



2021 Client Feature

KEENA HEALTHCARE TECHNOLOGY





+



Mobiah is excited to present our 2021 Client Feature. Keena Health's marketing program is the result of 18 months of discovery, design, development, testing and refinement.

// Background

In 2019 two healthcare technology companies approached Mobiah to discuss the marketing strategy in their merger. Each brand had particular strengths in products, client reach, brand presence, and reputation in speciality. They needed to form something new that encapsulated both of their missions yet still did not feel like a start up.

Brand Merger Consultation

To formulate the basis for the brand merger, an independent 3rd party audit was completed.

- › Market Strengths Analysis

- › Product Positioning

- › Employee Perception and Adoption

- › Brand Longevity

- › Founder Needs Assessment

// **New Name Selection**

“Starting point. We need a new name.”

Three were determined. Each approach needed to be unique while still clearly embodying the strength, ease, and enthusiasm with which the new group would operate.

Pulling from the trend in consumer goods of Collab's - two companies come together to release a new product.

Drop one L - to feel more tech and to give a unique spin on the concept. "We have been developing our products and services in our CoLab for years" development lab or innovation lab.

LaB - a nod to company founders Luce & Buttitta.



// LOGO

Bright, happy people coming together
Incorporates BSS and EHRis brand colors

// POSSIBLE TAGLINES

United through Technology
Uniting People and Technology
Uniting Health and Technology
Connecting Health with Technology
Creating innovation. Together.

// DOMAIN SECURED

ColabHealth.com

Clever/smart (*who we are*) way to incorporate HIT (*what we do*) in a name.

Definition is “to uplift”. Both companies were founded to ease the burdens of working with EHR’s and healthcare data.

Both founders are positive people who strive to make HIT less tedious and draining. They find ways to make it easier for their clients to be successful in their jobs.



HOIST HEALTH

// LOGO

Inspirational, capture the feeling of uplifting HIT hidden in some concepts. Incorporate brand colors.

// POSSIBLE TAGLINES

HIT Elevated
Uplifting Technology
Elevating Health with Technology

// DOMAIN SECURED

HoistHealth.com

Embody the product of two companies together in a new word. Be the commonality.

Create a new, clever name that encapsulates the benefits of working with them.

Kena

Estonian for kind, nice.

Keen

English for smart, sharp, observant.

Saying the word keena automatically makes your mouth smile (elongated 'e' sound) with a slight relaxing 'ah' (exhale) at the end.



The logo features the word "keena" in a dark blue, lowercase, sans-serif font. The second 'e' is stylized with a red, upward-curving shape underneath it, resembling a smile. Below "keena" is the text "Healthcare Technology" in a smaller, dark blue, sans-serif font, flanked by two horizontal lines.

// LOGO

Focused and friendly.
New color palette that can be easily interchangeable for products/services.

// POSSIBLE TAGLINES

Healthcare Technology
Technology Solutions
Inspired Technology

// DOMAIN SECURED

KeenaHealth.com

keena
Healthcare Technology

BRAND GUIDELINES 2020

Keena // Logo

IDENTITY
Primary Logo

The keena logo functions as the principal in all communications and represents the keena brand.

Keena // Logo Variations

IDENTITY
Logo Variations

knocked Out - Option 1

One Color

knocked Out - Option 2

Keena // Logo Guidelines

IDENTITY
Logo Don'ts

To ensure brand integrity and consistency, don't alter or manipulate the logo.

Keena // Typography

TYPOGRAPHY
Primary Typeface

Keena's primary typeface is Montserrat. It is used in all print and digital communications.

Headline: Montserrat Regular, Sentence Case

The friendly problem solver

Supporting Copy / Callouts: Montserrat Bold, All Caps

KEYS TO OUR SUCCESS

Body Copy: Montserrat Regular can be used based on legibility. Be sure to use an airy leading point.

In the healthcare industry, Keena is known as the company that's easy to work with, is highly competent and "gets it done". Having come from the pedigree of EHR Integration Services and "Byte Sized solutions, the qualifications of Keena are unassailable. And as a "brand personality," the sound of Keena will help articulate the attitudes that define EHR's & BSS as smart and friendly.

Bulleted List: Montserrat Bold, All Caps for Text

Numbered List / Bulleted List: Montserrat Bold for numbers, Montserrat Light for Text

- 10 YEARS WORKING TOGETHER
- 145 MUTUAL CUSTOMERS
- 578 SUCCESSFUL PROJECTS
- 110,000+ HOURS WORKING TOGETHER

Keena // Digital Specifications

TYPOGRAPHY
Digital Specifications

H1: Montserrat Regular, 30pt, leading 40pt

A full-service healthcare optimization organization for clinical workflows...

H2: Montserrat Semibold, 24pt, leading 30pt

EHR INTEGRATION SERVICES AND BYTE SIZED CLINICAL SOLUTIONS ARE NOW KEENA

H3: Montserrat Bold, 18pt

Body Copy: Montserrat Regular, 10pt, leading 20pt

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Keena // Visual Elements

VISUAL ELEMENTS
Color Bars

The Keena color bars can be used as a visual element to dress up a page. You should always display the colors in the order that they are shown to your right and anchor to the edge of a page.

Keena // Color System

COLOR SYSTEM
Our Palette

Correct color use enhances and reinforces our brand language and helps differentiate our brand from competitors.

Primary Colors

| | | | |
|--|---|--|---|
| C: 75 M: 60 Y: 45 K: 26 R: 70 G: 83 B: 98 HEX: #465362 | C: 5 M: 2 Y: 79 K: 0 R: 247 G: 254 B: 86 HEX: #F7EA56 | C: 39 M: 11 Y: 27 K: 0 R: 115 G: 196 B: 186 HEX: #A2C48A | C: 2 M: 81 Y: 98 K: 0 R: 235 G: 73 B: 40 HEX: #ECAF2B |
|--|---|--|---|

Neutrals

| | |
|---|---|
| C: 7 M: 5 Y: 5 K: 0 R: 235 G: 235 B: 235 HEX: #E8E8E8 | C: 55 M: 49 Y: 53 K: 18 R: 112 G: 108 B: 103 HEX: #706C67 |
|---|---|

Keena // Photography Guidelines

PHOTOGRAPHY
Photography Do's

Keena's photographic system is a reflection of the richness of our lives. Imagery is expressive, casual and feels like natural moments were captured.

- Do capture genuine, authentic interactions and expressions.
- Do consider interesting camera angles.
- Do use a color overlay when laying copy over images. Use #465362, 50% opacity will be multiply.
- Do show positivity through an authentic exchange.
- Do use people that display a sense of ease and positivity.
- Do place people in natural, real settings.

Keena // Photography Guidelines

PHOTOGRAPHY
Photography Don'ts

Keena's photographic system is not staged or overly posed, rigid or impersonal.

- Do not have imagery that shows friends taking selfies.
- Do not have people looking into camera lens.
- Do not follow people being overly expressive.
- Do not have unnatural or overly staged settings.

Keena // Visual Elements

VISUAL ELEMENTS
Iconography

Icons and illustrations should add visual appeal while bringing ideas to life. They should be designed simply using flat solid colors, without gradients or shadows. Rounded corners are preferred. They should always be easy to identify at a glance.

Keena // Visual Elements

VISUAL ELEMENTS
Illustrations

We commissioned an artist to illustrate two branded scenes that celebrate the keena.

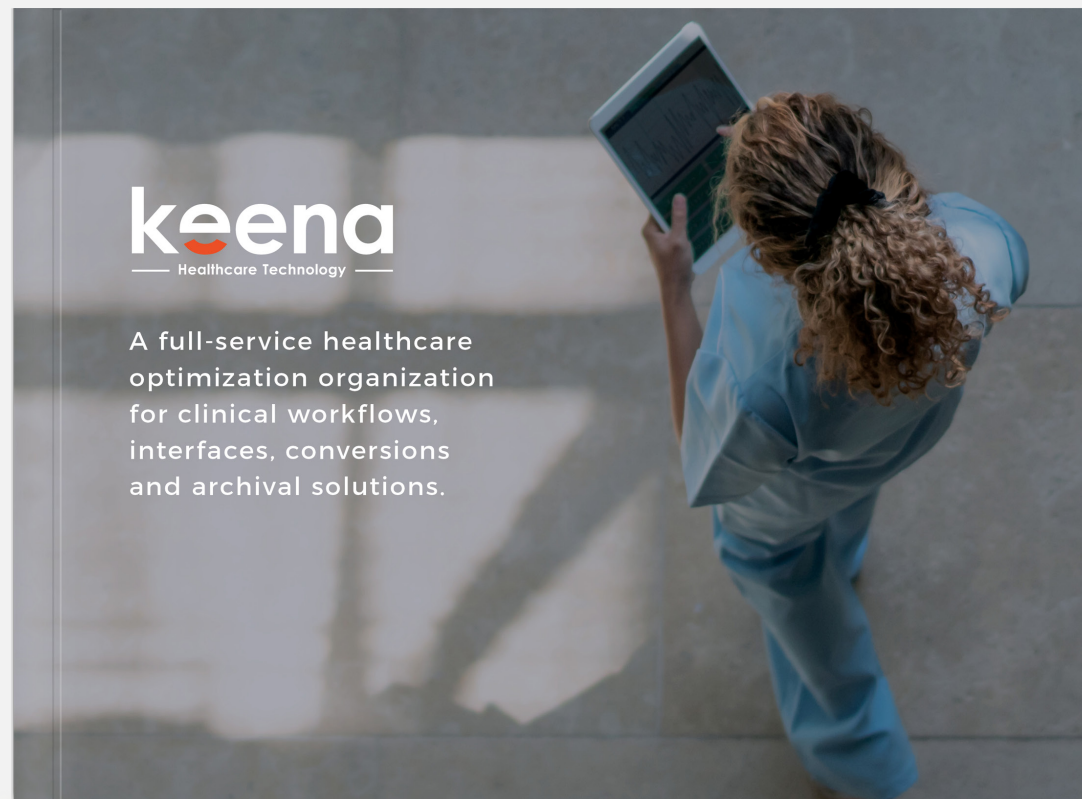


TABLE OF CONTENTS

- 3 INTRODUCTION
- 4 TIMELINE
- 6 SOLUTIONS & SERVICES
 - 6 Conversions
 - 8 Archive
 - 10 Workflow Efficiency
 - 11 Our Applications
 - 12 Interfaces & Interoperability
 - 14 Patient Engagement
 - 16 Population Health
- 16 CONTACT US

Keena is the vision of Steve Buttitta (Epic SaaS Solutions) and Craig Luce (EHR Integration Services). Seeing the trajectory of healthcare technology and sharing the same professional and personal goals, Craig and Steve recognized the benefits to clients and our own generative efficiency by joining forces to create the next generation of integrated healthcare technology, Keena.

Who We Are

We are problem solvers. Our humanistic approach to healthcare technology means that we always look at how technology impacts the daily lives of healthcare workers and patients, and find ways to make it better.

Keena transforms the way people manage information, develop workflows and share knowledge within healthcare. Healthcare information technology is much more than data, computers, software and networks. It's about people. For Keena, it's more than a business, it's a way of life.



CONVERSIONS

We are data migration experts. Our team has extensive experience with extracting and converting data between the leading EHR and EMR systems on the market. Over time, through innovation, rigorous quality control and automation, we have perfected our processes to ensure the safe and accurate transfer of data. If you are shifting to a new EHR, we'll partner with a high-quality conversion team and enforce your timeline, reduce conversion costs and quickly bring your new system online.

ARCHIVE

Co-to-archival solutions for retaining and using patient records in a discrete, accessible, and searchable application.

LinkArchive is a vendor-agnostic healthcare data warehouse with secure databases for full access to all archived patient data. LinkArchive integrates into existing systems, so staff can use a single sign-on to search, filter, organize and interact with all of your critical clinical and financial information. Pull up patient history from your old EHR or import directly from legacy records that were not imported into your current system. Access by date and easy export and release of patient records for reference and compliance. This innovative archival solution will immediately improve your practice workflow. It's like having a new EHR or EMR attached to your current data, without the hassle or expense of maintaining legacy systems.

A sample of the systems we work with

| | | |
|-----------------------|----------------------|------------------|
| Allscripts | ACHS/Allscripts/BCMO | Medica |
| Advanced Data Systems | adMS | MyScribe |
| Allscripts | EPIC | NextGen |
| Amnstar Charts | Chartwell | Progeny |
| Arkana Health | McKesson Progeny | ProChart |
| CardIO | Medica | Practice Partner |
| Cardview | MediShare | Practice Studio |
| Genet | MediShare | Super Image |
| Chart Logic | MediShare | SOAP Notes |
| Chartwell | MediShare | SIS |
| CardIO | MediShare | ST Chartwell |

- 450** EHR and EMR data extraction and conversion projects.
- 25** Archived Health Organizations with conversions to Epic EHR
- 55** Leading EHR and EMR vendors / systems covered in case
- 150M** Combined Healthcare Charts

PATIENT ENGAGEMENT

Improving the patient experience

Our solutions assist healthcare practitioners with the applications and insights that strengthen their relationships with patients, optimizing patient engagement and experience as an important part of providing patient centered, value based care. The patient experience should be pleasant, hassle-free, and efficient, leaving your patients satisfied with the quality of their care at your practice.

The patient experience includes all of the interactions and administrative processes your patients have with your practice from front office check-in to verifying insurance eligibility, to medical billing and more. Plenty of evidence demonstrates a positive association between a good patient experience and desired results such as adherence to medical advice, better clinical outcomes, increased safety practices, and improved client engagement.

WORKFLOW EFFICIENCY

Automated Workflow Solutions

When the limitations of your EHR fall short of your reporting requirements, or require too much of your staff time closing every work with us to get exactly what you need with automation. Keena has written hundreds of reports and scripts in nearly every possible variation and offer many levels of services for our EHR or EMR system based on your specialized needs. Samples of the solutions we have created for our clients:

CPTR AUTOMATION
Analyse patient chart details to automatically add in the qualifying CPT codes for reimbursement.

PATIENT PROBLEM CLEANUP
Automatically resolve patient problems lists by implementing clinical rules and applied time constraints. Once resolved will also work retroactively to cleanup all charts in your system.

DOCUMENT RECOGNITION
Automatically categorize orders in assign table based on documents added into a patient chart.

Our Applications

INTELEPDF
Solves the growing problem of unfiled medical records in EHR systems. With millions of unfiled patient records, the accuracy, safety and efficacy of patient care becomes a serious concern for all providers. Intermix leverages advanced technology that combines document management and workflow automation to analyze, index, and import documents and bring them into EHR.

CHARTPDF
Epic's Epicet of Patient Records, ChartPDF is designed to save precious time and resources when exporting patient records. It provides for efficient conversion of patient charts to the PDF document format specifically for your EHR system. As one of our interoperability applications, ChartPDF helps strengthen your clinical and financial performance while taking meaningful steps to verify and correct your PDF workflow.

EHR BARCODE READER
Streamlines the administration of immunizations and medications, utilizing QR barcode reader technology. This application instantly captures medication or vaccine data and populates key fields in your EHR including NDC, lot and expiration date for improved clinical workflow. Save time, reduce unnecessary repeatshots, and minimize costly data entry errors. EHR Barcode Reader will help your clinical staff to focus on your value based care goal.

INTERFACES & INTEROPERABILITY

A SMALL SAMPLE OF OUR TECHNICAL PROGRESS

INTERFACE ENGINES

- QIE
- ConnectS
- Medix
- Pharmacy
- CLM
- BiZiK

PROTOCOLS

- PHR & Smart on PHR
- HL7
- EDI Protocols
- HIE

QVERA
Keena is Qvera's preferred integration partner for QIE. QIE makes solving the most challenging healthcare interface and integration scenarios quick and simple. QIE's rapid interface development allows you to build interfaces in minutes not hours. From physician offices to large hospitals and healthcare and software vendors, QIE includes all of the data formats and standards to connect all of your systems and applications. Seamlessly deliver patient information throughout your organization to the people who need it.

POPULATION HEALTH

Keena's population health management system provides the insight you need to help improve the clinical and financial outcomes for your practice. Get actionable insights into a single patient record or an entire patient population to improve outcomes while managing the cost of care delivery.

As part of a comprehensive value based care solution, our population health management suite includes patient care, care planning, care management, population health and financial analytics. The system leverages proprietary risk stratification at the point of care to provide insight on high-risk patients. Now you can identify gaps in care, prioritize intervention to improve the health of the overall patient population.

keena

LETTERHEAD



Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sed facilis metus. Vestibulum auctor nisl eget nulla dictum, in blandit eros aliquam. Integer feugiat liges ula sem, at efficitur diam vehicula ut. Donec ut libero ornare, interdum dolor ut, temp us metus. Morbi sed nisi a orci lacinia sagittis. Vivamus varius leo tincidunt libero cursus, eu vestibulum neque accumsan. Curabitur consectetur semper sem in porttitor. Suspendisse eu nunc et justo rhoncus ullamcorper quis vel nunc.

Mauris aliquam, dui sed auctor ultrices, nisi ipsum posuere urna, sed accumsan arcu leo sapien. Vivamus convallis enim nunc, eu euismod nunc lacinia quis. Quisque vestibulum massa turpis, at congue sem pellentesque eu. Maecenas at diam ante. Integer congue posuere quam sit amet posuere. Phasellus sed lorem convallis, vulputate dolor nec, sagittis justo. Aliquam blandit volutpat tempor. Integer enim metus, laoreet at justo a, sodales sollicitudin odio. Integer hendrerit purus non mauris accumsan pulvinar. Ut in nisl quis augue ultrices posuere quis quis eros. Nulla quis dolor venenatis, euismod nisi et, rutrum magna. Suspendisse et sapien eu lacus scelerisque sagittis ac et est. Suspendisse ultrices eu ante eu commodo. Fusce ut egestas dui. Aliquam viverra arcu turpis, sit amet pharetra nisi fermentum sit amet. Phasellus eu malesuada erat. Cras vehicula quam vel sem accumsan accumsan. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Phasellus in justo at neque iaculis imperdiet in at lacus. Nunc at gravida risus, luctus iaculis neque. Duis lobortis nunc non elit pretium, et hendrerit turpis auctor.

Nunc ut posuere mauris. Donec sed risus massa. Sed porttitor consectetur dignissim. Proin scelerisque lectus sit amet nibh bibendum, at consectetur nunc consectetur.

Best,
Steve Buttitta
Founding Partner, Keena Healthcare Technology

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#10 ENVELOPE

// Digital Deep Dive

TWO GOALS

Both brands in were interested in achieving:

- Show the existing client something new without disorienting them.
- Present something new to the market that people have not seen.

GOAL COMPLETION

Made possible through a digital deep dive into each client's marketing metrics and a competitive analysis that provided a survey of the landscape.

THE RESULT

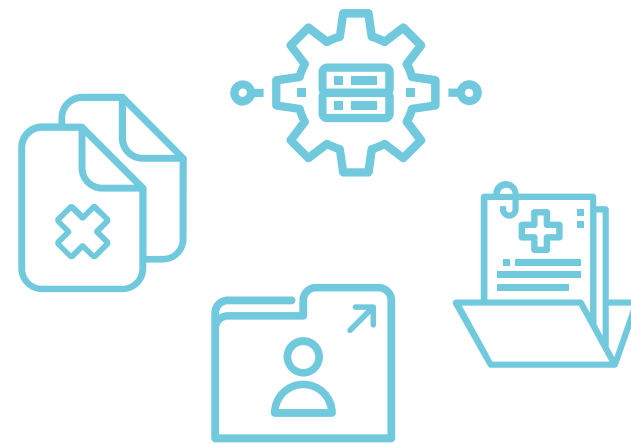
A Digital Communications Strategy and Media Plan.

// Digital Communications Strategy

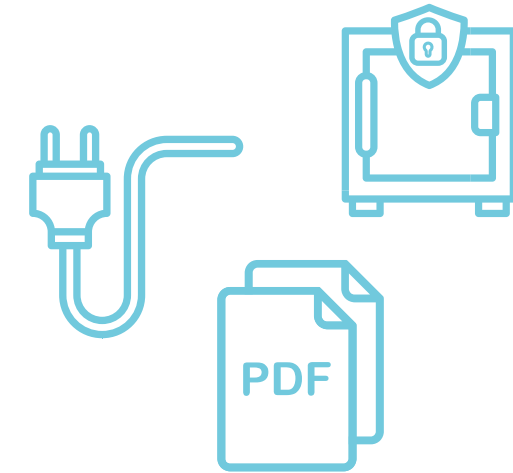
The data deep dive provided the foundation for three key must-haves in the new web experience.



Application
Presentation



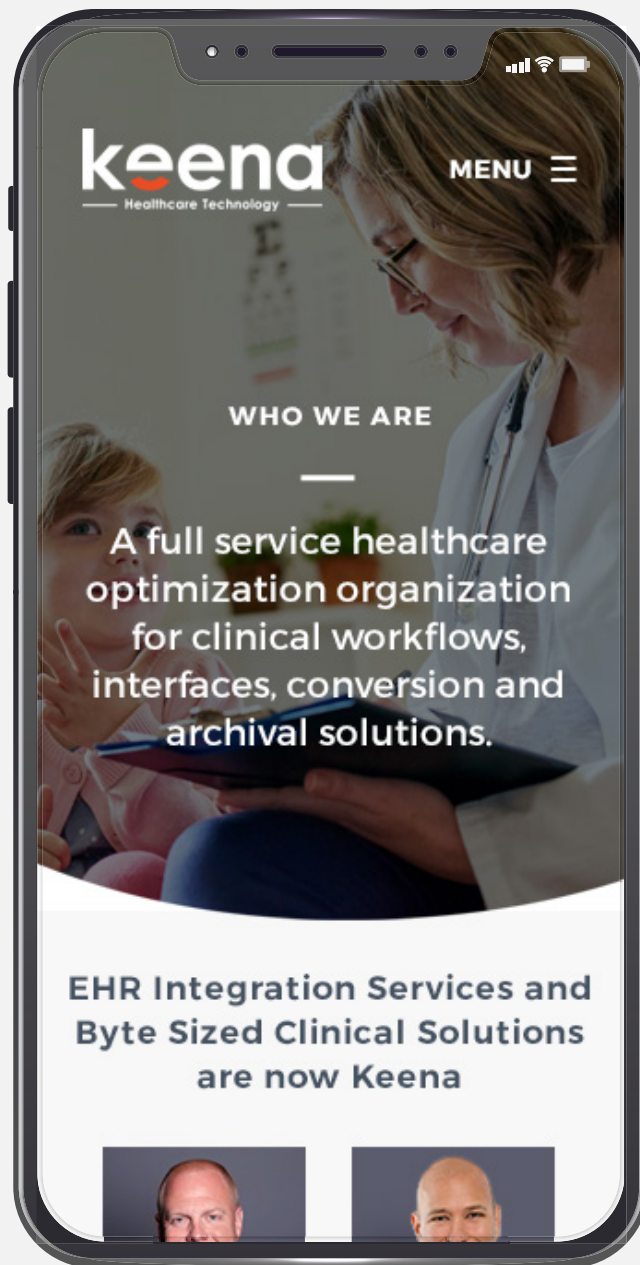
Solutions Area
Introduction



Thought Leadership
Strategy

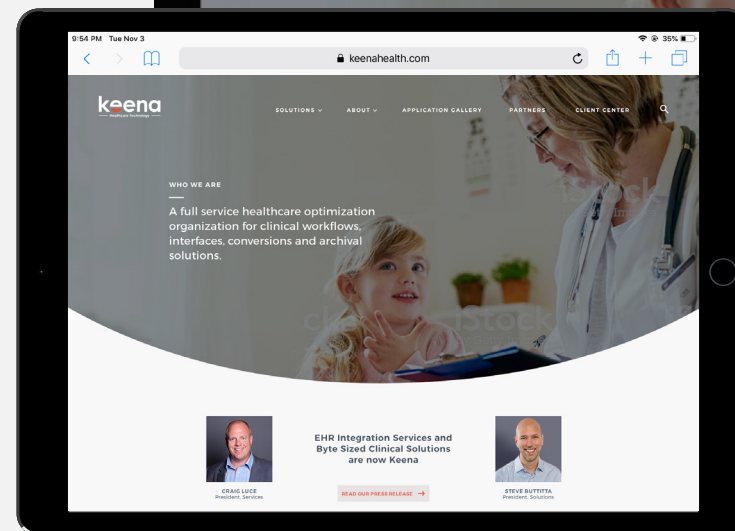
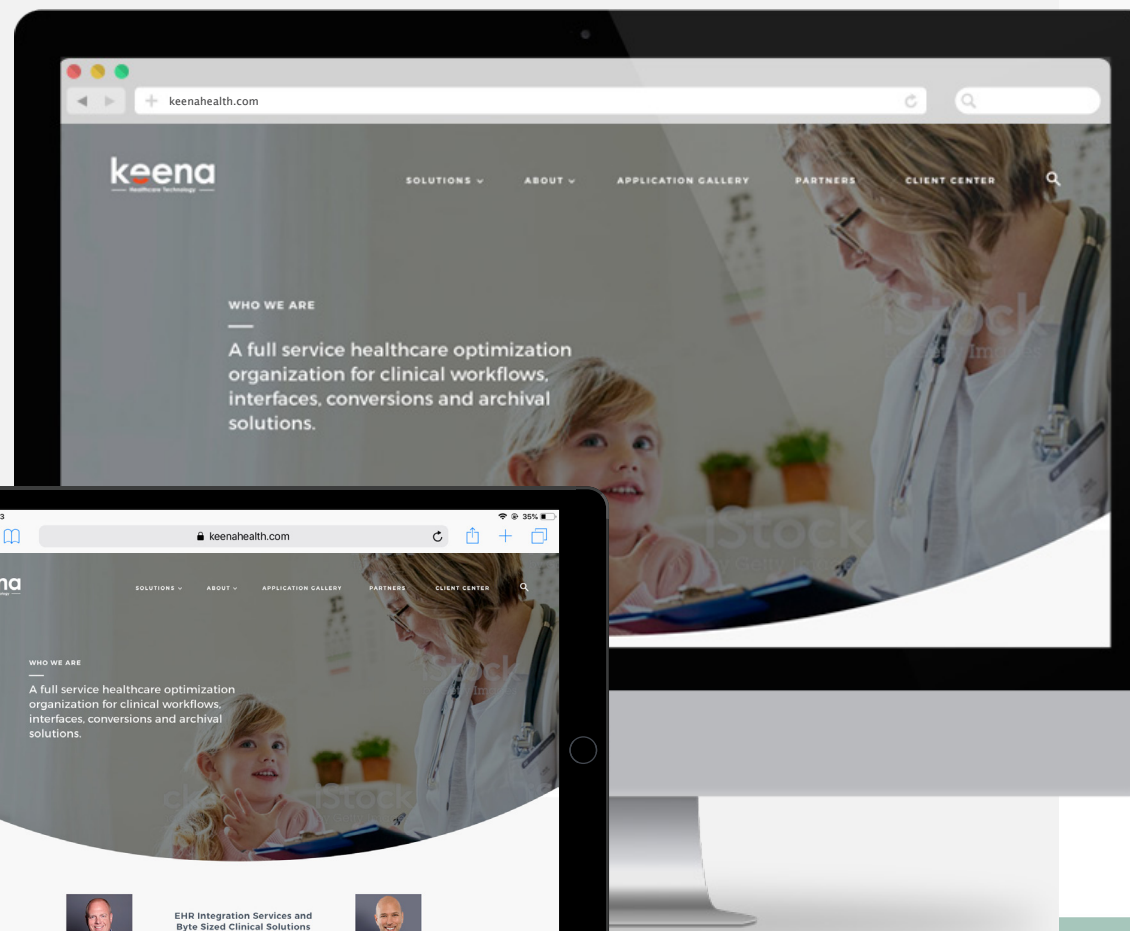
// Mobile as a Priority Website

In 2021 and beyond we knew that we must give priority to our mobile audience.



KEENA MOBILE HOME PAGE

KEENA DESKTOP HOME PAGE



KEENA TABLET HOME PAGE



WHO WE ARE

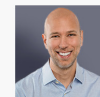
A full service healthcare optimization organization for clinical workflows, interfaces, conversions and archival solutions.



CRAIG LUCE
President, Services

EHR Integration Services and Byte Sized Clinical Solutions are now Keena

[READ OUR PRESS RELEASE](#)



STEVE BUTTITTA
President, Solutions

Built upon a vision for improving technology delivery, Keena is the collaboration of two companies that share a core value system for life, work and healthcare. Having come from the pedigree of EHR Integration Services and Byte Sized Solutions, the qualifications of Keena are unassailable. Keena is the business partner that is a step ahead of their client's needs. The ability to anticipate paired with passion for customer satisfaction yields some of the best solutions built in healthcare to date.

When Keena customers are happy, their patients are getting world class care. That is what it's all about.

Our History

10 / **145** / **578** / **110K+**
Years Working Together / Mutual Customers / Successful Projects / Hours Working Together

How We Work With Our Clients



INTEGRATE
We provide integration and data flow expertise (conversions, archive, workflow, interoperability).



SIMPLIFY
Developing clinical solutions that simplify healthcare (workflow, apps, custom development).



ENGAGE
We create patient solutions that increase engagement (custom development).



INSIGHTS
We provide the insight platforms and analytics that improve patient outcomes (population health).

Our Services

- CONVERSION & ARCHIVAL**
EHR Conversions
Live/Archive
Custom Development
Static Archive
- WORKFLOW EFFICIENCY**
Interface
Chart 2 PDF
Barcode Reader
eMPI (occam)
- PATIENT ENGAGEMENT**
Scheduling
Custom Development
- POPULATION HEALTH**
QIS Inform
- INTEROPERABILITY**
QIE
PHI Ops
Custom Development

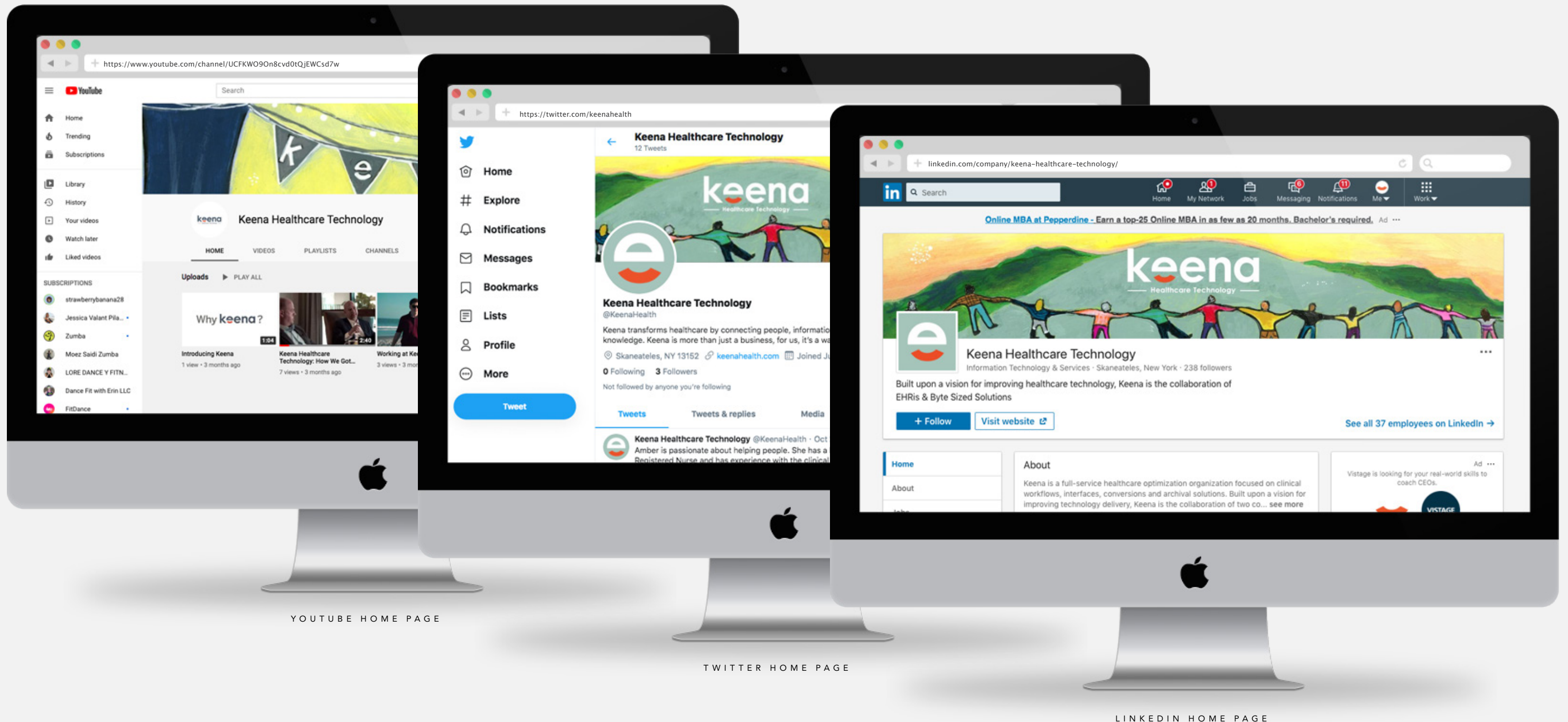


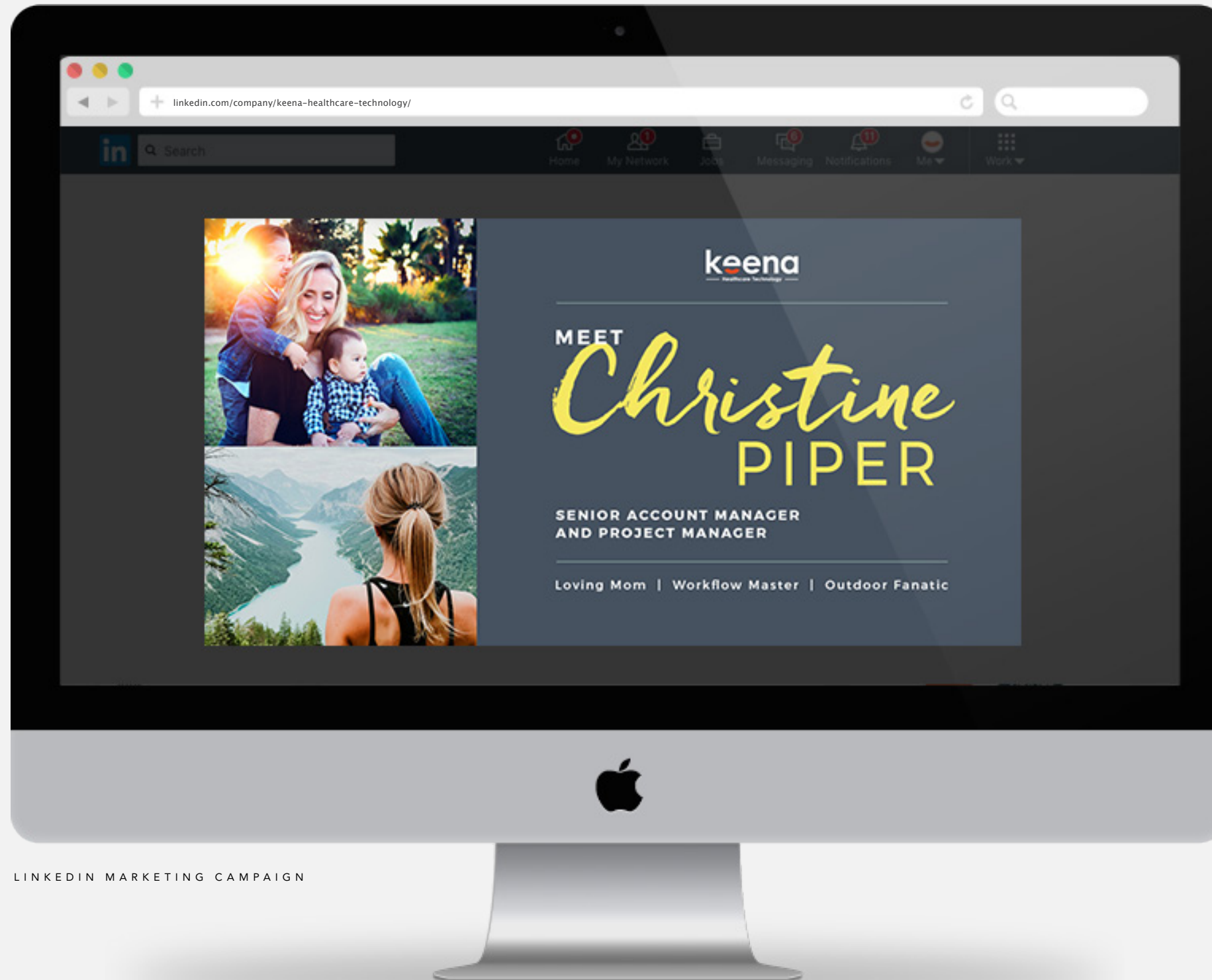
"We have been working with EHRs and Byte Sized Solutions for over 5 years, ranging from integrations to custom applications. Together, their seamless delivery and stellar customer service makes it possible for us to be at the forefront of innovation in healthcare. We are so excited they are officially joining forces in Keena."

NICOLAS COSTE
D.O. CHIEF MEDICAL INFORMATION OFFICER
MURFREESBORO MEDICAL CLINIC

// Setting the Social Stages

The brand also needs to be consistent everywhere it is present. To make this a reality, custom art was created.

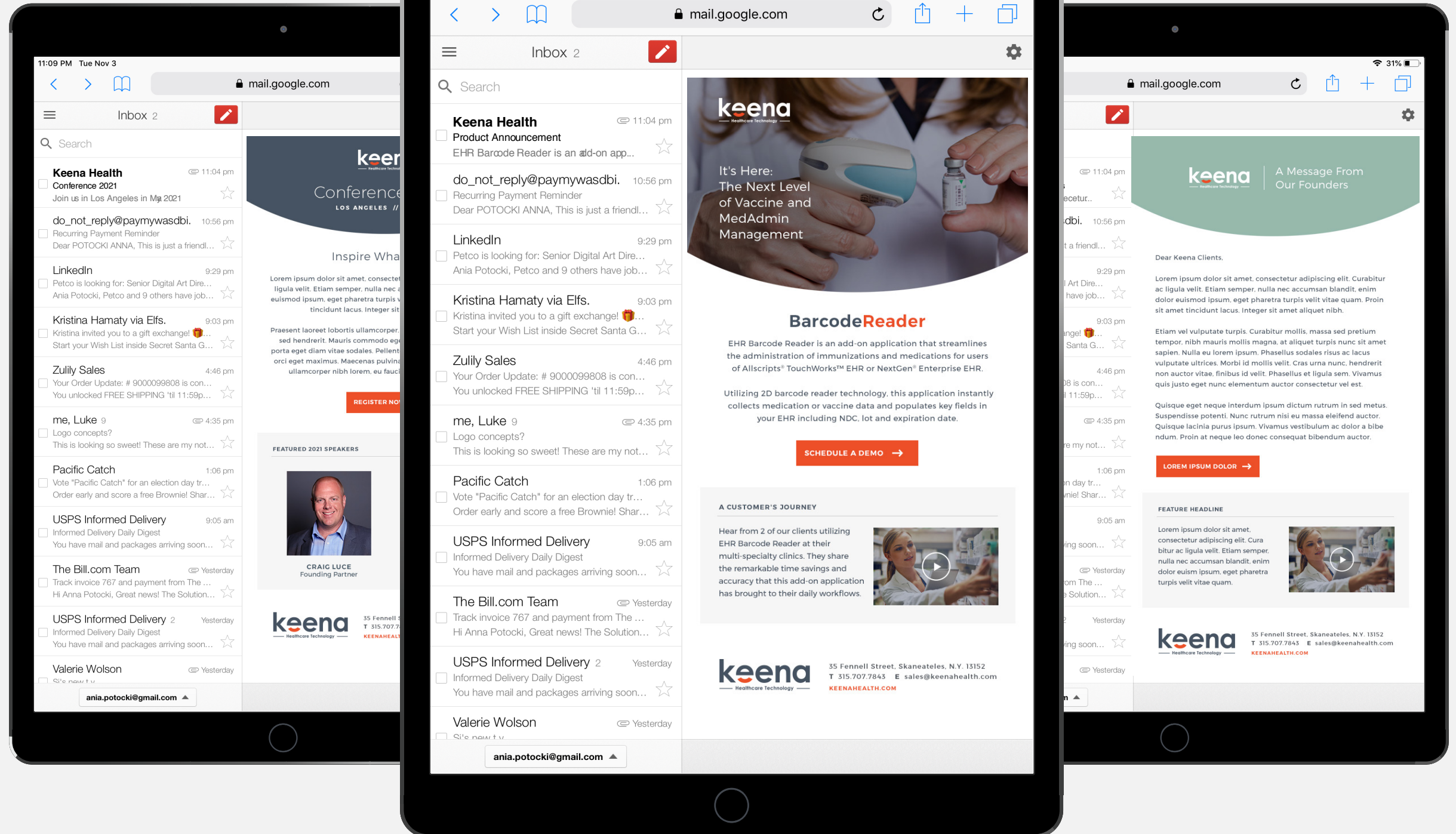




LINKEDIN MARKETING CAMPAIGN

// Email Templates

For customers that still prefer email for their corporate communications a consistent creative channel was formed.



// Analytics

In efforts to make our desired KPI's as trackable as possible we deployed Google Analytics.



ADMIN

Execute best practices in user management, platform connections, and audience building.

CUSTOM EVENTS

Capturing previously untracked events to bring insights into key customer touch points.

DASHBOARDS

Visualizing critical data points in new ways to better achieve actionable insights.

GA TAG

Deploying the tag via Google Tag Manager.

GOALS

Configuring the success points so key media channels can be evaluated.

CUSTOM REPORTS

Designing custom information processes where stock Google Analytics reports end.

The Future

WHERE ONE SUCCESS STORY ENDS
ANOTHER BEGINS.

LET ME SHOW YOU WHAT MOBIAH
CAN MEAN TO YOU.

CONTACT ME FOR MORE INFORMATION
LUKE@MOBIAH.COM

