

Spun-out Firm Emerges from Parent Company's Shadow



FORTHRIGHT
CLAIMS REENGINEERED

“We needed a solid brand that could contain our rich legacy while ensuring a bold entry into new markets. Delve brought solid strengths in process and creativity. Together we have built a true foundation for growth.”

AIMEE EGAN:

VP OF MARKETING & COMMUNICATIONS, FORTHRIGHT

BUSINESS CHALLENGE

Develop a brand for a spin-off firm to enable growth into new markets and create distance from negative perceptions.

BUSINESS OUTCOME

A new company successfully launches and attracts the attention of their target audience.



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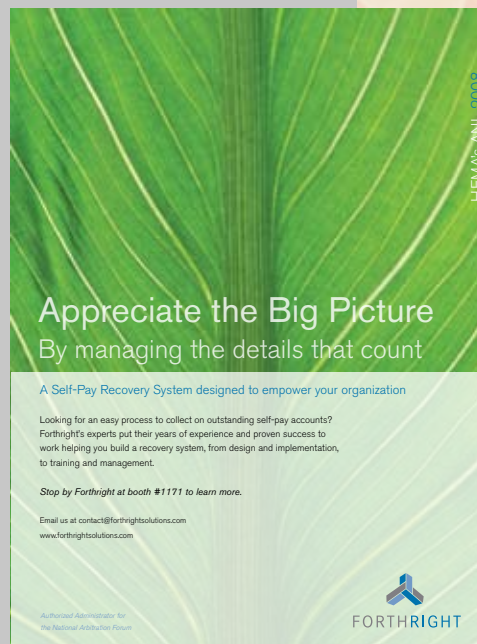
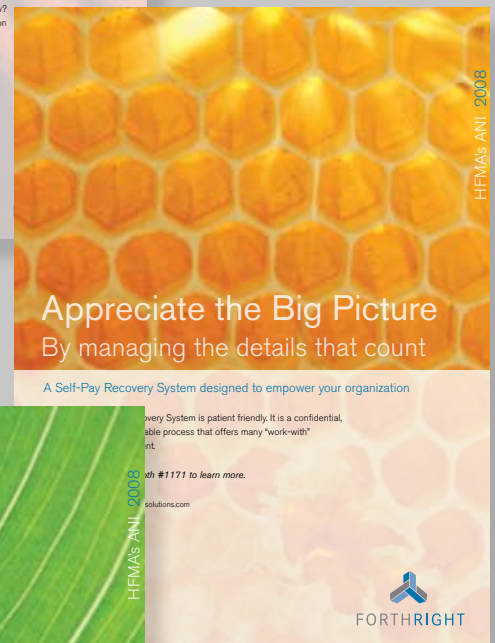
BACKGROUND

- With private equity backing, the National Arbitration Forum (FORUM), a leading provider of alternative dispute resolution, was restructured to spin out their back-office engine in order to leverage their expertise in workflow management for high volumes of small claims.
- There was opportunity in applying the company's unique capabilities to a broader range of claims beyond dispute resolution – most immediately into healthcare receivables.
- The new company needed a brand that would leverage the positive aspects of its history as part of the FORUM while developing a distinct and attractive market position from the start.
- Negative publicity around the FORUM's role in consumer debt collection coupled with conflicting sales messages and confusion over why an "arbitration" provider would be vying for this type of BPO work had prospects shying away.

SUCCESS

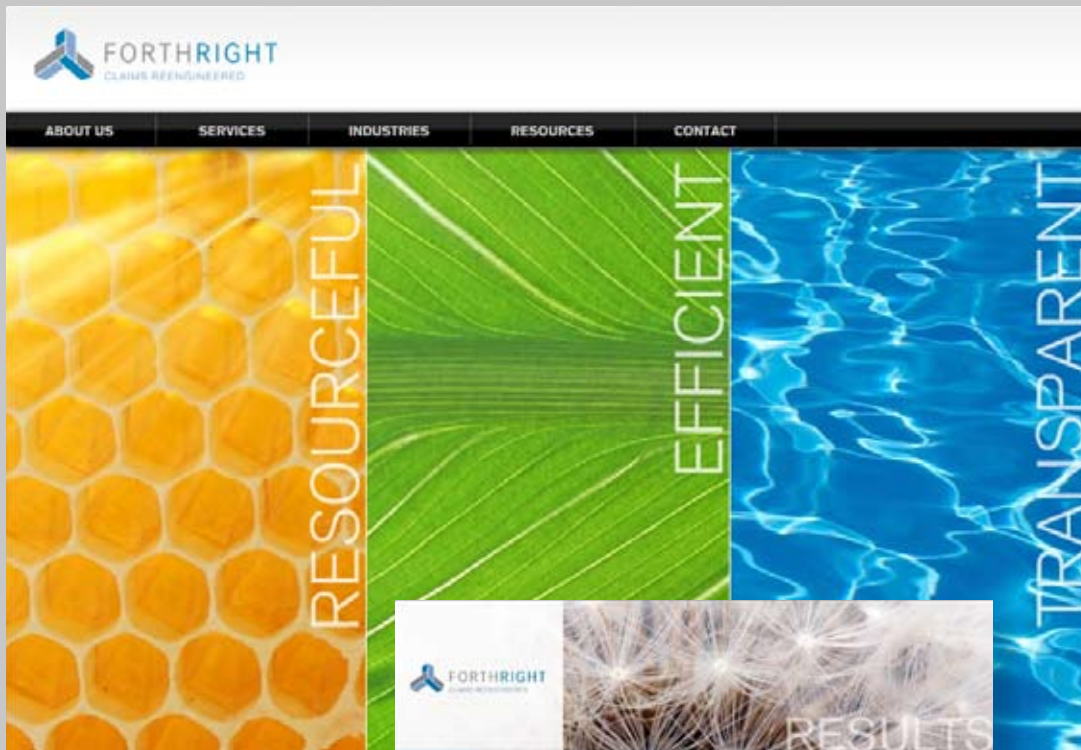
- Built on a brand essence of transparency and openness, the new firm is the first of its kind to gain the attention of healthcare financial executives.
- Forthright achieved zero attrition in client base when officially launched to the market in June 2008.
- Sales executives and marketing employees were effectively trained to deliver a consistent message across all market touchpoints.
- With its distinct look and feel and powerful message, Forthright broke through the clutter at the pivotal healthcare finance conference and developed 5x the number of viable leads over the previous year as the FORUM.

Trade Advertising



The Forthright brand is bold and colorful, with large images of organized and powerful natural objects– a visual metaphor for their market differentiation of being able to efficiently manage large volumes of small transactions.





Corporate Website



Healthcare Tradeshow Booth



Forthright means going straight to the point; and being frank, direct, and outspoken. The name alludes to processing with efficiency, directness, and speed. It also conjures an image of standing tall and confident and acting with integrity.

Appreciate the Big Picture by Managing the Details that Count was a concise go-to-market strategy for the healthcare industry that summarized what the company did while playing with financial-themed words.



The Delve Group, Inc.

Brand Development is Business DevelopmentSM

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster businesses by focusing on what differentiates them from their competition and then use this to create the perception of market leadership.

At Delve, we approach everything from the vantage point of helping our clients achieve their desired business objectives. Our methodology is guided by a strategic understanding created by delving deep into their businesses to assess where they've been, define where they want to go, and finding the best path to get there.



DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Lead & Demand Generation Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution