



PRESS RELEASE

Core Solutions Reveals Revitalized Brand Identity at NatCon 2019

The transformation centers on real behavioral health and human services EHR challenges and choices

King of Prussia, PA – March 25, 2019 – Core Solutions, Inc. (Core), a trusted electronic health records vendor for the behavioral health and human services industry, will reveal a new corporate brand identity at NatCon 2019, to be held March 25-27 in Nashville, Tennessee. The new brand centers on the real challenges with EHRs for complex care communities and features a new mission statement and visual identity.

The rebranding exercise, which took place throughout 2018, highlighted Core’s industry-unique “partner-first, vendor-second” approach to EHR implementation, which has earned Core the trust of executives, program directors and end-users for more than twenty years.

“Core knows how complex the behavioral health and human services landscape is and we are upfront with our clients about what it takes to successfully implement and use a robust EHR solution,” said Ravi Ganesan, President and CEO of Core. “With an influx of care providers turning to our team, it was clear that we are doing something right, and we wanted to create a brand reflective of that.”

At the center of the brand is a mission that combines Core’s pillars of technology and data with an understanding of, and passion for, advancing the status-quo. It states: to leverage technology and data to support provider organizations committed to improving whole person care and quality of life for all people touched by the extraordinary challenges of behavioral health and other human conditions.

The new brand is anchored in a vibrant color palette comprised of rich purples, reds and oranges, with a bold, modern and simple square logo that implies an out-of-the-box approach to EHR solutions. This corporate logo is further incorporated into the brand by serving also as a mark for Core’s Cx360 EHR solutions, which include Cx360 Enterprise, as well as pre-configured solution sets for the communities it serves, including, IDD, Behavioral Health, Substance Use, Child and Family Services, and Health Clinics.



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EHR SOLUTIONS

“The bold colors and fluid graphics mimic both our position in the marketplace and the way our EHR solutions evolve alongside changes in complex care communities and provider organizations,” said Brenda Berry, Vice President of Sales and Marketing of Core. “We are thrilled to release our new brand, and finally let people know who we are and what we stand for—which is a team who understands the product needs and requirements of our industry and also knows what a successful EHR implementation takes, and isn’t afraid to dive head first into making it happen.”

The brand will make its debut at NatCon 2019, where Core will showcase the new look and feel with eye-catching booth graphics and literature at booth #401. To support its recent and impending growth, Core recently moved into a brand-new office space in King of Prussia, PA, nearly triple the size of its former location.

ABOUT CORE

Core Solutions, Inc. (Core) is a trusted electronic health records vendor that uses technology and data to help provider organizations improve whole person care and quality of life for all people touched by the extraordinary challenges of behavioral health and human conditions. We design our EHR solutions based on a combination of real-world challenges and big picture considerations, leveraging the input of statewide implementations and care providers and operating as a partner first and vendor second to our customers. Ultimately, Core’s mission is to provide complex care communities the technology solutions they need to meet the demands of today’s clinical and regulatory environments. To learn more, visit coresolutionsinc.com.