



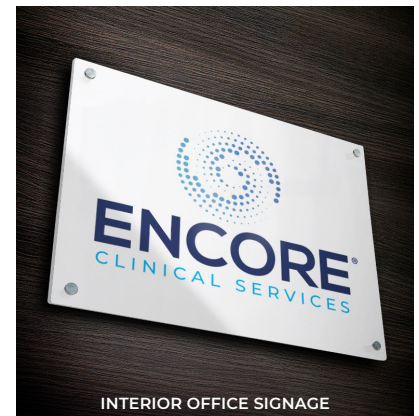
Encore Clinical Services

DIGITAL & PRINT MARKETING ASSETS THAT ENGAGE & INFORM

BUSINESS CARDS & GENERAL USE STICKERS

ENCORE CLINICAL SERVICES EXCLUSIVELY SERVES THE LONG-TERM CARE DEMOGRAPHIC, providing expert wound identification, treatment and ongoing care for aging populations. The practice grew organically in response to the escalating need in extended care environments for specialized, consistent wound care to help improve patient outcomes while giving facilities the support they need to meet the standard of care requirements.

Originally founded as Lake Effect Health, the nurse practitioner-led Encore Clinical Services had existing marketing materials that did not communicate the practice's recent shift to exclusively serving the long-term care market. They turned to Shamrock to refresh their branding, beginning with their introductory PowerPoint presentation—the primary sales tool for introducing Encore services to new facilities.



INTERIOR OFFICE SIGNAGE



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Shamrock partnered with Encore, embracing their vision for the highly specialized practice and then re-inventing the brand with a confident yet compassionate vibe to better reflect their unique marketplace advantage. Once the overall look and messaging was established, our team worked to revamp Encore's digital presentations, various print collateral, employee and patient forms and website, creating a seamless, consistent brand experience at every touchpoint.

THE SOLUTION

Encore Clinical Services is a respected industry leader that recently transitioned to a full-time focus on the long-term care market due to the need that they saw and the expertise they provide. The refreshed brand marketing reflects their intuitive, need-based care evolution. New Encore brand marketing tools include engaging, informative digital and print assets:

- Patient and employee forms and documents
- PowerPoint presentation decks for sales and education initiatives
- Feature sheets for Encore's specialty therapies and products
- Encore staff bio cards that showcase credentials
- Website content, design and SEO programming



POWERPOINT PRESENTATIONS

WHY IT WORKS

The refreshed Encore branding captures the values and benefits the organization brings to the extended care market. Using a consistent voice and graphics, these digital and print marketing tools help create a cohesive, consistent brand identity that positions Encore as a trusted care partner. And the new website is a striking brand success with backend SEO that drives site traffic and user engagement.



WEBSITE DESIGN

