



AVIDERE IMAGE CONSULTING SERVICES

Contact Avidere if you would like help creating a healthcare image plan and a sustainable uniform program that is cost-effective, appealing to your staff, improves patient safety and satisfaction, and saves you time and money. Avidere industry knowledge and image expertise helps you avoid costly mistakes and allows your valuable company resources to focus on other important business objectives. To schedule a consultation please call 801-653-9000 or visit www.healthcareimageconsultant.com.

CONSULTING SERVICES	DESCRIPTION
<p style="text-align: center;">Healthcare Image Assessment PHASE 1</p> <div style="text-align: center;">  </div>	<p>Improve your company image with a healthcare image plan by Avidere. Using our proprietary system, we'll conduct an on-site assessment of your facility and employee uniforms, identify your image strengths and weaknesses, and recommend image strategies to help improve your healthcare image.</p> <p>RESULTS:</p> <ul style="list-style-type: none"> ✓ Know how your patients and visitors perceive you ✓ Understand what changes are required in your appearance policies to help ensure dress code compliance ✓ Save money by identifying and prioritizing uniform needs by hospital division and purchase only what you need to achieve your image goals ✓ Build a consistent and harmonious uniform program between your medical and non-medical staff ✓ Build a uniform program that satisfies your staff top uniform needs and increase employee satisfaction ✓ Receive unbiased, expert advice and guided leadership to improve your healthcare image
<p style="text-align: center;">Uniform Program Design: Color Branding PHASE 2</p> <div style="text-align: center;">  </div>	<p>Avidere color experts possess a keen understanding of the semiotic signs of color and visual communication, giving you a competitive image advantage. A custom designed color program by Avidere will improve patient safety and satisfaction, uniquely brand your institution, and create a positive experience for your patients.</p> <p>RESULTS:</p> <ul style="list-style-type: none"> ✓ Receive a custom color palette recommendation for your healthcare institution ✓ Increase patient safety and satisfaction with clear role distinction by color ✓ Foster patient rest and healing using colors that visually help reduce noise and create a calm environment ✓ Create a color coordinated look across your medical and non-medical teams ✓ Select colors that compliment your facility and enhance your staff appearance ✓ Use the right color(s) for the appropriate context ✓ Distinguish your facility from other institutions

**Uniform Program Design:
Style Creation
PHASE 2**

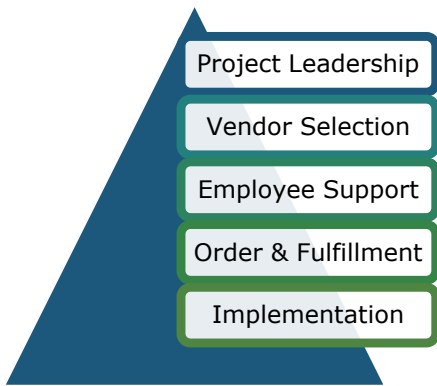


Avidere image experts design a custom uniform program that uniquely brands your healthcare institution. As an independent consulting firm, we offer a turn-key solution and an unbiased point of view to help you achieve your image goals within budget. Our industry knowledge, fashion expertise, and uniform supplier partnerships saves you time and money and ensures a successful program.

RESULTS:

- ✓ Receive a cost-effective, sustainable uniform program that increases patient satisfaction and safety
- ✓ Build a cohesive uniform plan that creates a consistent, professional healthcare image across your medical and non-medical teams
- ✓ Design a collaborative uniform program that strategically involves your staff to help increase employee satisfaction and support
- ✓ Receive expert advice on which uniform styles, fabrics, prints, and colors work best by role

**Program Implementation
PHASE 3**

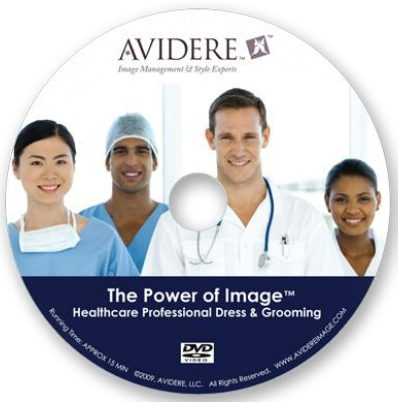


Avidere oversees the entire uniform design and implementation process for you allowing your company resources to focus on other important business objectives. Project leadership includes driving the decision process for color selection, uniform style choice, manufacturer and retail partner selection, employee fashion shows, fitting sessions, and order and fulfillment setup.

RESULTS:

- ✓ Guided leadership to avoid costly mistakes
- ✓ Shorten implementation time
- ✓ Identify best uniform vendor partner(s) and pricing
- ✓ Setup order and fulfillment and provide a customized company website for easy employee ordering
- ✓ Increase employee satisfaction and buy-in with facilitated uniform fittings and fashion shows
- ✓ Receive a turn-key solution that is easy to maintain following implementation

**Image Policies & Training
PHASE 4**



Avidere image training programs help you maximize the return on your uniform investment by helping employees understand *why* and *how* their image affects the professional image of your healthcare institution and your patients' experience.

RESULTS:

- ✓ Project a consistent, professional image throughout the organization
- ✓ Ensure dress code compliance and minimize image disparity among staff
- ✓ Implement easy to understand dress code policies
- ✓ Eliminate expensive training administration fees and deliver training on demand

Preview: [Click here to watch a demo of the video.](#)

About Avidere

Avidere is an image consulting firm specializing in transforming the image of healthcare organizations. Collectively, our image and fashion experts have over forty years of experience in image branding, fashion design and uniform apparel programs. We design sustainable uniform image programs that allow your staff individuality while creating uniformity for the hospital.

Our image and fashion experience, apparel manufacturer and supplier relationships, and project management expertise assures you receive unparalleled service, and avoid costly mistakes. We manage the entire image transformation for you---from discovery, design and implementation---allowing your valuable company resources to focus on other important business objectives.

Avidere was founded in 2003 by Roberta Hughes, CEO and president. Avidere has worked with leading healthcare providers including Intermountain Healthcare, Utah University Hospital, and HCA hospitals. Avidere received the distinguished Image Consultant of Choice award four consecutive years in a row and serves as an advisor to many apparel manufacturers. Avidere is headquartered in Highland, Utah with consultants located nationwide. Contact Avidere by calling 801.653.9000 or 888.803.2221.

As a leader in the image industry, Avidere™ achievements include:

- ◆ 4-Year recipient of the Image Consulting Choice Award
- ◆ Healthcare uniform program design services
- ◆ 1st to introduce healthcare image training programs
- ◆ Creator of The Power of Image™ Training Series
- ◆ Fashion advisor to leading apparel manufacturers
- ◆ Expert contributor in leading image trade publications
- ◆ Guest television host of image and style shows
- ◆ Author of several image periodical, books and tools.

Avidere Products & Services

- ◆ [The Power of Image™ Healthcare Professional DVD](#)
- ◆ [The Power of Image™ Business Professional DVD](#)
- ◆ Healthcare Uniform Program Design
- ◆ Healthcare Image Assessment
- ◆ Image Seminars & Workshops
- ◆ Dress Code Policies
- ◆ Management Image Coaching Scripts
- ◆ Employee Dress Distinction™ Style Guides
- ◆ Executive Leadership Image Coaching

Featured In / On

WebMD
CNBC.com
NBC, KSL Studio 5
CBS, KUTV News
Fox 13 News
ABC, Good Things Utah
Job Club Radio
KSL Radio
Bride Access
The Beauty Show™
Skin Inc Magazine
Day Spa Magazine
Utah Business Magazine
Pulse Magazine
Uniform Magazine
Wearables Business
Counselor Magazine

Sample Client List

Scheels®
Cintas®
Landau®
Edwards Garment®
Strategic Partners Inc.
Holiday Inn®
RX America
United Way
Fairview Park Hospital
Anthem Memory Care
West Tennessee Healthcare
St. Mark's Hospital
Pearland Medical Center
Henderson County Hospital
Marquette General Hospital
University of Utah Healthcare
Nanticoke Health Systems
Sanford-Brown Institute
Gateway Aesthetic Institute
University of Michigan
Minnesota State University
TLC Nursing
Wells Fargo® Bank
Nash Healthcare System
Ocean Reef Club
Utah Valley University
Smith Barney
Reliable Runners
International Spa Association