



Practice Co-branding

Style Guide, 2021

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BACKGROUND

By joining Advantia Health, you are transforming healthcare for all women. Together, we're setting a higher standard of care and convenience while reducing unnecessary costs. Alongside coordinated care, we're pioneering care models that align incentives with the best interests of your patients and their families.

We understand every practice is different, so we've come up with a range of options within the Advantia family that accommodates a variety of brand needs. Please see the following pages to get more familiar with practice co-branding at Advantia, and together we can determine what is right for your practice!

The Advantia Health Brand

BENEFITS OF JOINING THE ADVANTIA BRAND

The Advantia Health brand was established through a robust identity discovery, refining every stylistic decision according to rigorous market research. We surveyed over **3000** women in our key demographic across the U.S. (including our patients) on their unique needs and preferences, inviting feedback from our physicians and stakeholders every step of the way. The result is an established, research-based brand with a strong reputation that resonates with our audiences.

MEASURABLE SUCCESS

Advantia Health uses simple Net Promoter Score (NPS) surveys as a proxy for gauging our patient's overall loyalty to our practices. NPS is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Currently, Advantia Health proudly averages an **NPS of 77**. According to Bain & Co, the source of the NPS system, suggests that above 50 is excellent, and above 80 is world class. The upper quartile of organizations (or the top 25% of performers) have an NPS of +72 or higher.



With nearly **2,000** Google reviews across all of our practices, Advantia Health averages **4.5 stars** on Google. Our automated surveying tool allows patients to quickly and easily leave feedback which has led to an increase in positive online reviews.



5-STAR GOOGLE REVIEWS:

"Best OB-GYN ever! Customer service, actual service, it all! Top notch."

– Reiter, Hill & Johnson

"The office was clean and staff were always friendly. 10/10 recommend this practice."

– Ob-Gyn Associates of Silver Spring

"I will definitely recommend them to anyone who asks me."

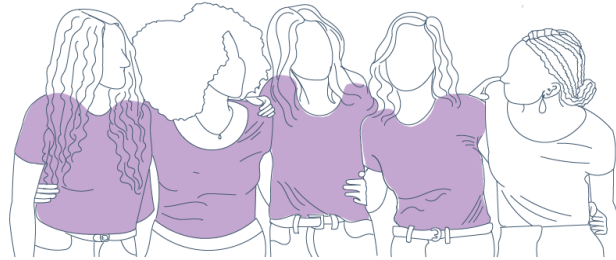
– Heartland Women's Healthcare

"Great place where women can feel comfortable and safe with the staff."

– Women's Health and Surgery Center

BETTER TOGETHER

As an Advantia Health Practice, you have the opportunity to utilize our brand identity to appeal to your patients; our voice and vision have been crafted to communicate empathy, innovation, and reliability. Most importantly, it resonates with our primary consumers



80% of women ages 18-65 surveyed across the United States voted in favor of the new Advantia branding.

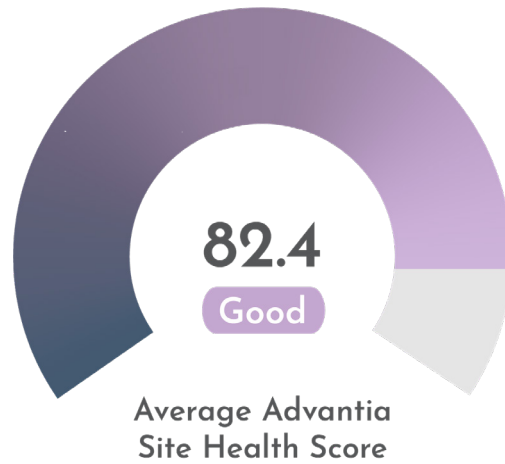
Nationally renowned thought leaders are talking about Advantia Health’s Brand:

“We need to start embracing a much broader definition of women’s health - not as some niche market relegated to the personal care aisle at the grocery store or characterized by pink bows, but as human health.” - Christina Farr, Venture Capitalist and former Senior Health Tech Reporter, CNBC.

Reproductive/Sexual Health				Pregnancy/Postpartum			
Fertility	Cycle Tracking	Birth Control	Hardware & CPG	Clinical Care	Diagnostics	Community	Hardware & CPG
@life EXTEND FERTILITY LILIA Hey Grip kindbody bea FERTIFA M ORCHID HERPHILITY ma(+)+e @apricity CARROT futurefamily parla Thread Fertility NOOVATION overture @Expectful	@eww Flo ovia health Clue flutter WILD.AI .inne	NURX. EMME @TUUNE pandia health Simple HealthKit AAVIA HeyJane PILL CLUB twentyeight adyn	D A M E. Daye kindara @UNT flow oova LOLA @lily eli private pocks THINX @ova	@X MAVEN Quilted HEALTH Origin. cleo poppyseed Oula @mahmee PUTH @Woebot Health Wildflower Health	mirvie sonio pregnotia Butterfly @Sona PROGNOSIS iSona PROGN	Peanut partum REALTY HEYMAMA BABY 2 BODY. pumpspotting	Bodily elvie willow NATALIST stix Materna
Gynaecology & General Health		Pediatrics & Adolescence		Menopause			
Clinical Care	Diagnostics & Devices	Mental Health	CPG	Care & Education	CPG & Hardware		
Parsley Health ADVANTIA HEALTH RORY+one medical Tia @ayaba Care @PERLA SteadyMD @pylie hers @ROSY	@KHEIRON aspivix everlywell	Oath Little Otter Daybreak Health joon brightline	happiest baby bobble YUMI @LOVEVERY. @minkins RAISED REAL @BYHEART @BIOMILO	STELLA @ELETRA HEALTH femfeel gennev Lisa Health olivia Peppy alva	GRACE JOYLUX Bonafide tabu		

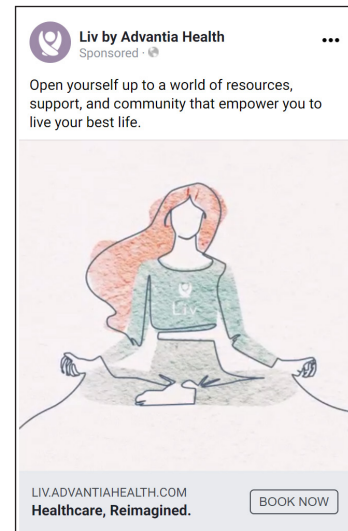
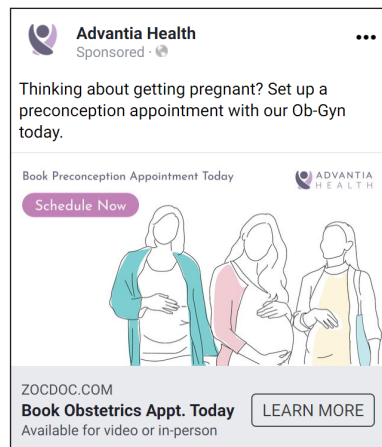
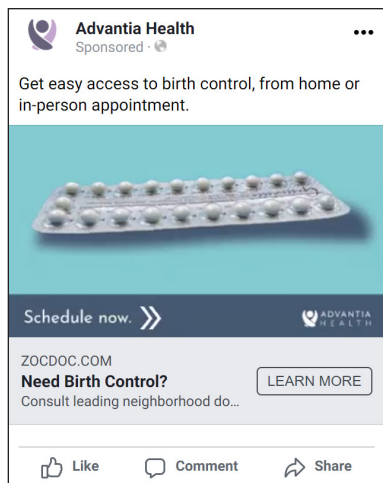
PROVEN WEB PRESENCE

Site health scores are representative of the proportion of links, widgets, images, etc. within your site that adhere to best practices, compared to those with “errors.” These errors do not necessarily mean something is broken, and no site is perfect, but do help diagnose certain inefficiencies that we can address over time.



PROVEN DESIGN

Let your team focus on patient care - Advantia’s marketing and design team can take care of the rest. From your website to ads, you get access to proven marketing campaigns and branded templates. We have hundreds of branded resources that your practice can leverage and we’re creating more by the day.



We’re better together - with more and more practices under the Advantia brand, we are able to take advantage of economies of scale and efficiency that comes with marketing a single brand. As we look at our 2021 performance vs 2020 healthcare benchmarks (according to Wordstream), we see that we are driving an **above-average number of clicks** per impressions, while doing so at a **lower than average cost**. We’re currently seeing our Click-Thru Rate (CTR) performing **31% above** the 2020 benchmark and our Cost Per Click (CPC) costing **34% below** the 2020 benchmark.

Brand Vision

Our vision is for all women in the United States to receive compassionate and better-value healthcare. Advantia is helping to make this a reality by providing comprehensive, convenient, and coordinated care that empowers women and their families to navigate their healthcare journey together. We are committed to two key values in support of our mission:



QUALITY

Quality means being thorough, using data not opinions to drive our work, and delivering our best work given the constraints we may have on time or resources. We value quality across all of our objectives:

- We measure the quality of our care based on the outcomes we deliver for our patients versus industry benchmarks and best practices.
- We measure the quality of our services based on our customers' loyalty, willingness to refer us to friends or colleagues, and their increased business with us over time.
- We measure the quality of our work by the key results we achieve towards our goals.



EMPATHY

We believe that building a successful company means understanding others fully:

- By being empathetic to our customers' needs, feelings, and challenges we will help them be successful in managing their health and the health of their families.
- Empathy drives respect, listening, caring, and improved communication - only through empathy can we work together to accomplish our objectives, drive key results, and be a truly customer-centric organization.
- Empathy also means understanding and celebrating our differences. By encouraging diversity, we increase Advantia's ability to succeed.

Brand Identity

Advantia's refreshed, consumer-driven brand is carefully designed to appeal to the preferences and sensibilities of our key audiences, while communicating the innovation and reliability of our care model. From logo, to color palette, to typography, illustration, and photography styles, we have curated every detail of Advantia's identity system to align with our mission of transforming healthcare for all women. Below is a snapshot of our refreshed brand identity - for a more in-depth look, please see our Brand Style Guide.



Compassionate

Innovative

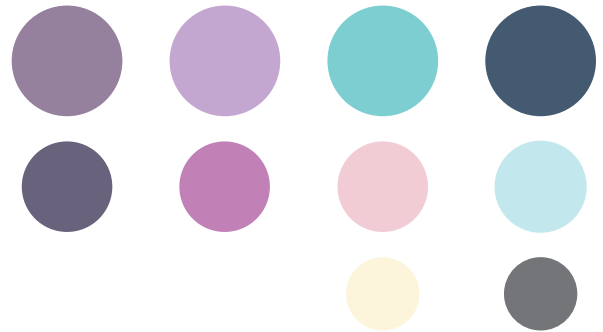
Reliable

Whatever you need,
wherever you are

OUR TECHNOLOGY

We think that keeping in touch with your doctor or booking an appointment should be easy as sending a text message. That's why we brought in technology that allows our patients to do just that. And a whole lot more.

> SHOW ME HOW



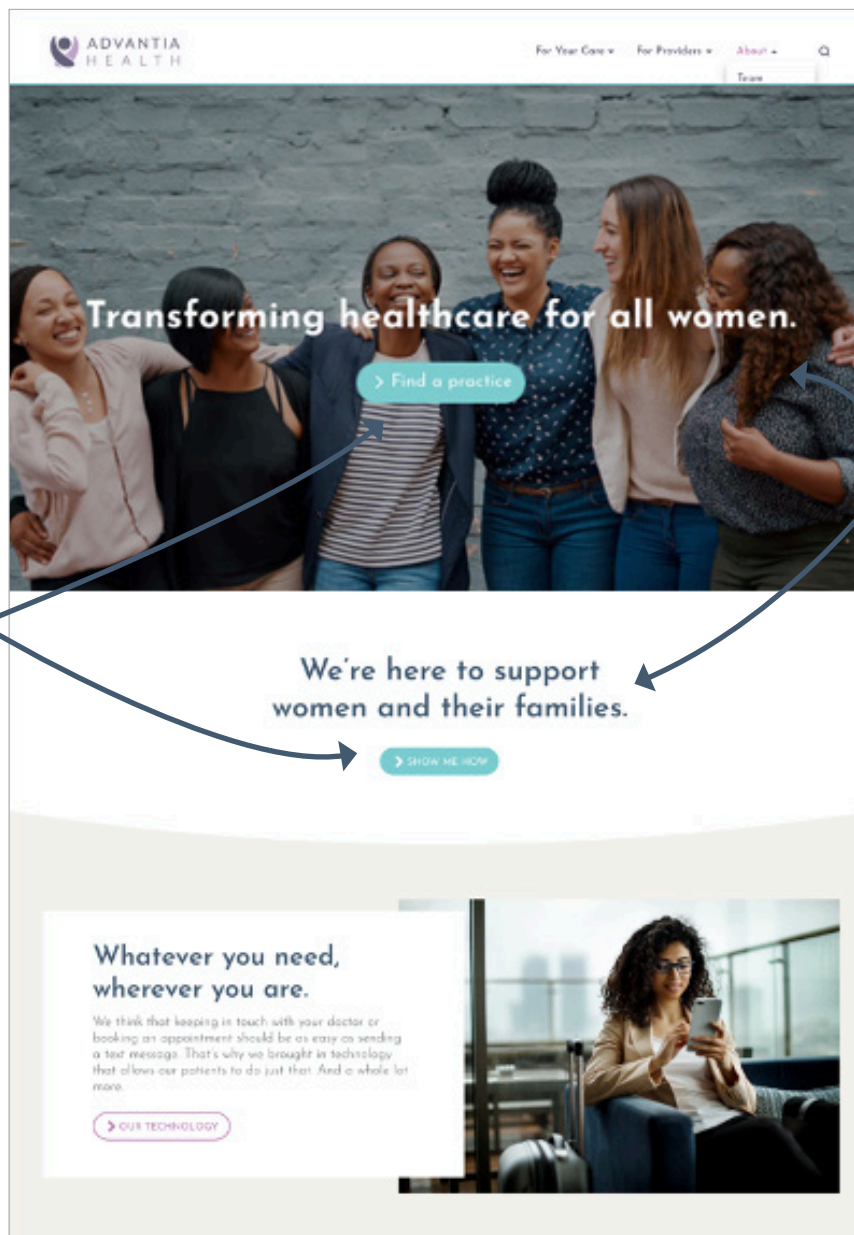
Examples of Use

Please see the following example of the Advantia Health homepage (above the fold, not to-scale), implementing some of the principles established by our new branding:

Primary logo over white with appropriate clear space

Photo meets brand photography criteria

Brand palette used to highlight call-to-action buttons

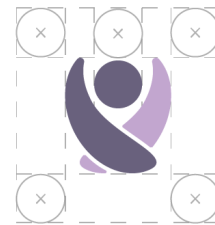
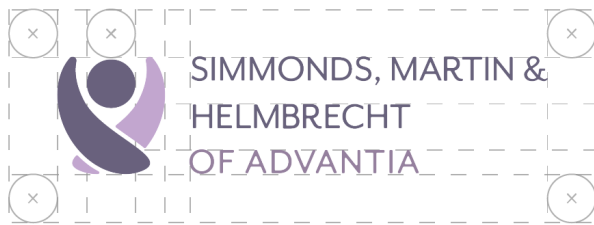


H1 font style, scale adjusted to format for web

Practice Co-branding

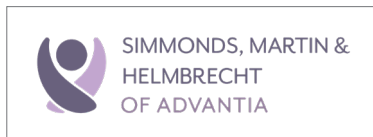
Each Advantia practice has its own unique culture, style, and needs. From logo, to web presence, to interior design, your practice will benefit from joining the cohesive Advantia Health brand experience. Please see the following pages to learn how Advantia's improved brand identity system can help you better serve your patient population and team!

LOGO OPTIONS

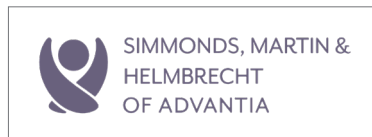


When using our logo with additional visual elements (text, graphics, photographs, or other logos), it's important to give it some space to breathe. Always maintain a minimum clear space proportionally equal to **x**, as outlined in the diagram at left.

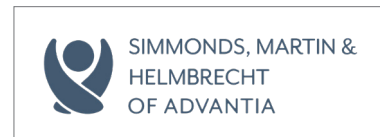
Color options: The practice logo should appear in full color over white, or in white over the brand colors specified below, wherever possible.



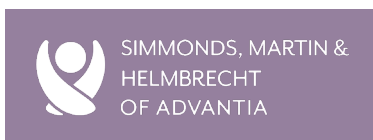
Full color over white



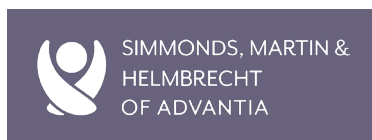
HEX #68627C over white



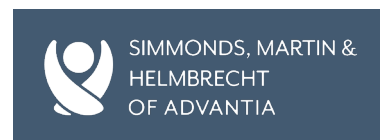
HEX #435A71 over white



HEX #95809E



HEX #68627C



HEX #435A71

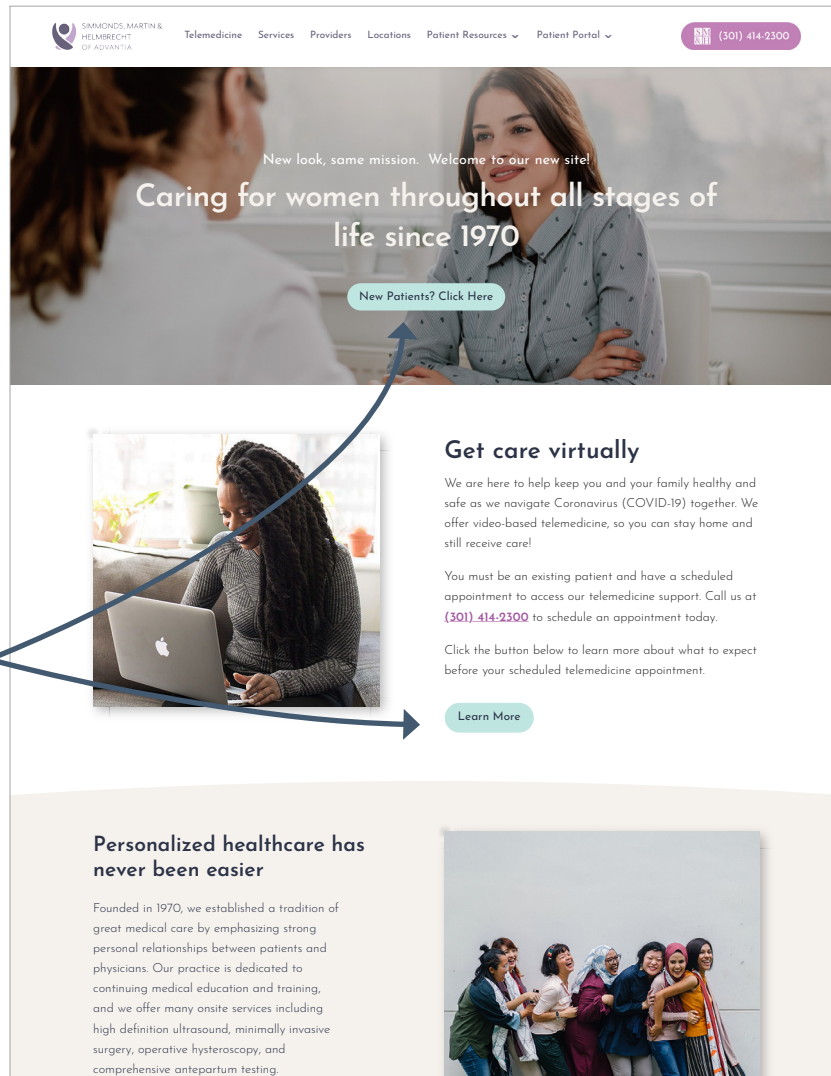
WEB DESIGN

Please see the following example of the practice website homepage (above the fold, not to-scale), implementing some of the principles outlined in this style guide:

Primary logo over white with appropriate clear space

Photo meets brand photography criteria

Brand palette used to highlight call-to-action buttons

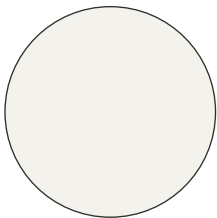


INTERIOR DESIGN

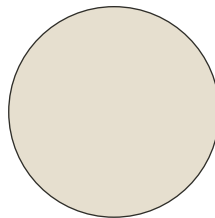
Every Advantia practice has its own unique style, staff dynamic, and patient population. Our brand palette provides each practice with the flexibility to choose a style that best suits their practice identity, while living in harmony with the Advantia brand aesthetic. We'll work with you directly to choose the design style that best fits your practice. Please see the following pages for examples of how the new styling can be applied to your clinic design.

Paint colors (eggshell finish)

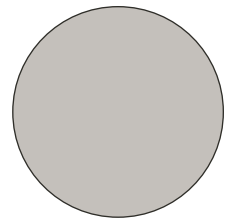
Walls should be painted primarily in neutrals. Please choose from the following swatches:



HEX #F4F2EC
PANTONE
N/A
BEHR
PR-W14U
Bit of Sugar

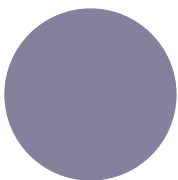


HEX #E6DFCF
PANTONE
Warm Gray 1 C
BEHR
750C-2U
Hazelnut Cream

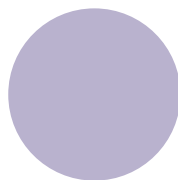


HEX #C4COBB
PANTONE
Warm Gray 2 C
BEHR
PPU18-10U
Natural Gray

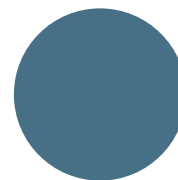
For statement walls, please choose from the following swatches:



HEX #85809B
PANTONE
5285 C
BEHR
S570-5M
Live Jazz



HEX #BAB1CD
PANTONE
665 C
BEHR
M560-3U
Grape Hyacinth

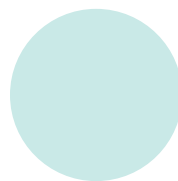


HEX #4C6F86
PANTONE
2167 C
BEHR
S500-6D
Shipyard

For accent walls and trim, please choose from the following swatches.



HEX #E0DDEA
PANTONE
7443 C
BEHR
M560-1U
Sweet Bianca



HEX #C9E9E7
PANTONE
7457 C
BEHR
M460-1U
Tahitian Sky

Practice Co-branding

Logo signage

The parent Advantia logo will be used for all large scale signage in all practices.

Logo signage - finish and paint pairing options

The parent Advantia logo may be displayed in your practice in a variety of styles, depending on the palette you've chosen for your interior design. Please see below for some examples of how you can incorporate the new logo signage into your clinic design.



BEHR
PR-W14^U
Bit of Sugar



BEHR
750C-2^U
Hazelnut Cream



BEHR
S570-5^M
Live Jazz



BEHR
S500-6^D
Shipyard

Logo signage - practice-specific logo options

While the Advantia parent logo will be used as the top identifier for large scale signage, your practice's unique "Of Advantia" logo may be displayed throughout your clinic in a variety of ways. These applications may include: small scale signage for doors, wayfinding signage, room identifiers, and/or window decals for glass doors and surfaces. Please see below for some examples of how you can incorporate this signage into your clinic design.



Glass Door Decal
Color Logo



Glass Door Decal
White Logo



Door Plaque
Stainless Steel
Color Logo



Door Plaque
Stainless Steel
White Logo

MARKETING MATERIALS

Please see the following example of marketing materials implementing some of the principles outlined in this style guide:

18" X 24" Poster (Not to-scale)

Photo meets brand photography criteria, framed by soft waves in our primary palette



H1 font style, scale and color adjusted

White logo over primary palette with appropriate clear space

Practice Co-branding

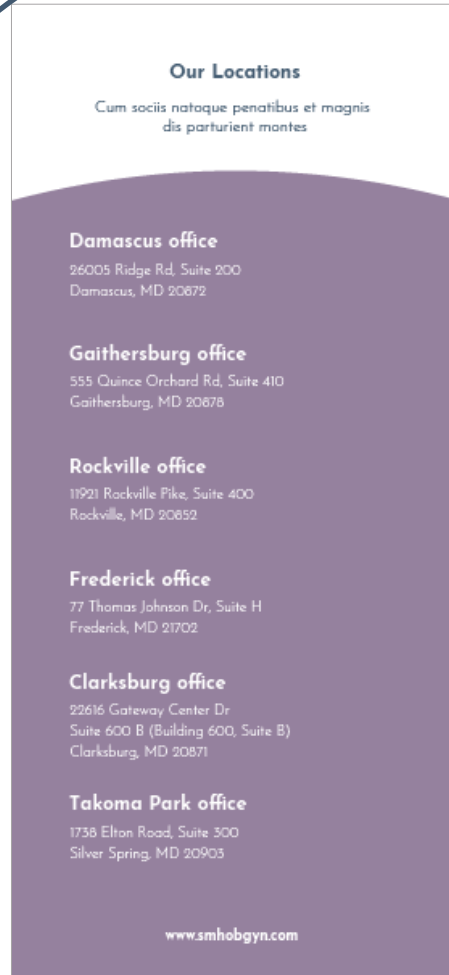
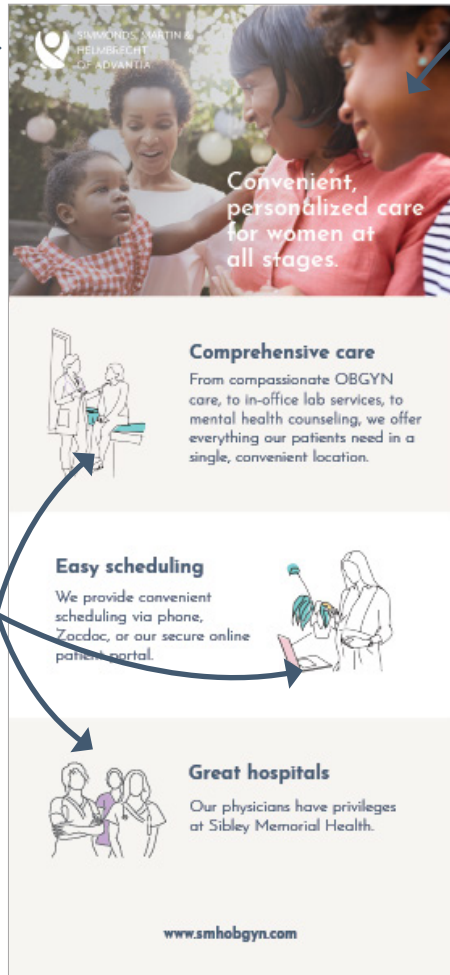
3.75" x 8.25" Rack card (Not to-scale)

White logo over primary palette with appropriate clear space

Photo meets brand photography criteria

H1 font style, scale and color adjusted

Branded illustration styles used to add visual interest



Front

Back

Practice Co-branding

3.5" x 2.0" Business card (Not to-scale)

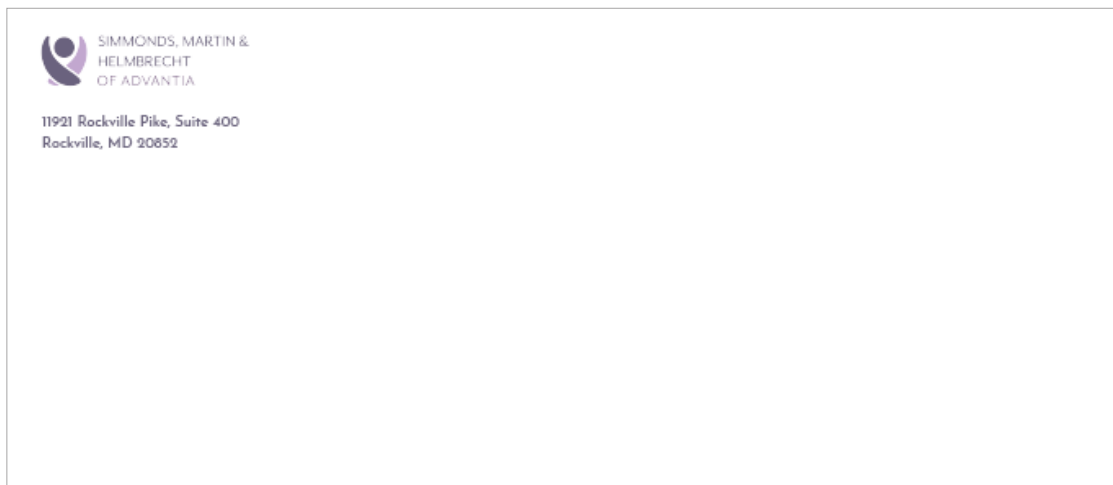


Front



Back

#10 (9.5" x 4.125") Envelopes (Not to-scale)



Notes

- This style guide will be updated as additional brand collateral is produced and as our brand needs evolve.
- More detailed brand specifications for practice-specific partnerships and projects are outlined in separate documents (eg. Practice Interiors Style Guide). Please see those documents for specifications regarding co-branding and customization.

Contact

For questions regarding branding or to request additional brand templates or materials, please contact Advantia Health's Creative Director, Courtney Beglin, at courtney.beglin@advantiahealth.com.