

Challenge: Closing the Gap Between Brand Alignment and Market Position

Before the rebrand, our visual identity and messaging were not fully representative of Maxim Healthcare today. The salmon color in our logo did not display well on digital platforms. Messaging varied from office-to-office, making a consistent voice difficult to achieve. In a crowded healthcare market, Maxim needed to stand out. Not just with what we offer, but with the emotional and professional connection we create.

The challenge was clear: bring our brand up to the standard of the care we provide, and make sure it resonates with the people who matter most; patients, caregivers, and partners.

Previous messaging examples:



Creative Execution: Key Brand and Website Updates

We approached the rebrand with intentional choices. The salmon color was replaced with a brick red that reads stronger and more confidently online. We introduced a plum accent that signals knowledge and wisdom, while removing underused accent colors to keep the palette clean and modern. Fonts remained consistent to preserve brand familiarity.

On the website, navigation was simplified, accessibility was prioritized, and the design was built around authentic storytelling; real patients, real caregivers, and real impact. The result is a site that is both easy to use and emotionally engaging.



BEFORE



AFTER



Real People: Compassion in Action



Stakeholder Collaboration: Engaging Leadership in the Process

From the start, our leadership team was deeply involved. Executives approved naming conventions, logos, designs, and messaging. Regional leadership was brought in early for previews and feedback, ensuring the rebrand would work at every level.

When developing the new website, executives reviewed both the initial and final designs, including all photography and written content. This collaboration ensured that by the time we launched, our teams felt ownership and pride in the result.



Internal Rollout: Launching and Embedding the New Brand



The rebrand did not stop at launch. A strategic plan was rolled out thoughtfully across the organization. We shared brand guidelines with every office and headquarters team. We announced the launch in a company-wide email and followed up with tips in our quarterly marketing newsletter.

We also made resources easy to find through our Canto Brand Hub and provided training so everyone could use the new look and voice with confidence. An internal launch video, [*Maxim Healthcare: How Many Lives?*](#), helped rally excitement and connection to the brand's purpose.

Goals: Objectives Guiding the Rebrand

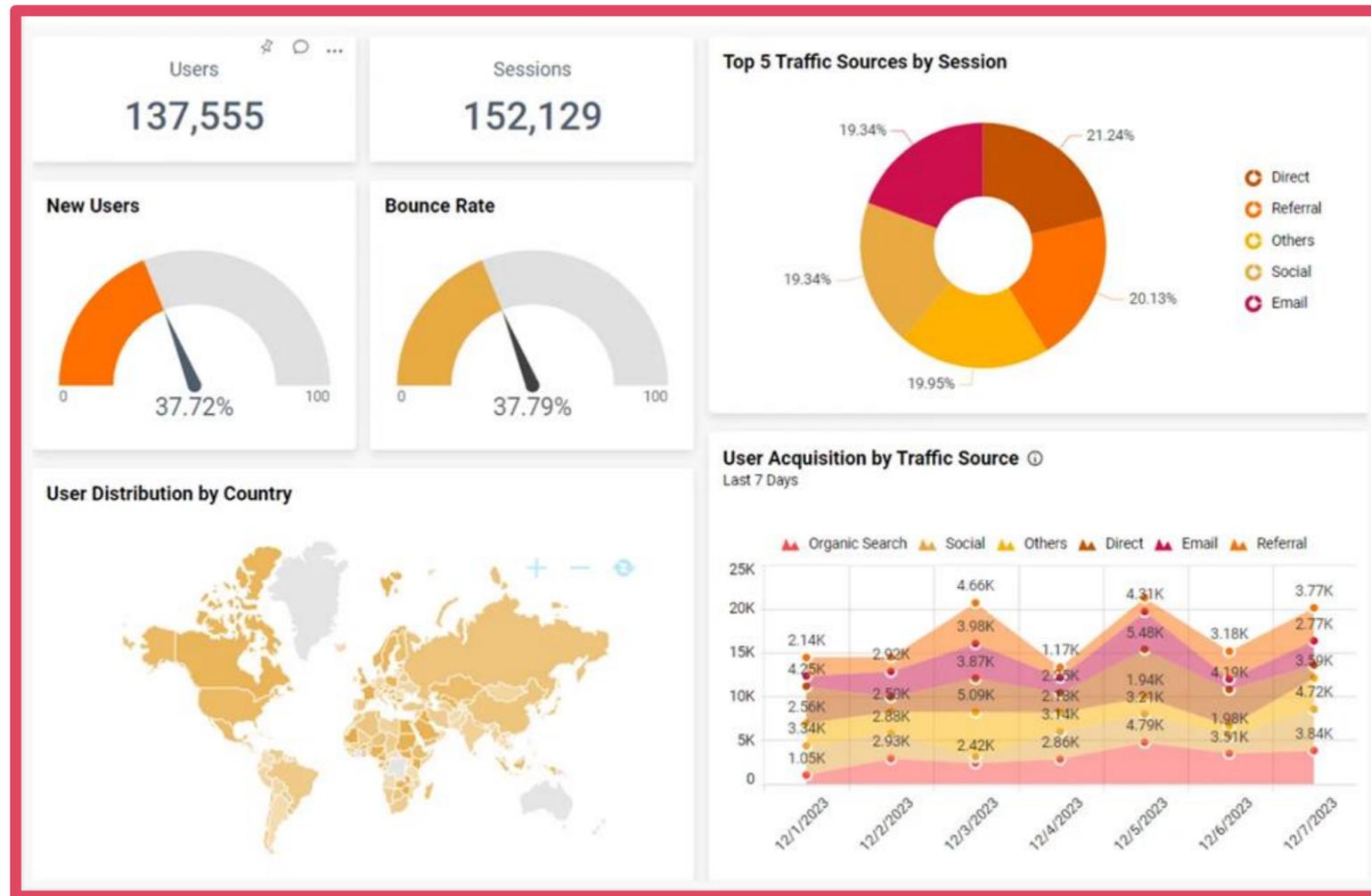
We defined four clear goals for the rebrand:

1. **Strengthen market presence** so we stand out in a crowded field.
2. **Build deeper audience connections**, fostering trust and loyalty.
3. **Reflect on who we are today**: a modern, innovative, compassionate organization.
4. **Unify our message** so every touchpoint feels unmistakably Maxim.

These goals shaped every decision, from colors and content to site structure and storytelling.



Post-Launch Metrics: Baseline Performance and Success Measures



We set clear benchmarks to measure the impact of our rebrand. The new website launched in July 2025. Throughout the campaign, we used benchmarked data and compared it to the analytics of the new website to track:

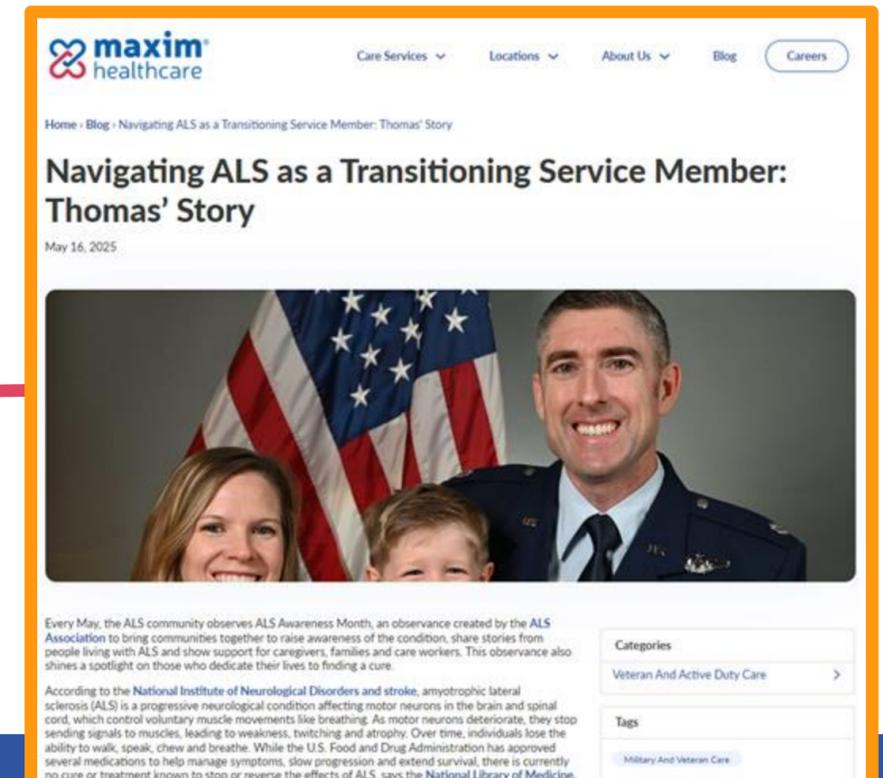
- Increases in average time on page = **+15.66%**
- Reductions in bounce rate = **-.2%**
- Higher click-through rates to “Apply Now” and “Contact” pages = **+24%**

We are focused on engagement as the true measure of success, not just traffic, but meaningful interaction with our target audience.

Real People: Building Trust Every Day



Human Element: Integrating Stories and Voices



The most powerful component of the new website is the human storytelling. We feature caregivers and families in their own words, sharing experiences that bring our mission to life. These stories create immediate trust and connection for anyone visiting our site.

Examples include our healthcare blog and special features like “Supporting Our Caregivers” for Nurses Week 2025, which celebrate the people behind the care.

Real People: Genuine Care and Connection



Expected Impact: Projected Outcomes and Long-Term Value



The rebrand positions Maxim Healthcare for the future. In this new chapter our brand reflects the quality, compassion, and innovation we deliver every day. The strategic effort unifies how we present to our audience and how we see ourselves internally.

We expect stronger recognition, deeper trust, and more consistent engagement from patients, caregivers, and partners. Most importantly, we have set the foundation for long-term growth and leadership in a rapidly changing healthcare environment.