



**CASE STUDY:**

# MZI HEALTHCARE

## BRAND DEVELOPMENT & MARKET POSITIONING FOR HEALTHCARE SOFTWARE

Our experience partnering with MZI Healthcare (MZI) serves as a compelling case study, illustrating our ability to revolutionize healthcare technology brands, empowering them to articulate their distinct value proposition and achieve widespread success. This example showcases our holistic methodology for rebranding, which includes meticulous research, strategic planning, and the development of a unified brand identity that deeply connects with the intended audience.



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**INDUSTRY**  
 HEALTHCARE
- 
**AUDIENCE**  
 INDEPENDENT PHYSICIANS  
 MANAGED SERVICE ORGANIZATIONS  
 MEDICARE PLANS  
 HEALTH SYSTEMS AND HOSPITALS
- 
**CATEGORY/TACTICS**  
 BRAND POSITIONING  
 RESEARCH-DRIVEN TARGETING  
 PRINT COLLATERAL  
 E-NEWSLETTERS  
 CONTENT & THOUGHT LEADERSHIP  
 CROSS-CHANNEL BROADCASTING  
 REPORTING

## CASE STUDY: MZI HEALTHCARE



New Brand



Previous Brand



## Brand Standards Guidebook



MZI Healthcare (MZI) developed and provided healthcare organizations with sophisticated software that delivered a seamless integration of patient care and financial management with a web-based technology platform. With clients ranging from Independent Physician Associations (IPAs), Provider Managed Service Organizations (MSOs), and Accountable Care Organizations (ACOs), to Medicare Advantage Plans, health plans and health systems, MZI's software solutions are powerful enough to take on everyday activities, and perform at a high enough level to help manage large scale operations.

While the company's suite of software options offered efficient solutions for their clients, the business suffered from a disjointed brand identity that lacked any defining qualities and had fallen extremely out of date. To address this challenge, we took on a complete brand overhaul aimed at promoting MZI's powerful tools with engaging visuals and compelling copywriting. Our goal was to establish and maintain a consistent brand identity and key messaging across all communication channels.



## WORK.

Our rebranding process began with extensive, in-depth research to identify MZI's target markets and focus on their short- and long-term objectives. Based on our findings, we determined that the MZI brand needed a sophisticated, tech-forward look and feel to reflect its position as a growing healthcare technology company.

Once we had created a new, updated look for the brand, we set out to carry it across relevant channels. We developed identity collateral inclusive of business cards, brand guidelines and presentation templates. Additionally, our team created a full suite of marketing materials, including ads, information sheets and an e-newsletter. Finally, we created tradeshow booth graphics to ensure our client would stand out and stand above at all relevant industry meetings and conferences they attended.

Print Ad

**CASE STUDY: MZI HEALTHCARE**



Pull-Up Banners



Brochure



## RESULTS.

The healthcare software industry often involves a lengthy sales process due to the significant financial and technological investment required by hospitals and doctors' offices. With a modernized aesthetic, optimized messaging, and a comprehensive set of marketing materials, MZI's sales team experienced notable success following our rebranding efforts.

The ultimate testament to the effectiveness of our work came in April 2014, when MZI Healthcare was successfully acquired by CitraHealth, doing business as Orange Health at the time. This acquisition underscores the value of a strong, cohesive brand identity in attracting attention and driving business growth in the competitive healthcare technology market.

## KEY TAKEAWAYS

- A complete brand overhaul transformed MZI Healthcare from a dated, fragmented identity into a modern, technology-forward brand that better reflected its capabilities.
- Research-driven positioning clarified MZI's value proposition and aligned messaging with the needs of complex healthcare organizations and decision-makers.
- A cohesive visual identity and comprehensive brand standards ensured consistency across all communications, from sales materials to trade show environments.
- Developing a full suite of marketing assets strengthened MZI's ability to engage prospects throughout a long and complex sales cycle.
- Evok's strategic rebrand delivered measurable business impact, supporting increased sales success and contributing to MZI Healthcare's eventual acquisition.