

What is the New Brand Identity?

Parallon Technology Solutions is now CereCore. The word CereCore represents our unique impact to empower those who provide life-saving care. Together, we are the intelligent solutions at the core of healthcare operations.

Why are we rebranding?

The decision to embark on a rebranding project was deliberate and thoughtful. Our goal was to better position ourselves in the market and to more accurately represent the impact that our team has in the healthcare industry.

What is our positioning statement?

With a team of over 400 clinical and technical professionals, CereCore has a passion for providing EHR implementations, IT help desk, application support, IT managed services, hosting, technical staffing and strategic IT consulting services to hospitals, outpatient facilities and large physician groups nationwide.

CereCore has implemented EHR systems in more than 300 facilities and offers staffing and remote support services for major EHR acute and ambulatory platforms as well as their ancillary applications.

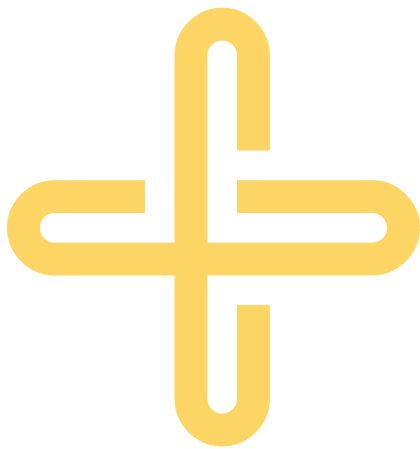
These solutions empower operators in the healthcare sector, generating a positive impact that can be felt by caregivers and patients alike, driving efficiencies that are apparent in the financial health of the organization as a whole.

What is our narrative?

As CereCore, our heart for healthcare is interconnected with our knowledge of technical solutions, creating a vital link that ultimately drives the delivery of high-quality care.

The concept of connection lives on throughout the patient care experience. CereCore links caregivers with crucial information technology and then those caregivers, in turn, connect with their patients. All interactions are intuitive and seamless, respecting the power of efficiency in delivering the kind of care that can alter the course of a life. CereCore is the link. We are the connection. Our team works tirelessly to affect the efficiency of healthcare organizations by providing end-to-end solutions for intuitive technology, user-centered support services, and staffing experienced professionals always acting on our passion for empowering caregivers.





WE ARE THE LINK

The two C's form the icon, which is indicative of a link. By connecting caregivers with solutions, CereCore is an imperative link in the delivery of healthcare. This link clears a path for caregivers to deliver the care they are so passionate about providing, which is the purpose behind the intelligence of CereCore.

cerecore

What does the logo icon mean?

The brand mark has been designed to act as a foundation for telling our story, and each element is indicative of our purpose and passion.

Our market is healthcare

The link forms the cross sign, often associated with healthcare organizations, for easy recognition of the industry we serve.

The movement of information is key

The movement represented by the intertwining C's also mirrors the movement that happens throughout the healthcare organization, including the physical intersecting of the hallways, as well as the constant movement of data and records.

We affect positive change

CereCore's technical solutions are intently focused on empowering operators and improving outcomes in the healthcare sector, generating a positive impact that can be felt by caregivers and patients alike.

How did we arrive at the new identity?

The undertaking of a rebrand for our organization was a thoughtful and deliberate decision. Leadership believed that in order to alter our identity, there must be a foundational need for the rebrand.

Our branding agency worked with us to discover the heart of who our organization is, and how we want to convey our core values. In essence, they drew out of our key leaders' information about our company that would serve as a platform for the development of a new name, alignment of our messaging, and the design of our new logo.