

How can an organization reposition itself as relevant and integral to the needs of its target audiences?

The organization formerly called HM Health Solutions provides healthtech solutions for health plans, but its brand and messaging no longer communicated the true significance of its role to customers and potential employees. ThoughtForm worked with their team to understand targets, mission, strengths, and goals—then translated that understanding into an entirely new brand that has begun to reestablish the company as a leader in its field.

CLIENT

enGen

Modernizing a brand can reveal a company’s true relevance and give it a new way to talk to customers and recruits about its vision and value. HM Health Solutions (HMHS), a subsidiary of Highmark Health, provides advanced smart automation and healthtech solutions to health plans and their provider partners, yet was perceived as lagging the market. Now rebranded as enGen, the company can represent itself to customers and potential employees as the leader it truly is.



The challenge of an aging brand

In a rapidly changing market like healthcare, a brand can seem out of date in as little as a few years. As the organization evolves and market trends change, colors no longer look fresh, taglines seem off-base, and brand names can fall out of step with the group’s mission. Depending on how much equity the brand retains in the marketplace, the right solution may be anything from a light refresh to a total redesign.

7 seconds

is all it takes for a consumer to form an opinion on your brand based on your logo

60%

of consumers say they avoid brands with bad logos

80%

greater brand recognition is achieved through a strong signature color

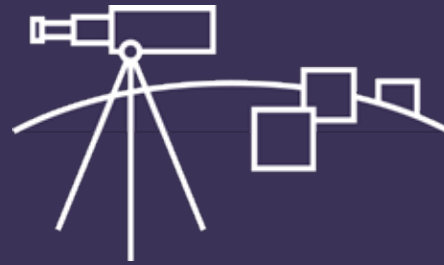
7-10 years

is how frequently most companies should update their branding

Creating a brand that works

ThoughtForm led a brand development process that deeply involved the HMHS team at every stage. Throughout, we facilitated a dialogue among many HMHS stakeholders—who sometimes had very different opinions on where the brand needed to go. Together, we laid the groundwork for meaningful discussion, evaluated creative concepts, and brought it all together into a cohesive new brand that fully reflects the organization’s capabilities. Best of all, the process resulted in strong alignment and excitement among the entire HMHS team—now operating under their new name: enGen.

PROCESS HIGHLIGHTS



1

Surveyed the healthtech market to understand what space HMHS occupied in customers’ minds



2

Worked closely with stakeholders to refine their stated mission and identify key strengths



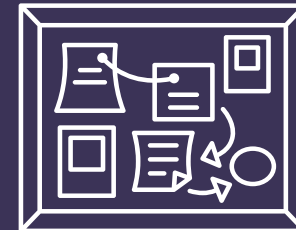
3

Convened strategists and designers in a creative push to develop hundreds of brand concepts



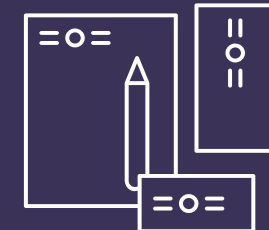
4

Worked with the team to rank names for uniqueness, likability, and strategic relevance, and select the final brand name



5

Developed key messaging including tagline, positioning statement, value propositions, and reasons to believe

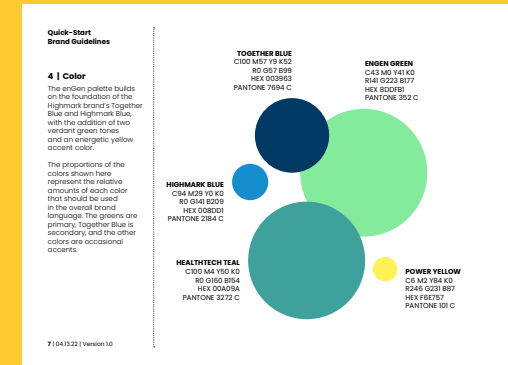
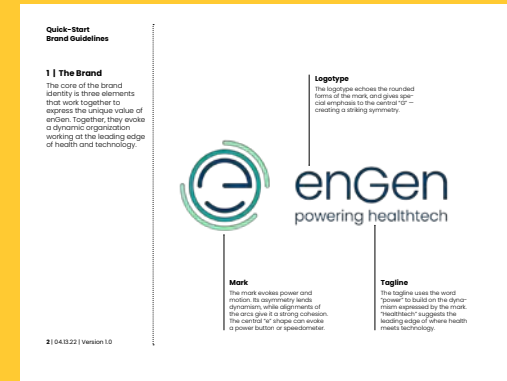


6

Designed visual brand including logotype, color palette, visual language, guidelines, and flagship communications

A winning brand and positioning

Working on very tight timing, ThoughtForm developed a striking and well-received new brand and positioning, as well as a well-aligned mission and vision, value propositions, and reasons to believe. A concise set of brand guidelines enables enGen to apply the new brand to a wide range of communications while maintaining its visual quality and consistency.



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This transformation not only revitalized our standing in the market—it also instilled a sense of purpose among our team of “enGeneers.”

Chris Cowman, Vice President of Strategy

Thoughtform is a strategy and experience design studio. We help organizations drive internal change, create brand-defining experiences and set a clear path to the future.

To find out how our solutions can help you, contact Steve Frank at sfrank@thoughtform.com
To learn more, visit us at [thoughtform.com](https://www.thoughtform.com)

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