



Empowering people to better manage health.

This is PDMI's purpose. It forms the foundation of our brand, because a brand that is not authentic will not last.

Our brand is, at its simplest, everything that can be perceived about us, and the resulting associations formed when someone thinks about us, hears our name, reads our marketing or sees our logo. A strong brand creates an unambiguous identity among clients and stakeholders, and engages the head, heart and soul. The brand becomes both a promise made and a promise kept.

As a PDMI associate, you are the keeper of our promise:

PDMI's Brand Promise

PDMI collaborates with vertically integrated health plans, hospital systems and private-label PBMs to create superior, comprehensive pharmacy benefit management solutions, customized specifically to support our clients' business objectives and delivered with independent guidance, technical excellence, clarity in pricing and a relentless passion for exceptional service – a unique combination and unmatched in the market.

You are PDMI's voice.

Logos, colors and words only go so far. It's the work you do, what you say, how you say it, and how you act as a member of the PDMI team that makes our brand promise grow and thrive. You give life to our brand.

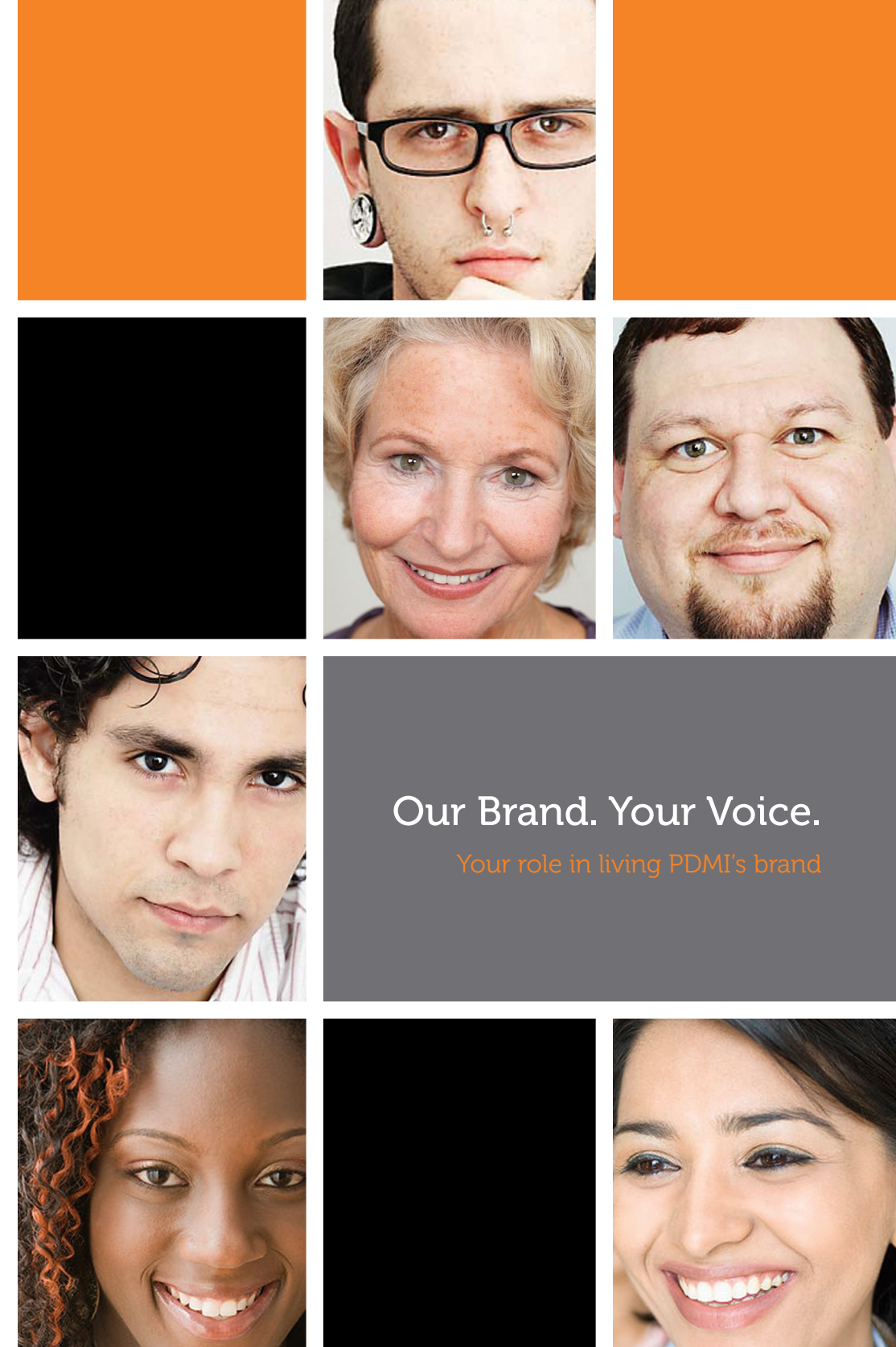
It's up to each of us to make sure our promise is always reinforced and is never undermined in communications nor in actions. No one likes it when promises are broken or ring hollow—our clients and stakeholders are no different. And it can take years to rebuild a broken brand promise.

Why the investment in building a brand?

It's not about putting on a pretty face. An organization's business strategy and its brand are directly, deeply linked. Businesses exist to satisfy a purpose, and to do that they must create, satisfy and keep customers. Strong brands create, build and continually reinforce loyalty, satisfaction, good will and emotional bonds between an organization and its customers and stakeholders. PDMI is no exception.

You help PDMI keep its promise to clients and stakeholders, and ultimately become among the most admired health solutions companies.

What we do, what we say and how we say it determines whether PDMI's brand is a living and growing promise to stakeholders and clients, or just forgotten words on a press release.



Our Brand. Your Voice.

Your role in living PDMI's brand



How we work. How we communicate.
Who we are.



When applying the brand, ask yourself:

- (1) Who are your stakeholders (internal or external) and what are their needs?
- (2) What promise are you making to your stakeholder?
- (3) What promise does your stakeholder think you are making?
- (4) Have you identified all the ways PDMI “touches” your stakeholder?
- (5) Are each of the “touchpoints” that are within your control telling the same story?
- (6) Are you providing exceptional, seamless service? How?
- (7) How do your work and interactions with others express: Creativity? Passion? Attention to detail? Integrity? Collaboration? A focus on people?
- (8) How do your work and interactions with others ensure PDMI is seen as independent? Flexible? Accurate? Technically advanced? Focused on client objectives?
- (9) How are you actively sharing your ideas and seeking feedback from other associates?
- (10) How are you measuring that the work you do is consistent with PDMI’s brand?


Always be “on-brand.”

Every action and word should reflect our purpose, brand promise, vision and values. Make it easy for our clients to give us feedback like this:

“I can’t imagine working without PDMI now. They hit every milestone of a crazy implementation and, more importantly, it was right every time. They took the time to understand who we are and what we need and then worked with us to come up with really creative, custom solutions. The transition was seamless, the day-to-day is like butter, they answer the phone when I call and immediately jump on whatever I need. They have a passion for this stuff, and it shows. They may not have the rock-bottom price, but I’ll make that trade any day.”

– A PDMI client

If you notice something that doesn’t support our brand, speak up.

The brand buzz word...	>	In real words, it means...	>	For PDMI, it means...	>	If we do it right, that means...
BRAND	>	More than a name or logo, it’s the sum of everything that can be perceived about our company.	>	The relationship stakeholders have with us – what they think or how they feel when the see or hear the PDMI name.	>	Stakeholders know we seamlessly deliver the unique solutions they need with flexibility, technical excellence, speed, clarity in pricing and unmatched service.
BRAND IDENTITY	>	Our “face”—the visible component of our brand: our name, our logo and our marketing communication.	>		>	Anything and everything carrying the PDMI name and logo reinforces who we are to stakeholders.
BRAND VISION	>	How we plan to see ourselves and be seen by others. A desired future state. Our strategy to get there.	>	PDMI will be recognized as a premier health management solutions provider in North America. We will create success by setting the standards for creativity and operating excellence. We will continue focusing on exceeding the expectations of all stakeholders.	>	We are among the most admired health solutions companies.
BUSINESS/VALUE DRIVERS	>	What our stakeholders value most about the services or products that we provide.	>	Each PDMI stakeholder needs and values something unique, both rationally and emotionally.	>	We always understand who our stakeholders are and their unique needs before we create solutions to meet them in the most seamless way possible.
BRAND POSITIONING	>	What differentiates PDMI from our competitors. How we maintain the differentiation.	>	We build custom solutions based on our clients’ business objectives. We get it right the first time. Our people are the best. Our client service is unmatched. We do this through a combination of technology, creativity, human energy, expertise and a relentless focus on client needs.	>	Our stakeholders are our greatest fans. PDMI is the provider of choice, even though we’re not the cheapest, because we solve problems others can’t and simplify the lives of our client teams.
BRAND PERSONA	>	Our personality.	>	These are the things we value most, and we want them to evoke images and emotional connections with stakeholders: People We are talented people who fit but don’t conform; we have the experience to solve problems with confidence. Creativity We embrace and celebrate freedom of expression, the most powerful force in business. We love blowing people away with our ideas. Passion We pursue excellence in all that we do. Perfection is anticipated; accuracy is assumed and always verified. Attention to detail We are always quick to anticipate or respond to issues and requests; we’re easily accessible; we follow through on every commitment. Integrity This is non-negotiable for us—it’s the foundation for our heritage and reputation of doing things honestly, efficiently, effectively and always with our clients’ best interests in mind. Collaboration Internally, externally, across borders, across disciplines and with clients, this is how we generate better ideas and better results.	>	
BRAND CULTURE	>	The environment that supports our attitudes and actions.	>	Creating an environment that encourages and supports new ideas to better address stakeholders’ needs.	>	Our mindset is doing business with excellence, accountability and creativity. Our environment fosters commitment, engagement and collaboration with and between both associates and clients. We place balanced emphasis on measuring business and associate results. Our clients are our focus. They are the reason we have jobs. We value communication among all associates . We grow and support “innovation champions.” We encourage and support entrepreneurship throughout the organization. We are a learning culture that knows “how to win.”