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Wellpartner Rebrands Company

New image aligns with the organization's commitment to providing clients with a complete 340B service suite that optimizes program value and unifies brand and corporate vision

Wellpartner (www.wellpartner.com), the recognized authority in 340B program management will rebrand its corporate brand image, it was announced today by James Love, CEO of Wellpartner.

Wellpartner, the recognized name, will not change. However, the new logo and color suite is the initial step in a rebranding process that reflects the company's vision of strength, trust, and reliability. A new marketing campaign, "When it Matters Most," encompasses Wellpartner's corporate strategy of providing the right solutions, driving value, and making a difference to customers. Additional changes will be coming as the work toward a more unified brand and corporate vision continues. What will be changing are the service names, which now reflect the value and benefits provided by the company's comprehensive solution suite.

Wellpartner's corporate brand image will be launched at the 340B Coalition's 20th Summer Conference in Washington, DC this week. "As the healthcare landscape transforms, we're continuously building on our foundation of smart solutions to stay ahead of the market and satisfy our customers' needs," says Love. "Our customers trust us as today's industry-leading 340B partner, and choose Wellpartner when it matters most."

About Wellpartner

As your strategic partner, we're committed to providing a complete 340B service suite that creates value, and gets it right.

Wellpartner is the authority in 340B program management offering innovative technology and the broadest set of 340B services. By staying ahead of industry changes, Wellpartner provides a seamless, easy-to-use solution for covered entities currently or considering participating in the 340B Drug Program.

Our experience is your advantage. Our processes are finely-tuned towards achieving the best results for our customers, whether it is contracting, providing our URAC-accredited specialty pharmacy services, ensuring program compliance, aligning specialty network access, maximizing claims capture, or driving program value. Wellpartner is focused on excelling at these tasks, since we share the same goal as our covered entity customers — to preserve resources, in order to serve those who need it most.

Wellpartner | When it matters most

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