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Denise Lantz, *President & Founder*
Attentive Health

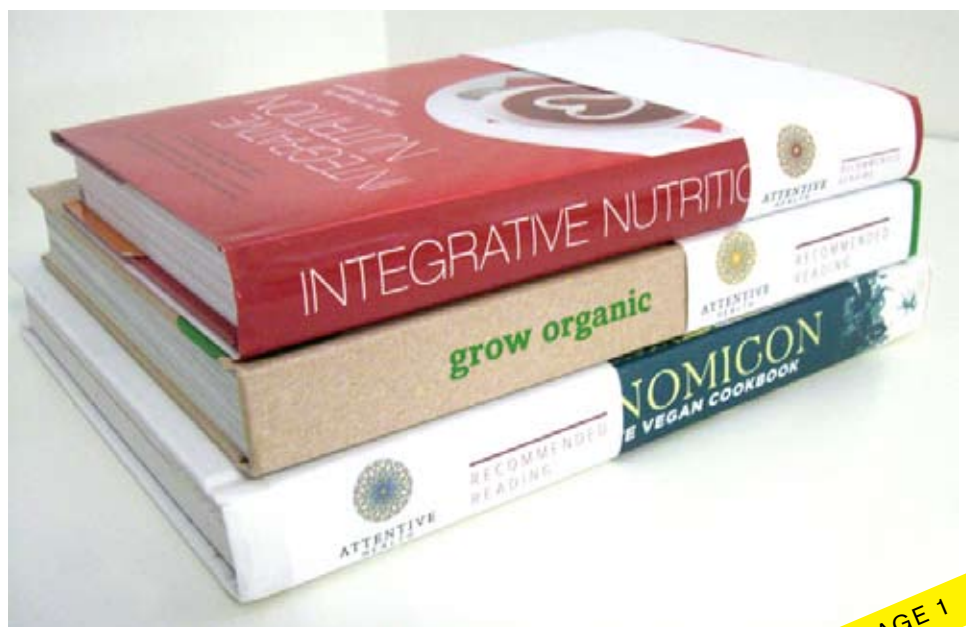
Solving America’s Health Crisis One Corporation at a Time.

NEW AUDIENCES AND MARKETS FOR ATTENTIVE HEALTH

Finding efficiencies, streamlining, and rationalizing. Let’s face it; bottom line results carry a little more weight these days. And as a human resources professional, Denise Lantz witnessed those events first-hand

while living the fast-paced corporate lifestyle. You know how it goes—looming deadlines, day-extending emails, and (if you’re fortunate) a quick break for lunch. By the end of the work “day,” it’s awfully “convenient” to make a quick u-turn into any number of fast-food chains.

Looking across mounting healthcare costs, Denise knew something needed to change. First, she needed to change. Over the course of 18-months, Denise found wellness solutions intended for the whole person. And with her HR experiences not far behind, she realized her discovery could work for others. Enter Attentive Health.



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ATTENTIVE HEALTH
BRAND IDENTITY



"There has rarely been anyone I've ever talked to about Attentive Health who either doesn't get it or doesn't get excited about it. It seems like no matter who we talk to, people are excited about it for themselves or for others...they just see the need," says Denise Lantz, President & Founder at Attentive Health.

When Able Design was first introduced to Attentive Health, the company was changing—brand changing.

"We were in the process of trying to grow our business [and include] more corporate products. We started the company working exclusively with individuals, but that was always intended to be temporary. With a background in HR, it was always about taking this out to the masses."

Part educator and part cheerleader, Attentive Health's identity focuses around 5 natural element icons: wood, fire, earth, metal, and water. Collectively, these icons form an integrated logo intended to communicate Attentive Health's whole-person approach. In many ways, the process of "rebranding" helped guide Attentive Health's leaders. At Able, we think of it as corporate-level spring-cleaning.

"The rebranding process helped us organize our thoughts on how we market ourselves. It's interesting because the development of the brand actually helped to organize the elements of what we deliver. We were always delivering those things... the rebranding process just helped us put things into specific buckets and demonstrate how we deliver our product."



Just as America figures out its national healthcare crisis, Attentive Health continues to push out on comprehensive strategies intended to improve the individual and their workplace.

"We are in an emerging market. From a bird's eye view, it seems everything is heading in the same direction—which is integrating mainstream, allopathic & modern medicine with alternative practices and ancient traditions. We are heading towards a preventive model of medicine. This is found everywhere from the President's intentions for the country on down to how we address healthcare for the individual."

"We are excited about all of the larger opportunities we have now—to do things on a consulting level rather than simply putting one-size-fits all programs in place. The brand helps businesses find the solutions that are right for them. And it also shows them that they don't have to tackle everything right away."



At the end of the day, if it's not saving our clients money, we are not doing our job," emphasizes Denise.

Did we just hear cost-savings? Sounds like Attentive Health hasn't forgotten its corporate roots— it just traded in the wingtips for cross-trainers.