



Focal Point Care New Brand Launch

2025 Aspect Awards

THE BRAND NAME

We chose the name Focal Point Care with clear intention: to signal a brand built around clarity, direction, and a steadfast focus on client needs. In an industry that is rapidly evolving, providers need more than individual services; they need a coordinated continuum that brings together expertise. Focal Point Care conveys that convergence. It represents a central hub where specialized solutions align to support clients, adapt to change, and elevate outcomes. At its core, Focal Point Care stands as a commitment to keeping clients at the center of every solution we deliver.



THE BRAND MARK

Dynamic Letterform: Features the letter "F" rotated on its side, creating a sleek and modern visual

Three Distinct Strands: Represents Guided Care, QRM, and Future Care Consultants

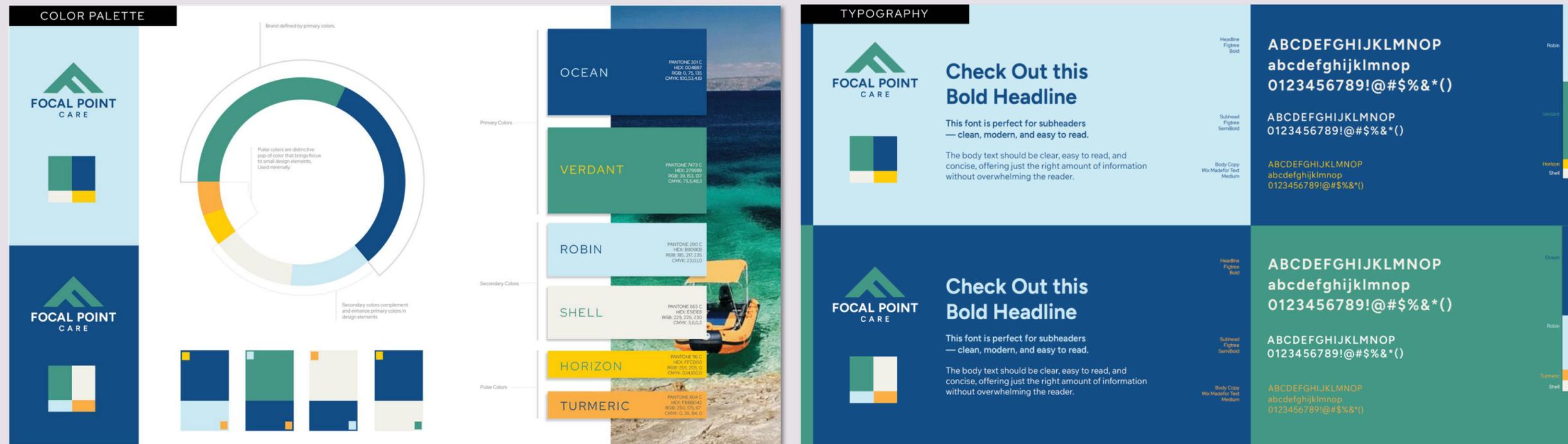
Sharp, Upward Momentum: Symbolizes focus, clarity, and growth

Strength & Purpose: Reminiscent of a mountain, conveying resilience and stability

Inspiration

 Letter F +  Mountain +  Growth





THE BRAND GUIDE

The Focal Point Care palette was chosen to reflect both our identity and our mission.

Ocean & Verdant: Anchor the brand with a sense of trust, stability, and growth

Robin & Shell: Provide balance and approachability, complementing the primary tones

Horizon & Turmeric: Add energy, focus, and optimism when used purposefully

KEY LAUNCH INITIATIVE: **WEBSITE**

We created a responsive, content-rich site that introduced Focal Point Care to the industry. The site prioritizes clear messaging, intuitive navigation, and cross-promotion between our brands.

Key Features

- Scroll-friendly homepage design
- Leadership bios
- Integrated links to business unit sites
- Clear value proposition and purpose

ACHIEVED RESULTS

Since launching our website, we've seen strong engagement and growing interest from visitors. With nearly **15,000 users** generating over **18,000 page views** and meaningful interactions across the site, the early results reflect positive momentum and audience engagement.

Analytics

- Page Views: 18,810
- Users: 14,568
- Avg. Session Duration: 1m 27s
- Avg. Engagement Time: 25s
- Engagement Rate: 35.2%
- Tracked Events: 64,586

Traffic Sources

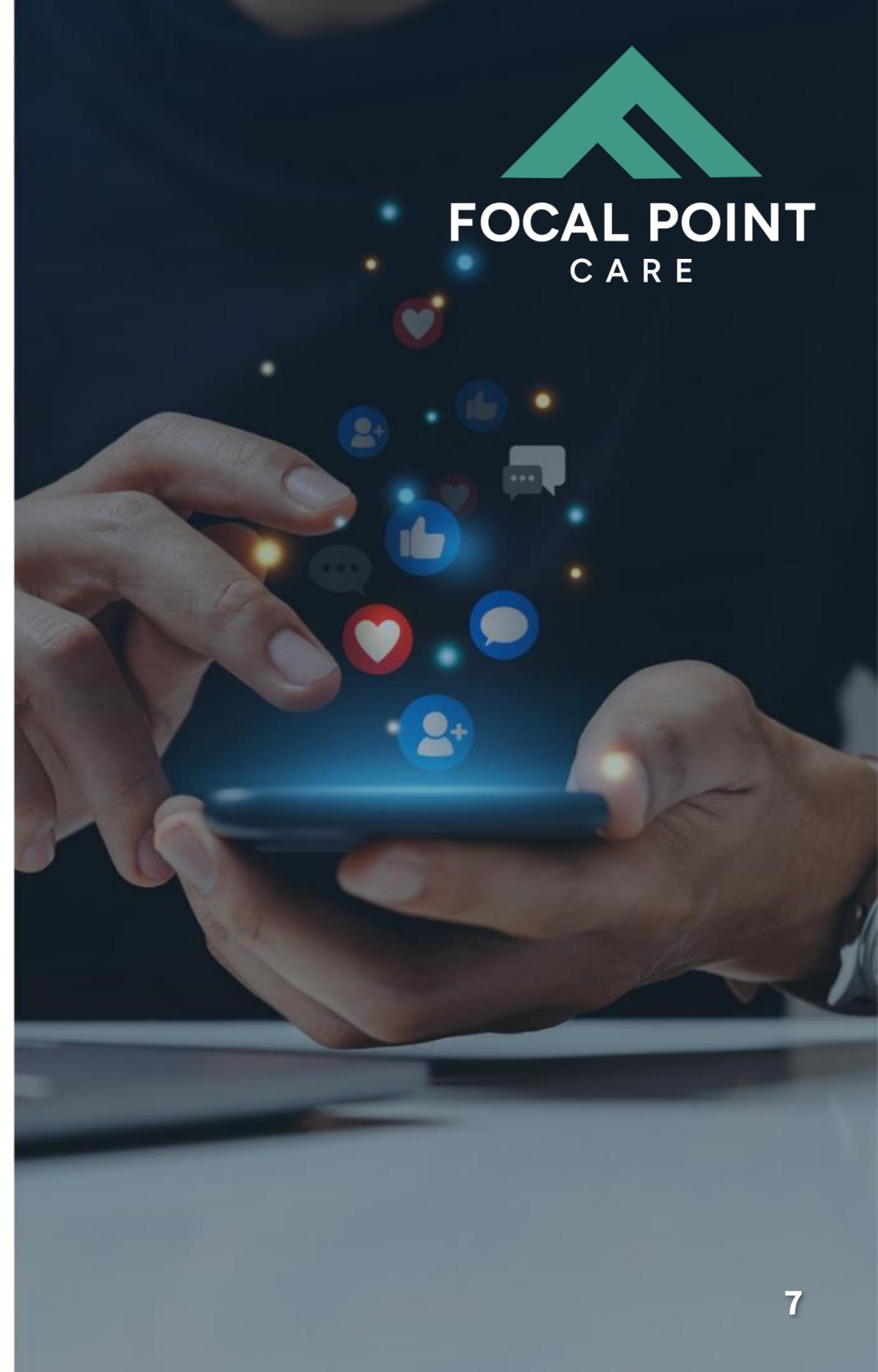
- Direct: 12,562
- Organic Search: 950
- Referral: 798
- Organic Social: 158
- Email: 77

KEY LAUNCH INITIATIVE: **SOCIAL MEDIA**

We launched our social media presence to reinforce Focal Point Care and its family of companies to the industry. Our page spotlights our expertise, showcases our people, and highlights the services and impact of our business units.

Key Features

- Introduction posts to familiarize the industry with our brand
- Business unit spotlights reaffirming our depth of expertise
- Leadership highlights to introduce new and familiar faces
- Consistent posts to engage followers and build brand awareness



ACHIEVED RESULTS

Since launching in Q1, we've gained **2,382 LinkedIn followers**, with **7,129 total page views** and 2,728 unique visitors. We've published 57 posts, earning 33,636 impressions and an average engagement rate of 13.7%. We've built a foundation for organic growth, thought leadership, and campaign-driven engagement.

Key Campaigns

Business Unit Spotlights – 10 post

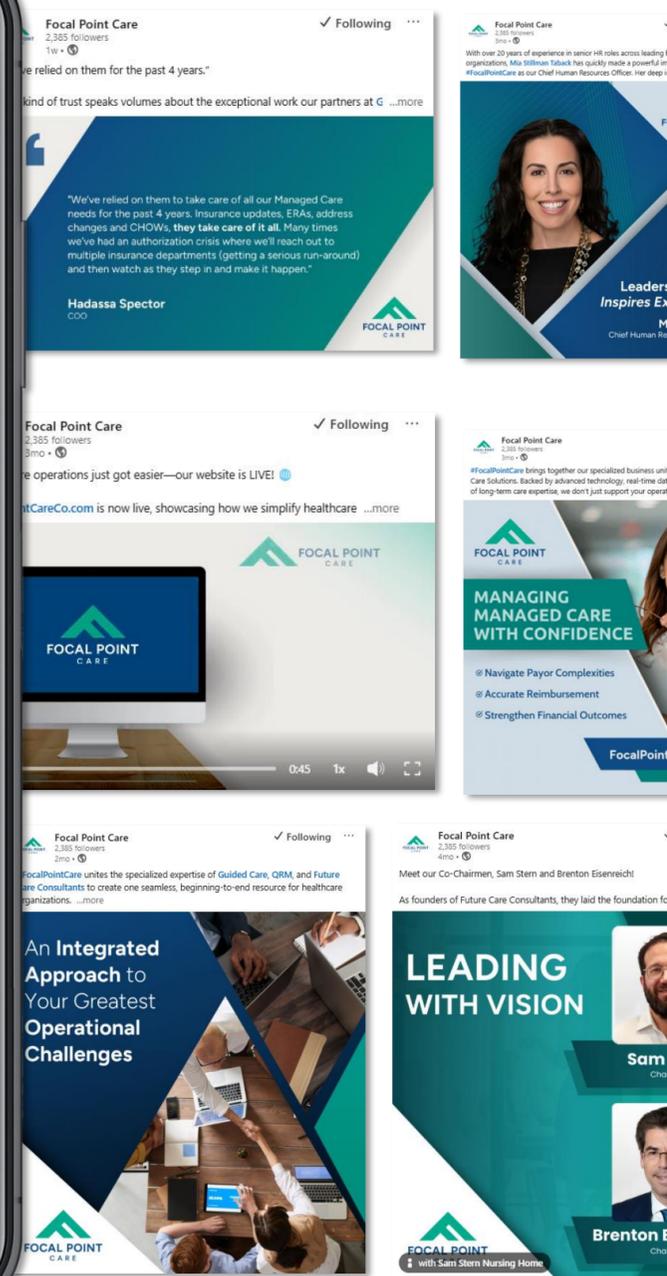
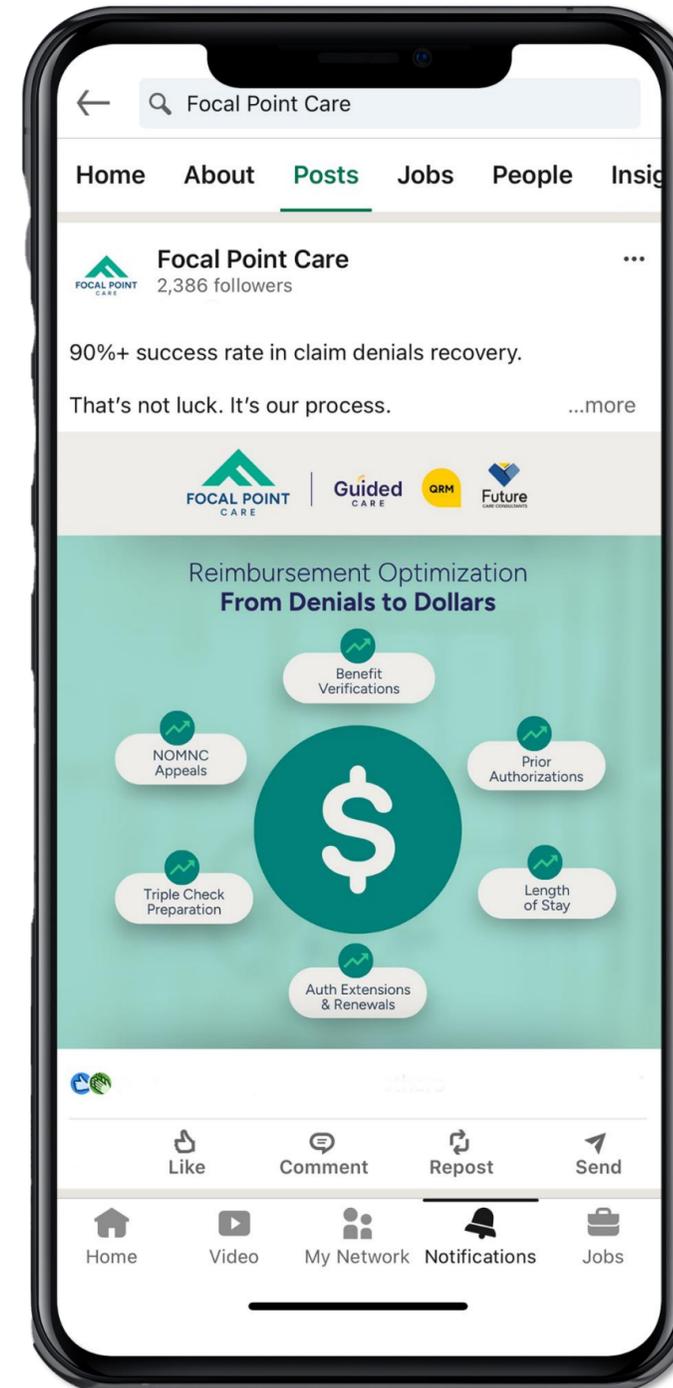
Impressions: 3,433 | Engagements: 432 | Engagement Rate: 13.3%

Leadership Series – 6 posts

Impressions: 17,272 | Engagements: 2,217 | Engagement Rate: 13.4%

Conference Highlights – 6 posts

Impressions: 3,990 | Engagements: 1,925 | Engagement Rate: 45.6%



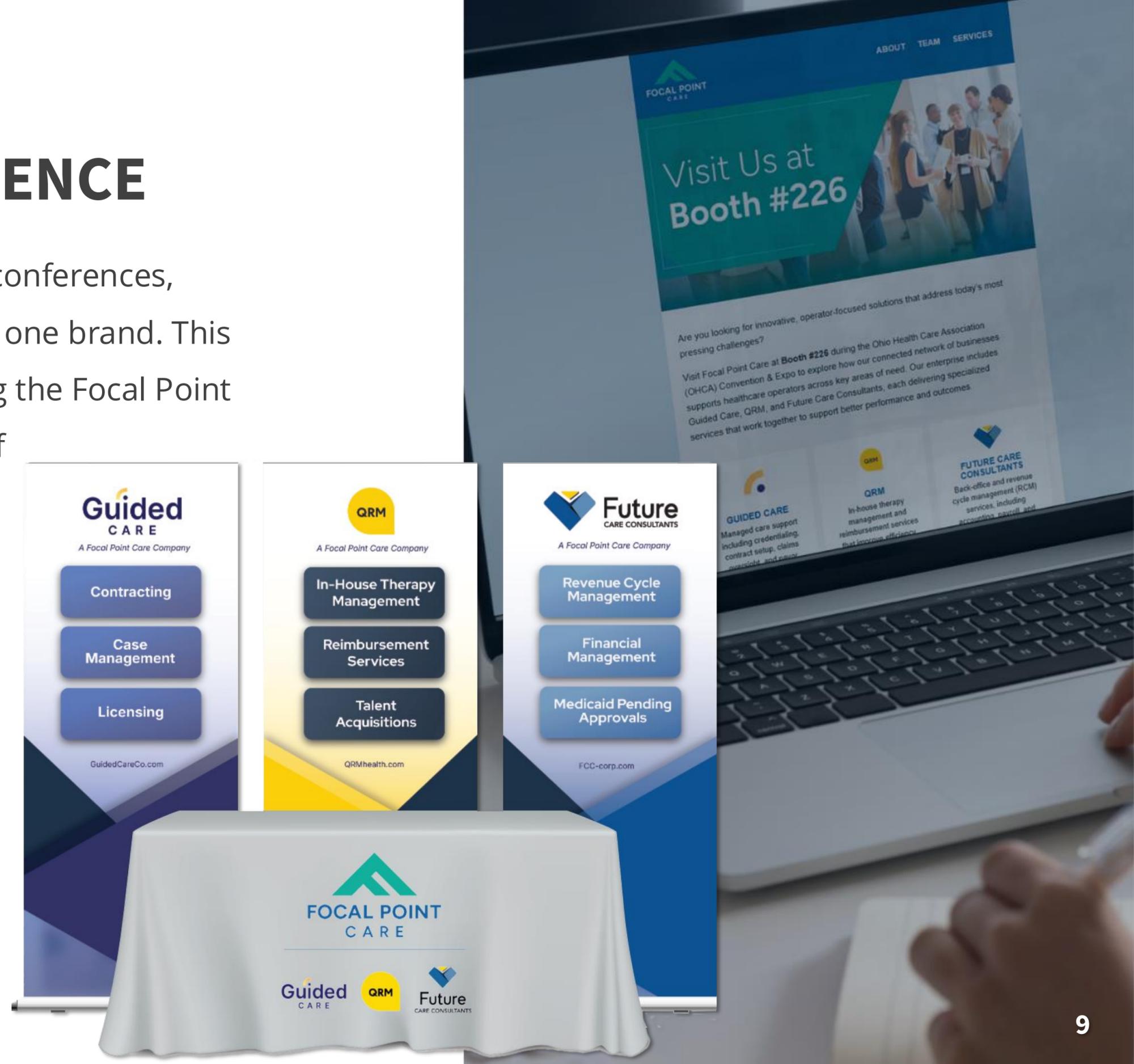
[Follow Us on LinkedIn](#)

INDUSTRY EVENT PRESENCE

To date, we've had a booth presence at 7 conferences, bringing all business units together under one brand. This unified approach was key to strengthening the Focal Point Care name by getting our brand in front of the industry and reinforcing recognition.

Key Initiatives:

- Co-branded booth design
- Comprehensive collateral and signage
- Email campaigns to drive booth traffic
- Familiar representation to build trust





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**THANK YOU FOR
YOUR CONSIDERATION**