## **Rebrand Consolidated Timeline** OneEpic / Digital 2/29/24 front door Integration All signage in place Integration Campaign 2022 2023 2024 Nov Jan Feb Mav Jul Oct Nov Dec Q1 Q2 Q3 Q4 Oct Dec Mar Apr Jun Aua Sept Visual guidelines Visual identity Brand Architecture & Nomenclature Signage interior, exterior and branded environments Signage Implementation (temp / permanent) Legal d/b/a and JV consultation ID badges concepts & standard.& Printing and distribution of ID Badges distribution planning Lab coats, security, volunteers, facilities & AeroMed Workwear Security & Decals Low: Utility trailers Fleet concepts, standards and vendor testing Medium: Full and half wraps. High: Templates, publications, OOH campaigns, social etc. Marketing detailed planning Medium; Digital graphics, flyers, brochures, HR materials etc. Low: Awards, folders, kiosks etc. High: Recruitment campaigns and digital ads, templates, nursing Low: Pdf resources and internal documents, compensation Med: ServiceNow materials, Workday materials, etc. HR detailed planning orientation materials, onboarding materials etc. materials IT/IS detailed planning + desktop Low: EPIC, MyChart, Onbase, Rightfax, Digital front door, policy High: Digital tool kit, email domain, Sharepoint, website reskin updates, Med: Workday/ ERP. Careers Website ServiceNow systems Integration High: Agent and Sales materials, member Priority Health detailed planning Low: Remaining Corporate literature store materials materials. Corporate literature store, brand store. Med: TV ads, AEP/ OEP signage, Permanent Fixtures brand style guide, Kroger Instore, Car wrap, digital assets and ads High: Contact center scripts and phone tree, patient billing customer service, 3rd Low: patient facing docurnents/letters and internal documents Med: Letters, statements, bills and job aids for internal audiences Revenue Cycle detailed planning party applications High: Update materials to support 2023 events and sponsorships including Donor Relations: Spectrum and Med: Fence signage and promo items Beaumont donor comms brochures, save the date and invites Med: Internal documents, checks, billing, credit cards and Finance detailed planning High: To be confirmed statements Med: Patient facing based on roll out schedule, internal facing Doc services detailed planning High: Templates, stationary, Corporate/ System Level templates and forms Low: Remaining forms and materials in library ociety for Health Care

forms, posters and materials

Strategy & Market

2927/BrandActiva:

