



Brand Narrative

03.28.2022

Brand Narrative

A brand narrative is how we uniquely tell the story of any given company. It is a combination of storytelling, tone, and vocabulary that increases a brand's relevance to an audience and differentiates them from competitors.

The following slides capture recommendations for how to approach the storytelling of Azalea Health modularly through a variety of outputs.

Our Character

The distinguishing personality traits of the brand described in human terms.

Attributes, behaviors and tone that are recognizable to the brand.

Cultivators

With humble beginnings, our moral compass and humanity call us to do what others are unwilling. We share our expertise and forge resilience in others. In unifying healthcare, we ensure no one is overlooked—building a better future for all.

We Speak

Neighorly, Directly, Assuredly, Sincerely, with Intention

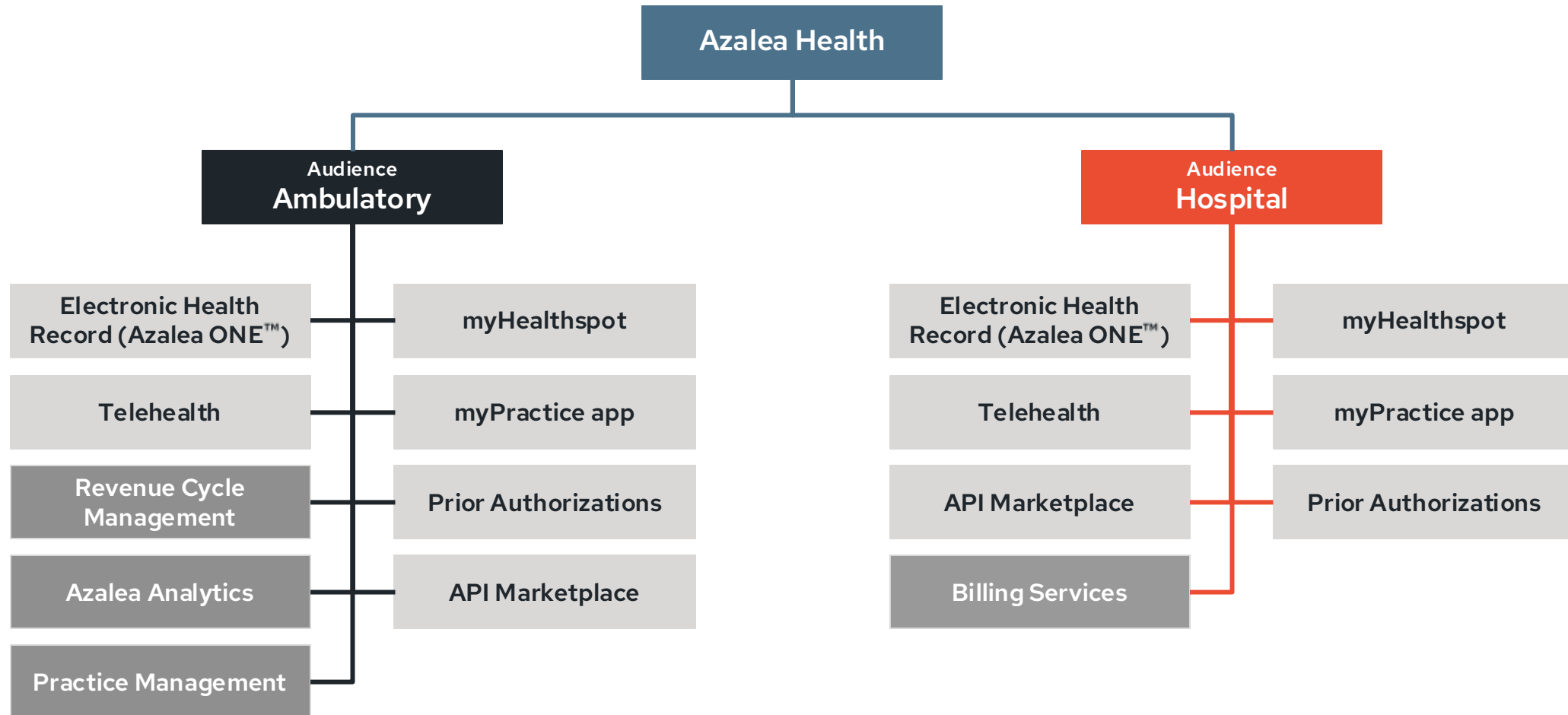
We Are

Knowledgeable, Honest, Kind, Reliable, Accessible

We Act

With urgency and empathy. With a point of view. With focus and drive to unlock hope and progress for all.

Product & Services Architecture



Brand Voice Insights

What's working well?

A familiar approach

The Azalea Health brand voice is already referring to the reader or audience as “you” in second person. This creates the familiar and conversational cadence that we want to convey.

A dash of delight

Lines like, “Streamlined and Seriously Good Healthcare” are refreshing and convey a personality. Most of the language like this is currently found on the current website.

Direct, data-infused, and demonstrative

There already is a nice balance of data points and examples that help your audience understand the impact your products and services can have on the care they provide.

Beyond the functional and technical

For tech-driven companies, emotion can be hard to tap into—but not for you. Azalea Health already does nicely in infusing emotional and value benent language into the mix like confidence and focus and opportunities to relationship building.

Brand Voice Insights

Where are some opportunities?

Consistency in hierarchy and structure

What you say and the tone you use is just as important as how you display it. A brand voice can be enhanced through snackable and consistent content strategy that helps others catch on to the rhythm of your speech.

Terminology Twisters

In healthcare IT, we understand that sometimes industry vocabulary is needed like revenue cycle management. But wherever possible, could we distance ourselves from heady terms like interoperability or integrated and just say what we mean? (works in harmony, all in one, etc.)

What's in a name?

Could we standardize how Azalea Health refers to itself? Like do we call ourselves Azalea? Or Azalea Health? Or even Azalea Health Innovations? For consistency and clarity, we can standardize this choice.

Underscore the invitation

We can continue to infuse a balance of realism, understanding, and vision-casting across communications. As we write in the voice of Azalea Health, we need to underscore the brand's desire to see the overlooked on an intimate level and invite those who want better to help us shape it.

Brand Story

An emotive narrative that speaks to why the brand exists, what you do, who you do it for, and why it matters.

We at Azalea Health use technology to pursue care without barriers. Our founders saw first-hand how physicians struggled using the electronic healthcare record systems they were forced to use—because EHRs were built to minimize risk and meet legislative needs, *not* to make the critical jobs of care providers any easier.

Our founders recognized this as an opportunity to start with the overlooked—to bring forward-thinking ideas to the healthcare IT space through empathetic innovation.

So we got to work. What started as an idea in Valdosta, GA grew into a fully cloud-based healthcare management and medical billing solution designed to meet the needs of healthcare providers of all types and work in harmony with their current systems.

Because of our roots, we're endlessly inspired by "hometown" providers, and we strive for progress daily on their behalf. We take those learnings and apply them to our solutions to unlock better healthcare for rural providers and beyond.

We invite you to join us in our pursuit of intentional progress. By building the future of healthcare IT infrastructure together, we can better achieve the one patient, one record hope we share—while ensuring no providers are left behind.

Our company is growing and continues to prove the value of our approach. Azalea Health was recognized by Inc. Magazine in their annual Inc. 500/5000 as one of the nation's fastest growing private companies and was recognized as a top 40 innovator by TAG (Technology Association of Georgia).

About Us

A shorter and more direct elevator summary about the brand and the value it provides.

Despite the recent innovation in the healthcare space, EHRs still fall behind. They have not kept up with the ever increasing demands we have for our nation's physicians, who are left to struggle with overly complex and outdated tools for their patients.

Our founders saw this as an opportunity to build a truly cloud-based healthcare IT solution that would feel as simple as checking your email. From the desire to help overlooked healthcare providers improve care and profitability, Azalea Health is bringing empathetic innovation to the EHRs space—unlocking hope and progress for all.

Our cloud-based healthcare management and medical billing solution connects the clinical and financial sides of care and works in harmony with existing systems. With a focus on customer success, Azalea Health's platform has the flexibility to serve all healthcare practitioners, immediately improving cash flow as well as clinical outcomes.

Talking Points

High-level and important thematic
to infuse in messaging

Significance of Rural Healthcare

We have seen first-hand the pressures that rural providers face. Azalea Health began in a small, local town, so we get it.

We understand that rural providers are the sole resources for many people across the country and when your doors close—there is no one to help.

That's why we want to be your partner and to help you build resilience.

Our rural roots ground our perspective, and as a company, we move with urgency to do what's right.

Technology & IT Harmony

We are creating a harmonious experience that removes digital barriers and friction and empowers providers to focus less on updating boxes and more on simply providing the care they want to offer.

Our goal is one patient—one record. The ultimate unification of healthcare. And to get there, we want to partner with all kinds of healthcare providers.

Today our fully cloud-based solution is as simple as checking your email. And we promise to get better, daily.

Empathetic Innovation

Empathetic innovation is an approach to progress that is grounded in the practice of continually seeking thoughtful solutions for the people we serve. We do not innovate for the sake of innovation—rather we solutioneer with heart—to better serve the overlooked and beyond.

This unique perspective guides us to build solutions that fit ALL providers regardless of size, location, ability, etc, and we are constantly improving the features of our platform to meet the needs of diverse specialties.

Empathic innovation shows up not only in our products and services—but how we approach hiring and onboarding of our staff. To fulfill this commitment, we know it is our job to nurture healthcare allies who understand the challenges rural providers and others face.