals to build a stronger, more sustainable workforce.



BOILERPLATE

Qualivis is the only vendor-accountable managed service provider created by hospitals for hospitals. Partnering with more than 200 vetted agencies, we offer workforce solutions to optimize healthcare staffing and build a stronger, more sustainable workforce.

Through our consultative approach, we create individual programs unique to each healthcare facility. Our technology platform and mobile app provide 24/7 visibility and data analytics to drive decision making. Qualivis is endorsed by 27 state hospital and healthcare associations who rely on our dynamic market data and insights to educate and guide their members.



BRAND STORY

Qualivis was founded in 2002 in conjunction with the South Carolina Hospital Association and a Duke Endowment Grant, offering the first version of what is now known as an MSP. It is endorsed by 27 state hospital associations and nurse leadership organizations who receive a portion of the income generated when member hospitals use Qualivis for their staffing. These organizations reinvest it in healthcare education and supporting the health of their local communities.

Qualivis hosts an annual Roundtable event that brings together hospital associations, agencies and healthcare organizations for in-depth discussions on improving the healthcare workforce.

In keeping with its origins, Qualivis' team has a deep bench of experience in clinical and non-clinical roles within the hospital. Qualivis was acquired by Aya in 2018 and maintains its commitment to improving patient care through workforce solutions.

VALUE PROPOSITIONS

Agility

We build programs to your needs and implement changes at your speed.

Ease

We make it easy through our platform, our mobile app and dedicated team of experts.

Quality

We invest in our team and our partnerships, ensuring clinical excellence.

Transparency

Our technology provides 24/7 visibility and data analytics to drive decision making.

VALUE PROPOSITIONS

Fulfillment

We're backed by more than 200 partners including the largest agency in the country, ensuring fulfillment for every job and a 98.8 percent clinical success rate.

Cost Savings

We consistently deploy innovative programs at 6 to 12 percent lower cost than the national average.

Community

We invest in the health of the communities we serve through our 27 association partnerships.

BRAND ATTRIBUTE

Relational

We're part of your team, we know what matters to you and we build lasting partnerships.



BRAND ATTRIBUTE

Adaptable

We fit our services to each health system and can work alongside other vendors and integrate with existing software.



BRAND ATTRIBUTE

Holistic

We look beyond the obvious,
providing whole-house workforce
solutions and anticipating
challenges before they happen.



BRAND ATTRIBUTE

Data-driven

We use data to help guide decision making and transparency.



BRAND ATTRIBUTE

Credible

We were the first to introduce the MSP concept to healthcare 20 years ago and are endorsed by 27 state hospital and nurse leader associations.



BRAND VOICE

Reassuring

We've been there; we've got this.

Competent

We're experts.

Relatable

We skip the jargon; we know what matters to you

Visual Approach



GOAL

Create a refreshed look and feel that reflects the newly revised positioning, attributes, and voice.



Photography



PHOTOGRAPHY

The goal of the revised photography is to telegraph the key brand attributes in a way that feels authentic to the brand and life.

In general, we want to move more toward photography that feels imperfect and unposed.

Unique framing, shallow depth of field and effects like lens flare can help communicate the brand sentiments quickly and effectively

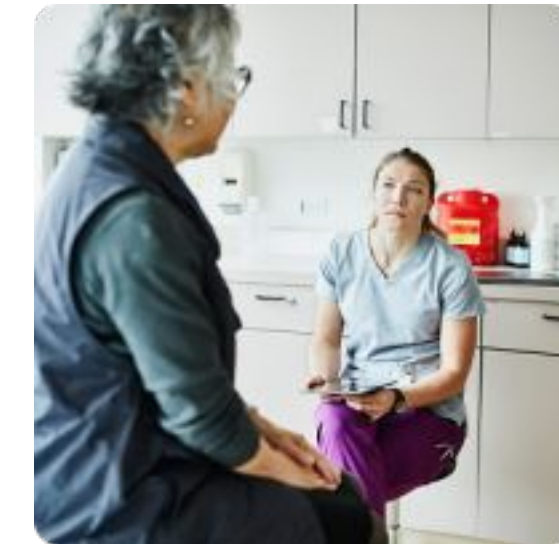
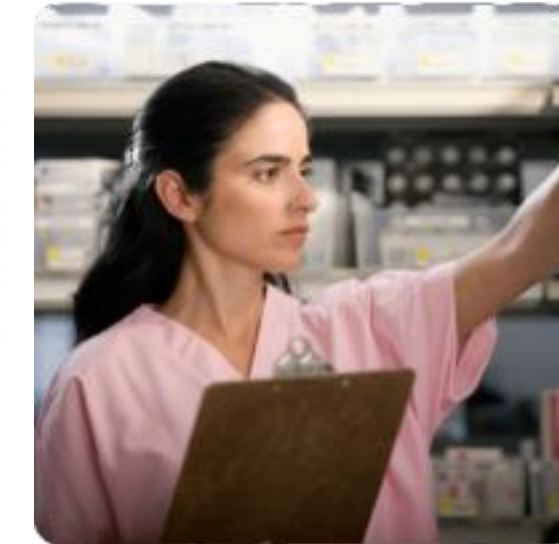


PHOTOGRAPHY TREATMENT

Color Treatment – we'll use more saturated, vibrant photo treatments to better reflect the brand personality.

Framing – Select treatments will have rounded edges to create a distinct, ownable look.

Highlighting – Select treatments will have an off-center highlighted/colored border as another ownable element.







Colors




COLORS




Dark Green
#42564F




Green 1
#BFEA6A



Green 2
#B9D54D

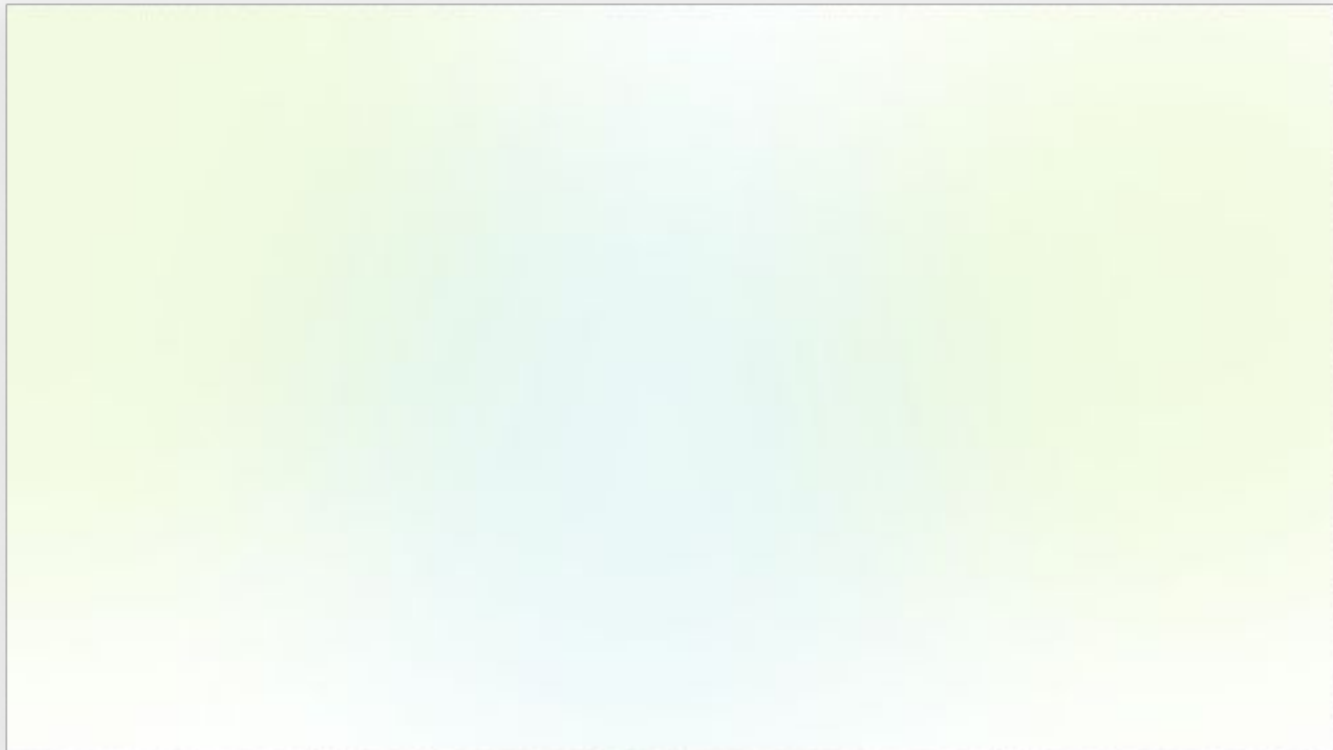


Teal 1
#52ACA1



Teal 2
#94DCD9

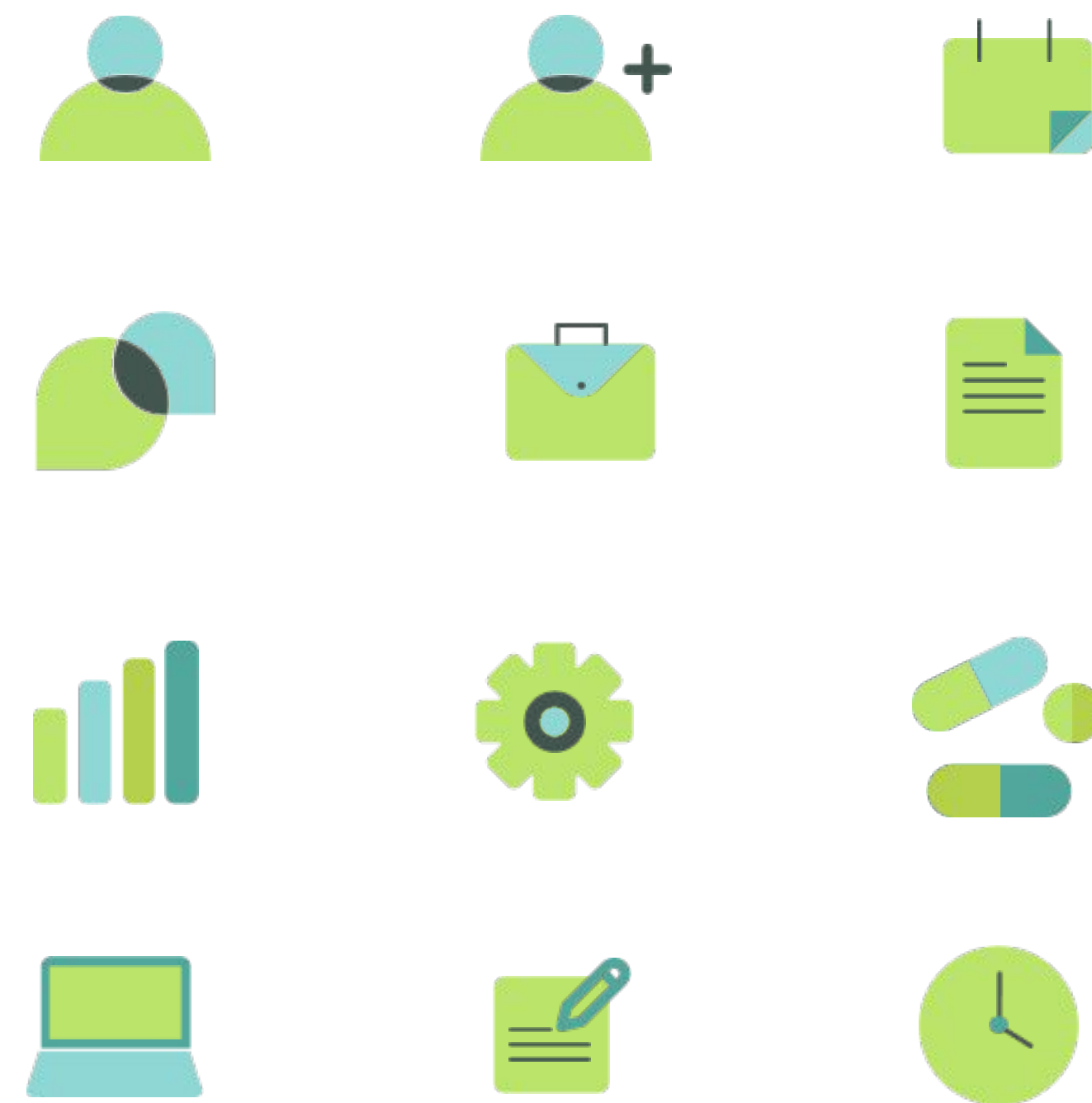
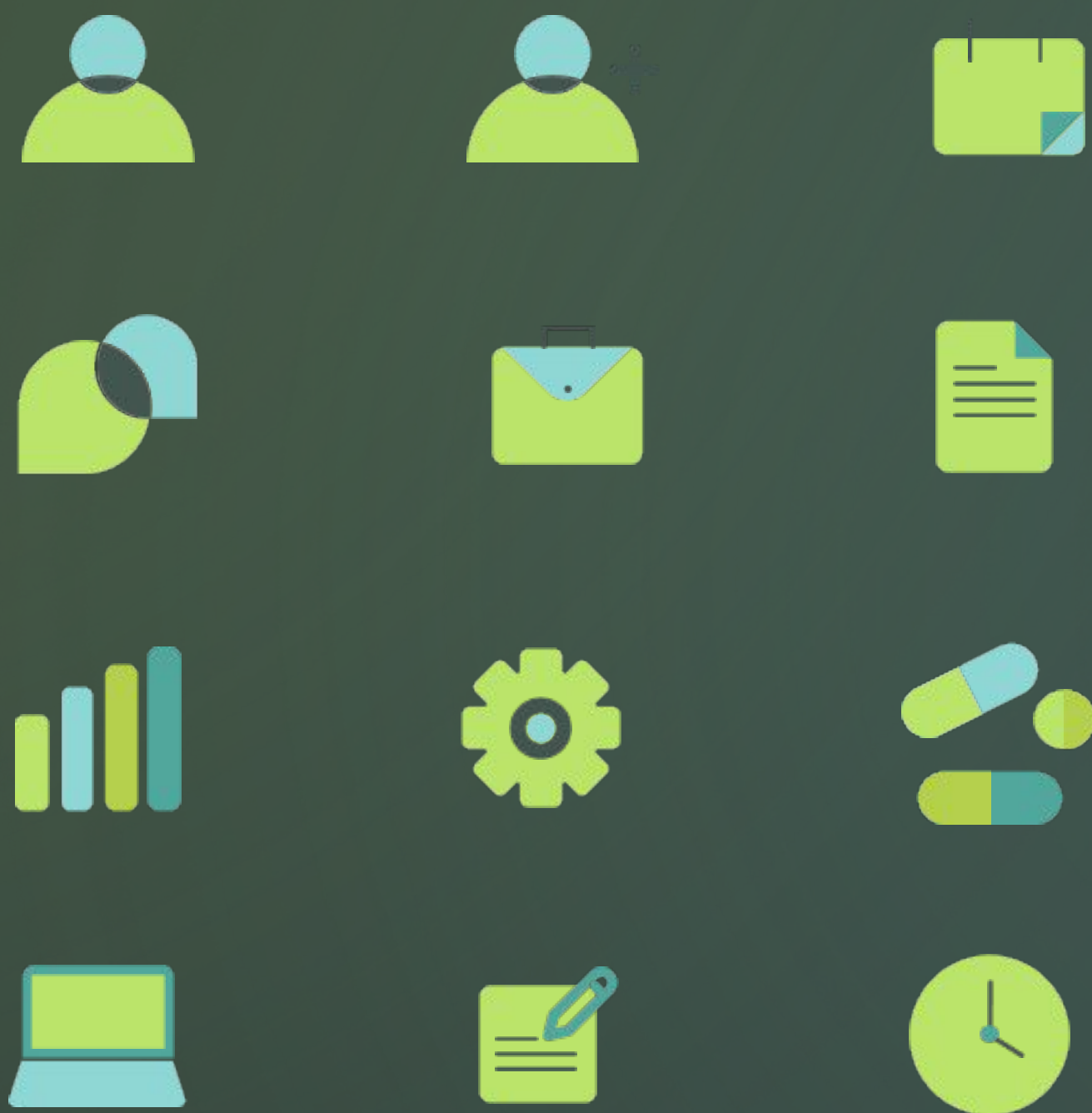
COLOR BACKGROUNDS



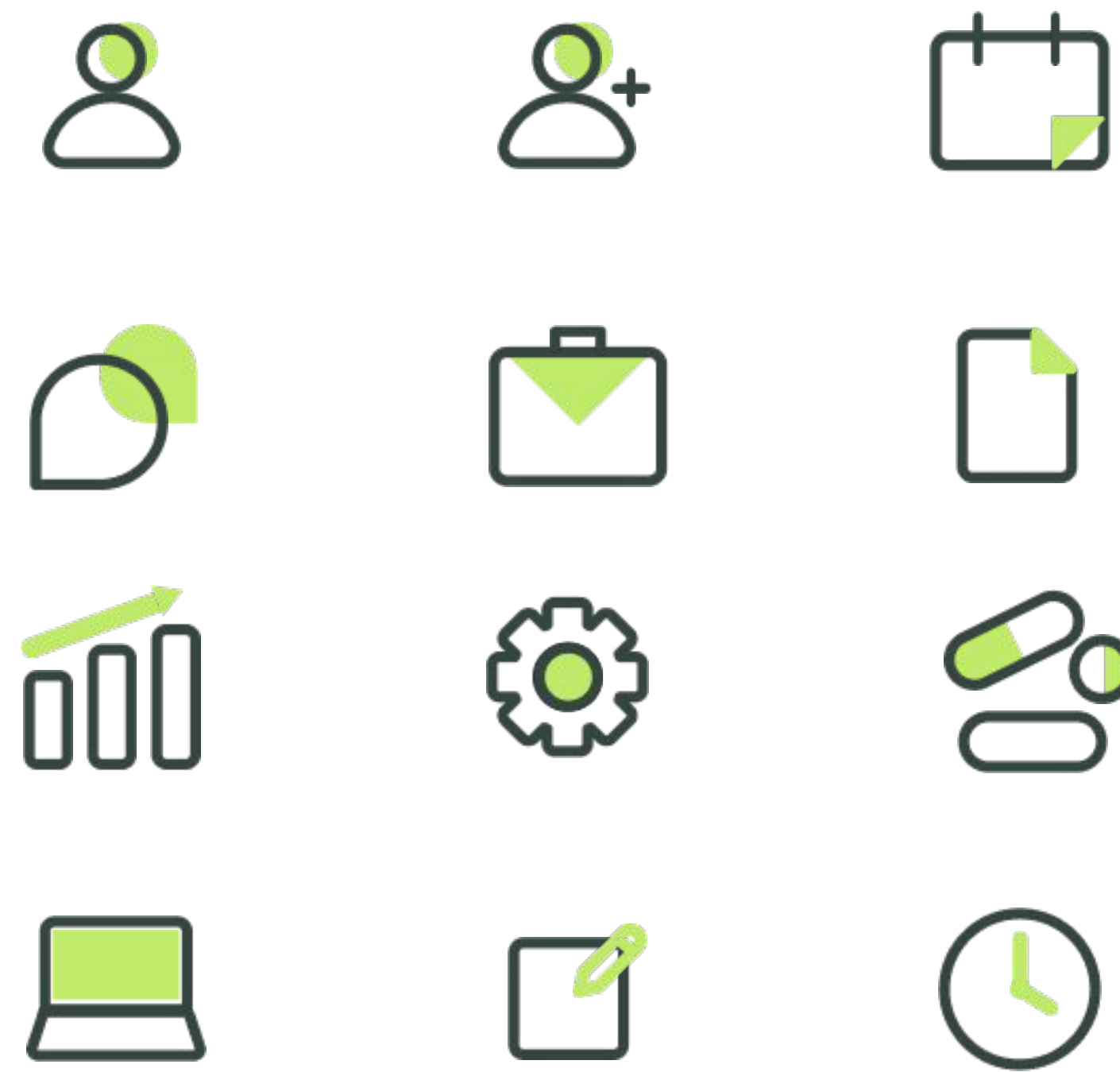
Iconography



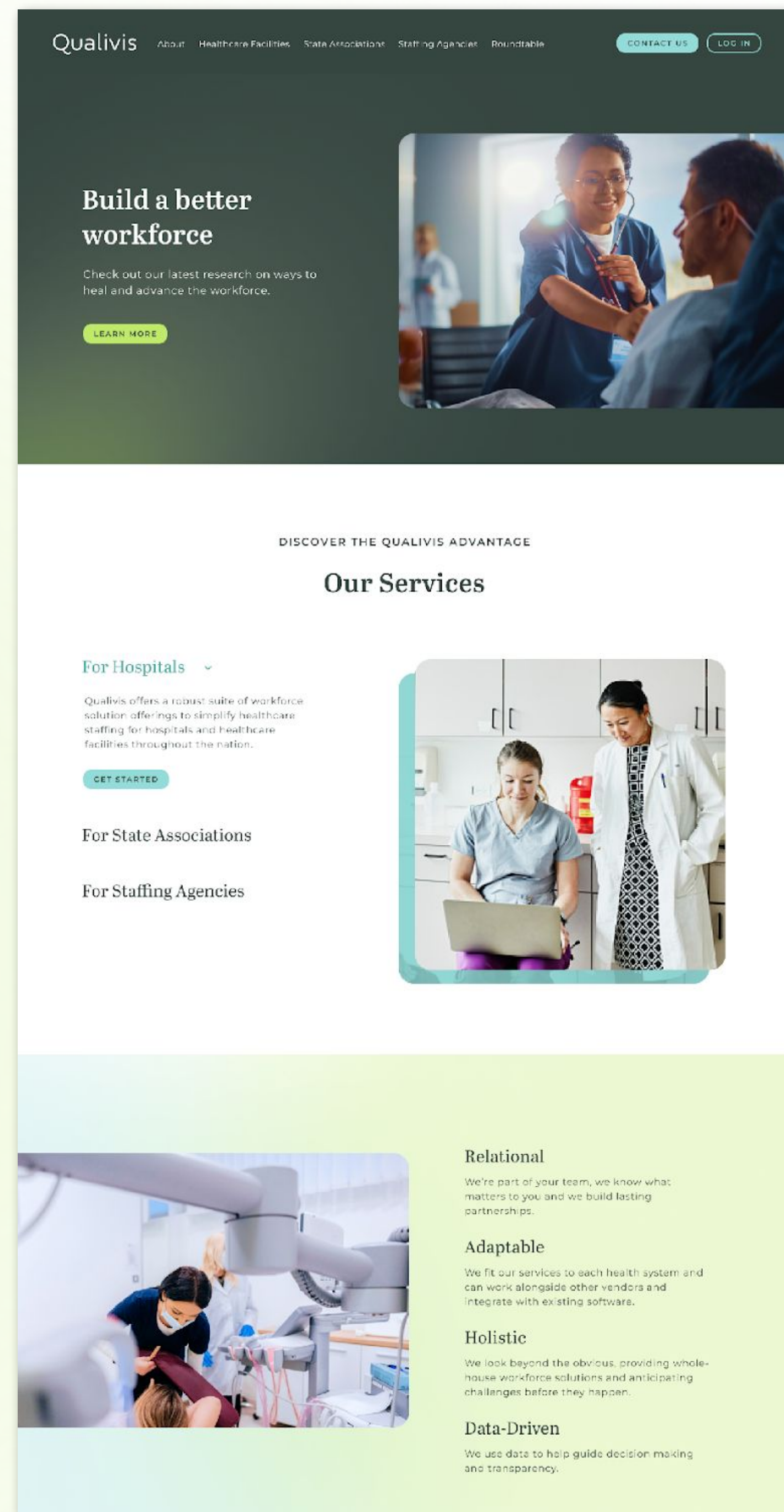
STORYTELLING ICONOGRAPHY



STORYTELLING
ICONOGRAPHY



Design Example



Logo

qualivivis
qualivivis
qualivi

LOGO APPROACH

Approaching the logo we wanted to align it more with the brand voice.

Making it **reassuring** meant staying with the familiar.

So this is an evolution, not revolution.

Making it **competent**, means keeping it feeling contemporary and using clean, modern type.

Making it **relatable**, means keeping it simple, so we've paired down the use of color.

Qualivivis

Qualivis

Thank You