

PRESS RELEASE

PDMI's New Brand Identity Focuses on Client Objectives, Customized Solutions and Exceptional Service

Refreshed look and messaging echoes company's growth, values and visibility

POLAND, Ohio (MONTH DAY, YEAR) [Pharmacy Data Management, Inc. \(PDMI\)](#), a leading provider of custom pharmacy benefit solutions, has unveiled a new brand identity that better reflects the modern nature of the company and the needs of its market, according to PDMI founder and CEO Doug Wittenauer.

"PDMI is unique in our approach; we concentrate entirely on our clients' objectives, create custom solutions for achieving them and have a relentless focus on client service," said Wittenauer. "But like many smaller companies that build a solid base of loyal clients, we tended to focus on operations and neglect our marketing communication; what we were saying and how it looked didn't reflect who we are or what's important to us."



The new branding includes a simplified logo that combines the letterforms "P" and "D" to infer a technology grid and a pill enclosed within a classic black square, supported by the initials PDMI. "The new color scheme features saturated orange contrasted with black and white to reflect the energy, warmth and passion of our people and differentiate us in the marketplace," said Robert DiRenzo, R.Ph., who is leading the project for PDMI. "Visually the design addresses the many aspects of our business, suggesting pharmacy, technology, solutions and interconnectivity—and that ultimately, 'pharmacy' and 'data' are better together."

After an external survey, competitor audit and internal interviews with associates and management, a new brand identity was developed. "Since our brand is much more than our logo, we're also positioning our message to more accurately reflect who we are and what we do," said Wittenauer. "Our clients tell us again and again that what differentiates us is the talent of our people and their dedication to turning our clients' business needs into creative, custom solutions. We want to make sure our marketing communication reflects that. We'll eventually roll out the new brand messaging into every communication channel we have, including our internal communication."



PDMI engaged the services of [Larry F. Hill](#) and [McCraw Design](#) to help PDMI articulate the company's purpose, brand positioning, values and communication strategy, and to create the new brand identity and messaging.

ABOUT PDMI

Pharmacy Data Management, Inc. (PDMI), founded in Poland, Ohio, in 1984, provides custom technology and other solutions for managing health through prescription drug programs for national and regional health plans, hospice organizations, drug manufacturer assistance programs and other health care-related industries.

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