

HIT *force*

Accelerating HIT Sales Success



Intelligent Communications FOR HEALTHCARE



Enterprise-wide Intelligent Communication Engine - Learn more

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EMERGENCY

Notifi for Critical Event Notification

- ✓ Automatically alerts PCPs and Care Providers
- ✓ Improves Care Coordination across the Continuum



Events

Learn more about our solutions for this, updates, priorities, needs and related information relevant for any user organization.

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Schedule a Demonstration

Get a free demonstration of our suite of healthcare workflow products and see how we can streamline, save and improve an organization.

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Attend a Webinar

Learn more about our solutions for this, updates, priorities, needs and related information relevant for any user organization.

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News & Events

March 2012

HIT Application Solutions and SPINet® Announce an Agreement for Notifi Intelligent Communication Engine Suite
on the integration between HIT's Notifi and SPINet® Planning for Imaging Reporting™ To Improve Care Coordination from Radiology Results... [View more](#)

March 2012

HIT Application Solutions Goes Live with Notifi Appointment Reminder System at South Jersey Healthcare Automated Appointment Reminders and Care Coordination Communication Improves Care Quality and Patient Satisfaction... [View more](#)

February 2012

HIT Application Solutions Goes Live with Notifi Appointment Reminder System at Sigma Health System Automated Appointment Reminders and Mobile Technology Amplifies the Quality of Patient Care and Enhances Patient Satisfaction... [View more](#)

August 2012

HIT Application Solutions Contracts for Notifi at South Jersey Healthcare Automated Appointment Reminders and Mobile Technology Amplifies the Quality of Patient Care and Enhances Patient Satisfaction... [View more](#)

August 2012

HIT Application Solutions Advances its Product Management Team Mark Pryor Assumes the Role of Senior Product Manager to Oversee Notifi V2.0 Rollout and Progressive Product Planning... [View more](#)

July 2012

HIT Application Solutions Appoints Richard Clark as the Vice President of Consulting Services Richard Will Drive the White-gloved Hands of the Company's Growing Client Base... [View more](#)

July 2012

News Event, MBA, joins HIT Application Solutions as Senior Project Manager News HIT Provide Project Leadership and Program Management for the Development, Implementation and Support of Notifi... [View more](#)

March 2012

HIT Application Solutions Secures \$2.75 Million in Funding Funding Supports Growth, Customer Service and Expansion of the NotifiProduct Solution... [View more](#)

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Intelligent Communication for Healthcare

Notifi is an Intelligent Communication Engine that streamlines and optimizes workflows for both the sender and receiver of information by intelligently filtering all information to identify what is important, organizing it in a way that is immediately understood, prioritizing delivery based on urgency, distributing it based on receiver preferences and, if required, validating the receipt. Notifi automates a wide variety of communication workflows and processes involving event driven parameters in the healthcare environment. Notifi automates critical care team management (CTRM) and will automatically alert a Primary Care Physician in the event of a patient's admission via the ED or upon discharge. It supports patient scheduling reminders, discharge notification and instructions, patient follow-up reminders, HIE start completion and event supports managed care delivery to more easily connecting providers and papers with patients in the medical home.

Notifi's unique capabilities include the following:

- ✓ Filtering all information to identify what is important
- ✓ Organizing it in a way that is immediately understood
- ✓ Prioritizing delivery based on urgency
- ✓ Distributing it based on receiver preferences
- ✓ Validating receipt of the information if required





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HIT Application Solutions specializes in healthcare information technology utilized to improve the safety and efficiency of healthcare delivery. We have been successful in delivering solutions across a variety of healthcare environments. Our products are changing what we know we can do. Contact us today to learn more about our solutions and how we can help you improve your healthcare organization.

The Notifi Intelligent Communication Engine automates communication workflow and processes involving event driven parameters in the healthcare environment. It automates timely and accurate communication, improves the efficiency of care provision and streamlines complex, multi-provider assessment, diagnosis, treatment, patient monitoring, reminders, and discharge follow-up and related operational communications.

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technology with care

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OUR VISION IS

IMPROVING PATIENT CARE

By combining our people, process, and experience we are committed to assist every client with their ultimate Vision - improving patient care.

STRATEGIC SERVICES

As with all of our services, we combine the best talent with proven processes. Our Strategic Services are provided by associates with years of experience, ranging from short-term mission critical projects to long-term planning. See our [Services Page](#) for more information.

IMPLEMENTATION SERVICES

Our associates have successfully implemented Hospital Information Systems for clients of all sizes and types, ranging from single hospitals to some of the largest Health Systems in the world. We strive to treat each implementation project as unique, but bring proven talent, plans and commitment to each project.

CONSULTING SERVICES

Vision offers a wide range of consulting services, including technical consulting, application consulting and business process optimization. Our associates have deep experience with both the business and technical components of Hospital Information Systems. This combination ensures that every project is delivered in a manner that our clients receive the greatest value.

STAFFING

We realize that many clients simply need the best resource for a given project. It is our goal to provide Staffing Services with the same level of commitment that we have for all of our services. Our associates have deep expertise in all facets of Hospital Information Systems and we are pleased to provide this level of expertise on a staffing basis.

WELCOME TO VISION CONSULTING

Vision is the trusted national network that connects you with more than 300 highly skilled health care professionals when and where you need them. Vision's consultants have a broad range of technical and clinical health care information technology experience. At Vision, we believe that in an increasingly focused HIT environment, our client's future success requires technical support combined with clinical insight and focus.

Vision offers consultants when and where your organization needs them. Whether you are looking for an individual to work with your existing team or a Project Manager with a team of experts, Vision can provide the right person to meet your technology needs. Vision's expertise covers a variety of different software systems including:

- Meditech
- EPIC
- McKesson
- HMS
- Cerner
- Tier 2 Support

Needing our 100th PCM - CPOE Implementation, Vision Consulting is proven at helping healthcare organizations make significant improvements to timeliness and cost, allowing our clients to focus on adoption.

In addition to CPOE implementations, Vision has a portfolio of offerings across many facets of healthcare: Financial, Revenue Cycle, Administrative, Ancillary, Ambulatory and Technical. Whether it's strategic assessment, system implementation, clinical impact analysis, or expert staffing, our goal is to help you succeed long-term in a clinically cognizant, time and cost-efficient manner.

CLIENT TESTIMONIALS

"When Upper Chesapeake was evaluating moving forward with its Meditech 6.0 implementation, we reached out to the group at Vision Consulting to provide guidance and resources. After a year's long project implementation we were up and live on the new platform and implementing new processes such as CPOE and Scanning and Archive. Vision was a critical part of this success."

-Rick Castiel, Chief Information Officer, Upper Chesapeake Health

"We selected Vision to assist us with continuing the excellent service levels that our current team provides to all of our McKesson system users. Vision provided us with the flexibility, experience and cost effectiveness needed to continue supporting our end-users with the same care they have received in the past. By partnering with Vision, we will be able to combine excellence, key proven practices and deep expertise at the benefit of SLHS."

-Todd Hutton, Chief Applications Officer, St. Luke's Health System (SLHS)




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HITforce Details

» Situation

A consortium of marketing/sales consultants that specialize in the Health Information Technology (HIT) industry. The Health Information Technology industry includes the technology providers that sell their software and services to hospitals, clinics and physician groups.

» Problem

HITforce will be a NEW consortium that includes Martopia and a few of our strategic partners who specialize in specific disciplines related to sales and marketing consulting. The consortium will consist of a “dream team” of HIT marketing/sales specialists who offer Sales Consulting, Branding, Marketing and Public Relations (PR) to companies that market software products/services to health care organizations. A full-service marketing and PR consortium that specializes in health information technology (a group of agencies and consultants who work together as one team.)

» Strengths

Offers a more personalized approach. Not only offer HIT consulting, but also help companies build their brands.

» Weaknesses

Little information on the current feel and culture in the consortium brings a wide initial starting point with a wide field of inspiration that could be pulled to start the process.

» Opportunities

The ability to draw clientele that may otherwise consult with a less focused agency because of the experience that HITforce has in their favor.

» Threats

A wide variety of competition and alternatives. These competitors are numerous and widespread.

Competitive Audit

» The Competition

Vision Consulting LLC



Health IT Services



» The Substitutes

The substitutes would be to go to another branding and marketing firm that is not HIT focused. These could be big branding and marketing agencies or smaller local shops.

Target Market

» Target Market

President, VP of Marketing or VP of Business Development at companies that sell software/services to hospitals, clinics, physician groups, etc. Targeting the HIT software vendor to help them figure out how to best market and sell their technology products/services to health care organizations (hospitals, clinics and physicians groups).

Creative Strategy

» New Logo

This development should include a large amount of inspiration toward the current market and competition which will show where the brand should be positioned. The logo should be creative and tailored to the target market in the Health Information Technology industry.

» New Web

Web presence that should present a strong heir of trust and knowledge in the HIT industry. Should also be a simple navigation and straight forward presentation of information for an open and creative feel, while keeping the appeal to the corporate target market.

» Brochure

Should be a simple extension of the branding efforts from the development of the logo and a website that is simple and easy to understand and navigate. This will be done by keeping the same overall brand components and motifs.

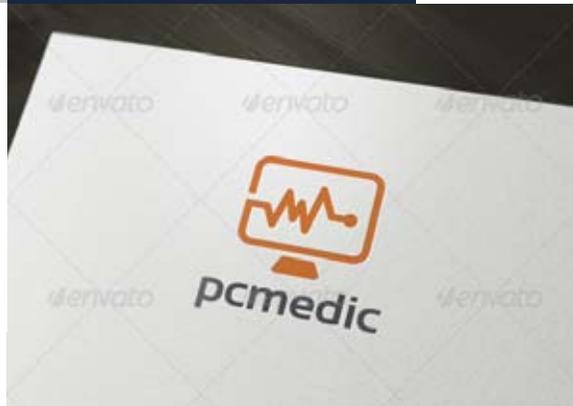
» Overall Brand Strategy

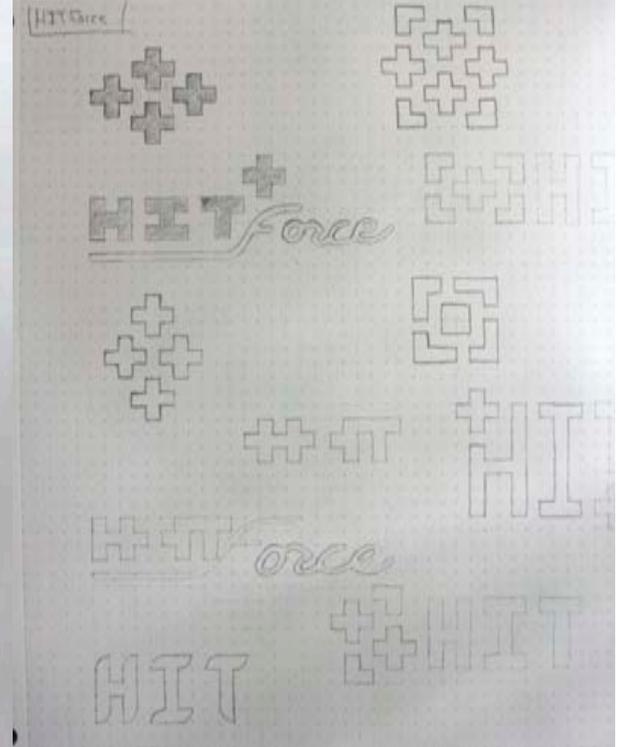
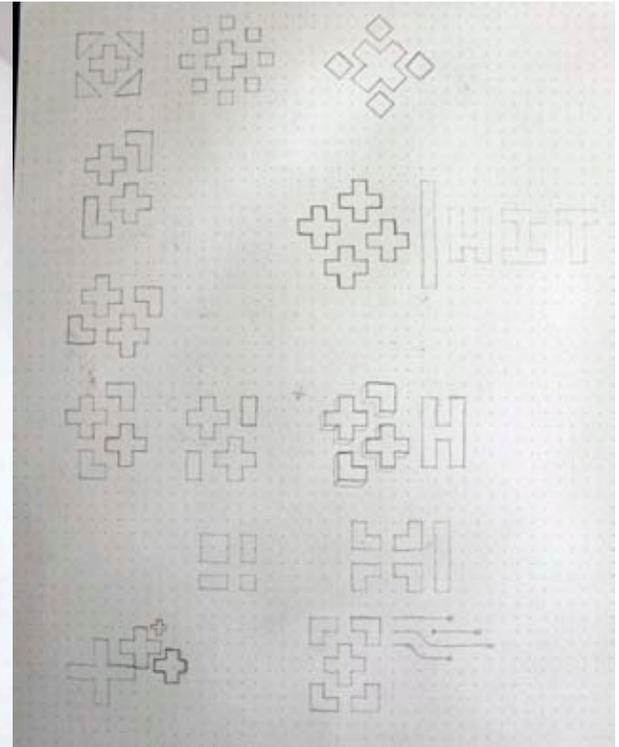
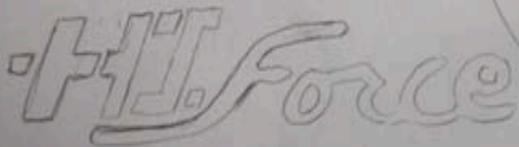
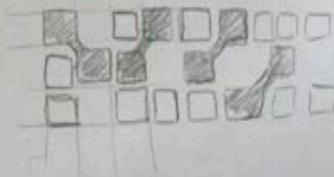
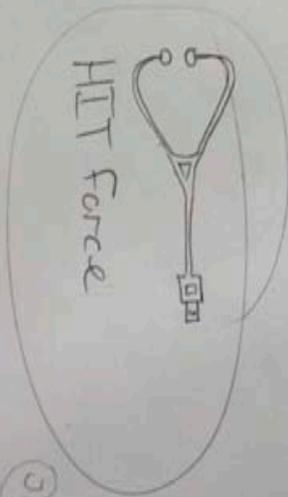
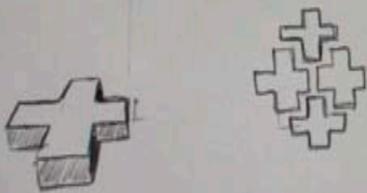
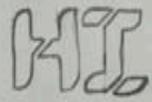
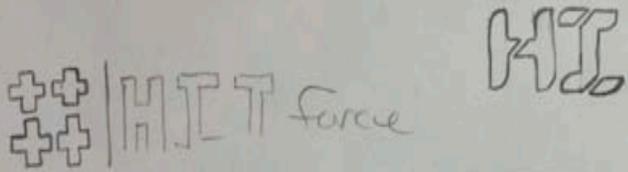
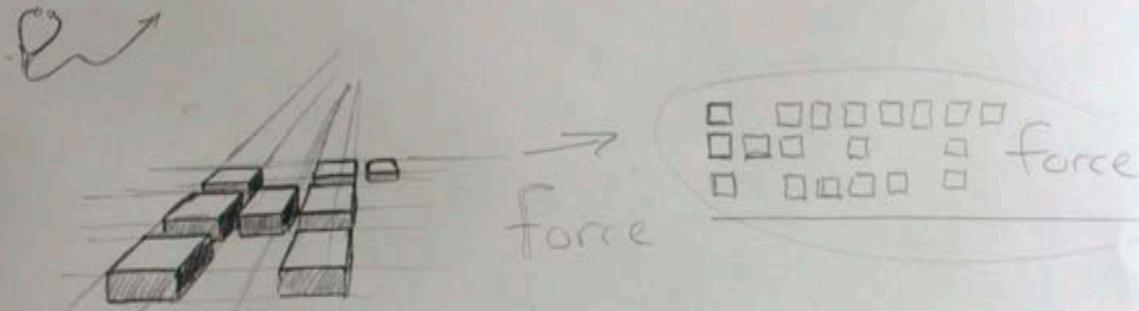
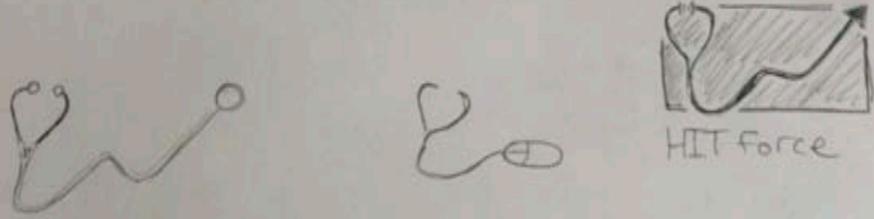
The overall concept for this branding effort is to develop a simple, clean, and up-scale feeling across the whole brand while inspiring trust in the consumer. This will be accomplished through strong yet simple visual elements and a clean, progressive color pallet that will support the brand in the market.

The brand should exude an heir of trust and corporate appeal while in staying with the creative nature of the consortium. A light and refined image is needed to create a feeling of simplicity as well as to draw the viewer in.



Intelligent Communications
FOR HEALTHCARE





Reasoning & Thoughts

» Concept

The overall concept for the logo came from the word *Consortium* defined as, “an agreement, combination, or group (as of companies) formed to undertake an enterprise beyond the resources of any one member.” The elements chosen were meant to portray the collective nature as well as to elude to the nature of the business conducted through the medical cross motif. Though colors have been changed to a more progressive palette.

The font choice was made to reflect the corporate nature of the target audience as well as to show a strong understanding of the creative. While, the layout was decide upon as a part of convention as well as to show an upward/ positive feeling from left to right.



Fonts, Copy, and Headers

» H1, H2, H3, H4, H5, H6

Headers are set in **Ubuntu Bold** typeface

» Body Copy

This is a sample of body copy, all body copy is set in **Ubuntu Regular**:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras mattis leo vitae arcu pellentesque dignissim. Nam a ligula nunc. Fusce pharetra, nibh eu consectetur ullamcorper, orci ligula ultrices libero, sed gravida ligula dui a odio. Maecenas non libero nibh. Sed sit amet vehicula augue. Proin sed risus ultrices elit interdum tempus eu ut nisl. Proin nec est eros. Sed nec ante mi, sit amet scelerisque tortor. Nulla auctor nibh mattis velit semper accumsan. Maecenas at facilisis diam. Nunc tempor rhoncus neque in viverra.

Colors

» Main



Pantone 376 C
#87EA00
CMYK: 50/0/100/0
RGB: 141/198/63



Pantone 5473 C
#01707B
CMYK: 82/0/28/52
RGB: 0/106/113

» Secondary



Pantone 321 C
#028E9B
CMYK: 100/0/31/23
RGB: 0/140/153



Pantone 267 C
#3415B0
CMYK: 89/100/0/0
RGB: 73/47/146



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EXPEDITE HIT PRODUCT LAUNCHES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean at leo ut tortor rutrum tincidunt. In a nisi id nulla convallis volutpat in quis orci. Etiam in turpis quis eros aliquet placerat. Vivamus pellentesque leo a tellus vestibulum eu porta elit faucibus. Curabitur a ipsum ut orci vulputate pretium. Nam id lectus vitae lorem aliquet vestibulum vitae sit amet lorem. Aliquam eu felis orci.

[LEARN MORE >>](#)

[OTHER PRODUCTS >>](#)

HELLO.

Welcome to a consortium of best-in-class sales consulting, branding, marketing and public relations professionals that specialize in Health Information Technology (HIT) who are driven to help emerging companies accelerate sales success in the complex healthcare environment. We are a team and work seamlessly together as your dream team for sales and marketing strategy. You get the best-of-the-best experts in HIT sales and marketing strategy on your team to help you achieve your goals.

MEET OUR TEAM



[Click Here >>](#)

CASE STUDIES



OUR BENEFITS

- CREATE A POWERFUL HIT BRAND [Click Here >>](#)
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- HONE YOUR HIT SALES STRATEGY [Click Here >>](#)
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	HITforce @HITforce "If by simplifying you've lost clarity, you haven't simplified." - Massimo Vignelli Expand	4 hrs
	HITforce @HITforce HITforce launches new tech! medtrac.com/xray-bucket Expand	18 hrs

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Sales Strategy | Branding | Marketing | Public Relations



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