



## For Immediate Release

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## **nThrive and Aloft Group Celebrate Winning Three North America Transform Awards**

*The rebranding of MedAssets, Precyse and Equation into a single entity, nThrive, receives recognition in 3 categories from the Transform Awards*

Alpharetta, GA and Newburyport, MA – October 27, 2016 – [nThrive™](#), an independent patient-to-payment<sup>SM</sup> solutions company, along with [Aloft Group](#), a healthcare brand strategy, consulting and marketing communications firm, today announced that they are the recipient of three Transform Awards for activities related to the rebranding of MedAssets, Precyse and Equation into a single entity, nThrive.

*Transform Magazine* honors and rewards the most innovative, creative and successful brand work across the world. Each of the prestigious award programs focus on specific aspects of the branding process and provides a platform from which to benchmark and showcase excellence.

In June of this year at the Healthcare Financial Management Association (HFMA) conference in Las Vegas, nThrive was officially unveiled as the new uniform identity of what once was three separate companies: MedAssets, Precyse and Equation. Bringing the three companies together under a common name completed the vision of a new kind of revenue cycle management company – one that empowers health care for every one in every community.

nThrive and Aloft Group received awards in three separate categories for the North America Transform 2016 awards:

- GOLD for "Best Corporate Rebrand Following a Merger or Acquisition"
- SILVER for "Best Creative Strategy"



- GOLD for "Best Visual Identity for the Healthcare & Pharmaceutical Sector"

"We are delighted to receive this recognition that acknowledges the brand strategy that brought together three companies into one," said Kristen Saponaro, Chief Marketing Officer for nThrive. "It was important for us to align the strategy to the vision, mission, values and approach of our merged organization, which essentially became the DNA of our new brand and brand name. Aloft Group was instrumental through every step of this process and we are grateful for their guidance and creative direction. They were able to help us effectively develop the brand story that uniquely and strategically positioned us as a complete patient-to-payment solutions provider for the healthcare industry."

"We enjoy the challenge of the branding process, it's what we do best," said Matt Bowen, CEO of Aloft Group. "This project was a pleasure to be involved in as it became apparent that no one company was providing the complete spectrum of services to healthcare providers that nThrive now offers. I'm very proud of the strong story that we have created behind the brand — something you don't always see in healthcare. In this case nThrive allows the healthcare community as a whole to thrive to the <sup>n</sup>th degree. It's pretty special. Having recognition from *Transform* is validation of the many months of our strategic process on behalf of nThrive, we are truly honored."

For more information and a list of all the winners, please visit:

<http://www.transformmagazine.net/awards/north-america/the-awards/the-winners/>

#### **About nThrive, Inc.**

nThrive is built on a legacy of excellence. In the past you knew us as MedAssets, Precyse and Equation. While each formerly a leader in its own right, we've combined our talents and capabilities into a single enterprise. From patient-to-payment, we'll provide all the technology, advisory expertise, services, analytics and education programs healthcare providers need to thrive in the communities they serve. For more information, please visit [www.nthrive.com](http://www.nthrive.com).

#### **About Aloft Group, Inc.**

Aloft Group is an internationally focused brand strategy, strategy-organization alignment and marketing communications firm committed to helping organizations achieve business and sales objectives and attain leadership positions across countries, markets and channels. Aloft Group specializes in health and health technology and has helped lead growth brand strategy and growth initiatives with such brands as the New England Journal of Medicine, FUJIFILM Medical Systems,



AAAS-Science Magazine, MediRevv, Sciex, Beacon Partners, GE, The North Face, Clinithink and Nuance. Aloft is part of E3, a hands-on team of over 1000 from 30 organizations across 24 countries. For more information, please visit <http://www.aloftgroup.com>.