

A more cohesive, contemporary visual identity for a growing healthcare brand.



Rehab Medical's brand had evolved across years of marketing, digital, sales and corporate communications. As the organization continued to grow, I saw an opportunity to create a more cohesive and contemporary visual presence while maintaining the familiarity and equity of the existing brand.

I led the creative development of a comprehensive brand refresh, extending the visual language across marketing collateral, digital experiences, vehicle graphics, presentations, trade shows and other customer-facing communications.



My Role

Creative Lead / Art Direction

Brand Strategy & Visual Direction

Art Direction And Design

Vehicle Graphics

Digital & Website Design

Marketing Collateral

Trade Show & Environmental Design

Presentation Design

Vendor & Production Management

Creative Standards And Brand Consistency

The Opportunity

The goal wasn't to completely reinvent Rehab Medical.

It was to evolve the brand into a more unified visual system. A system that felt contemporary, confident and recognizable across every touchpoint.

Visual Evolution

Color – refined palette

Typography – new hierarchy

Photography – human-centered

Graphic Language – recognizable visual system

Layout – stronger hierarchy and whitespace



product guide



pediatric brochure



pocket folder

Building the Visual Language

The refreshed visual language established a more consistent approach to color, typography, imagery and layout, giving the brand greater flexibility while maintaining a recognizable identity.

Color + Typography

Show the refined palette and typography choices.

Imagery

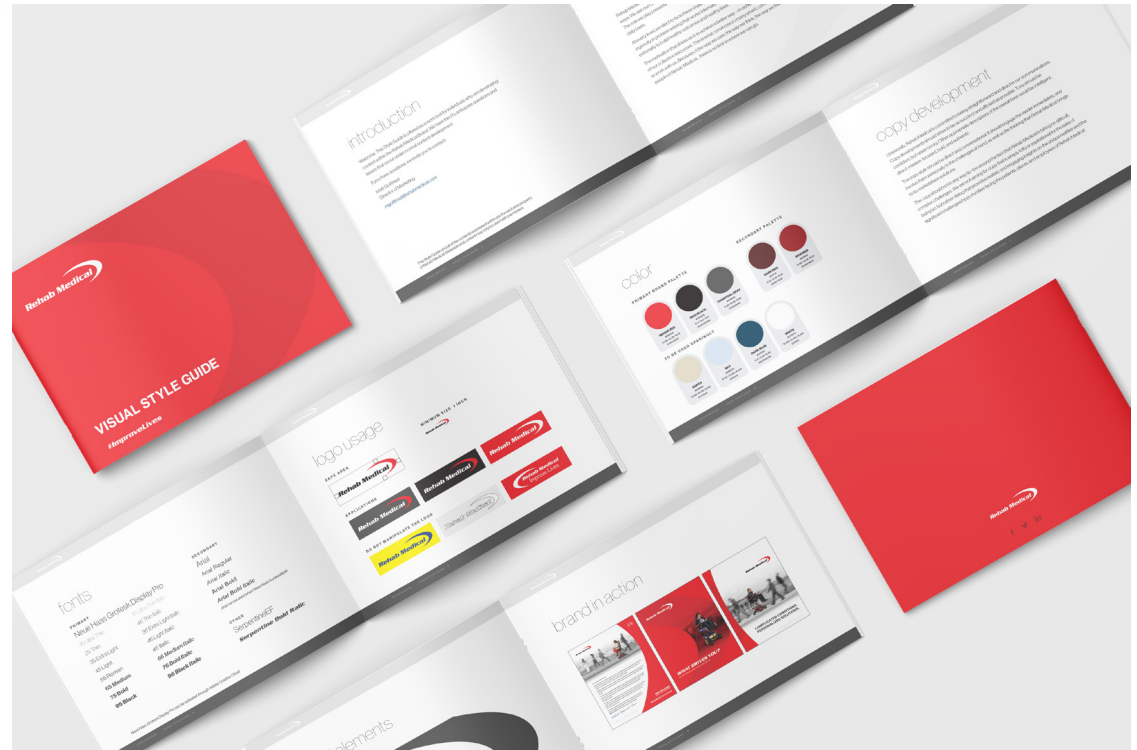
Show the photography direction and how people/patients became more prominent in the communication.

Graphic Elements

Show any graphic devices, shapes, patterns, iconography, etc. that you developed.

Layout

Show how the new visual hierarchy translated into actual communications.



Bringing the Brand to Life

Vehicle Graphics

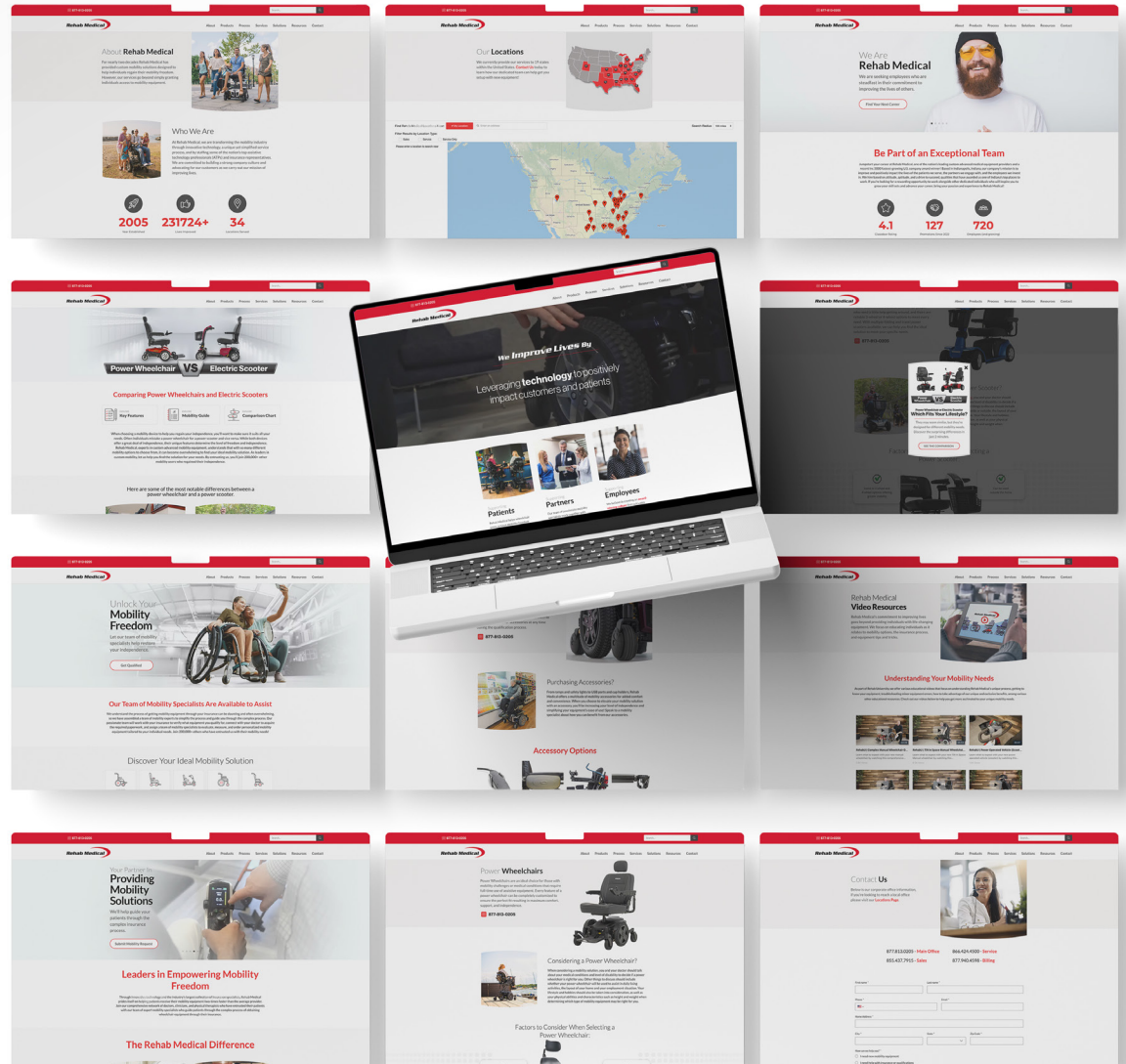
Translating the refreshed identity to the road required a visual system that could communicate quickly and remain recognizable at a distance.



Bringing the Brand to Life

Digital

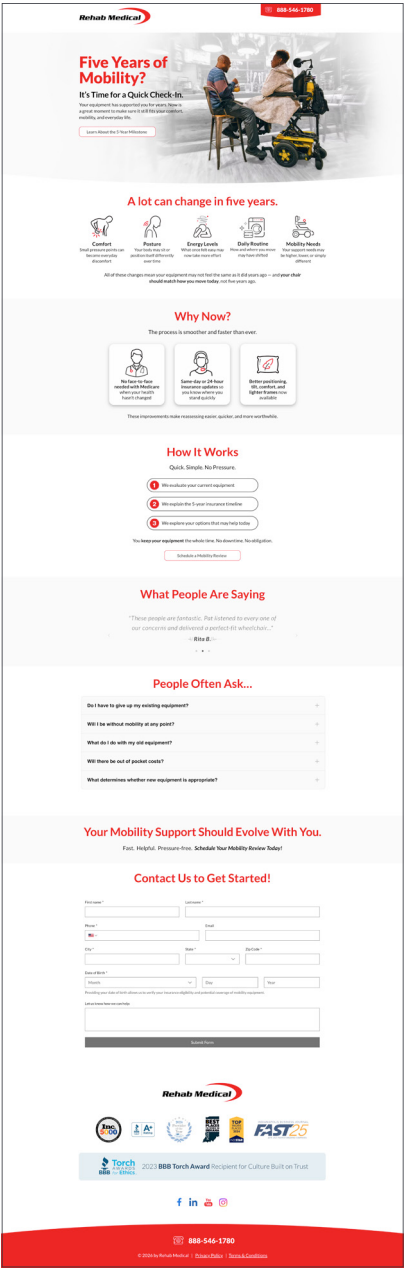
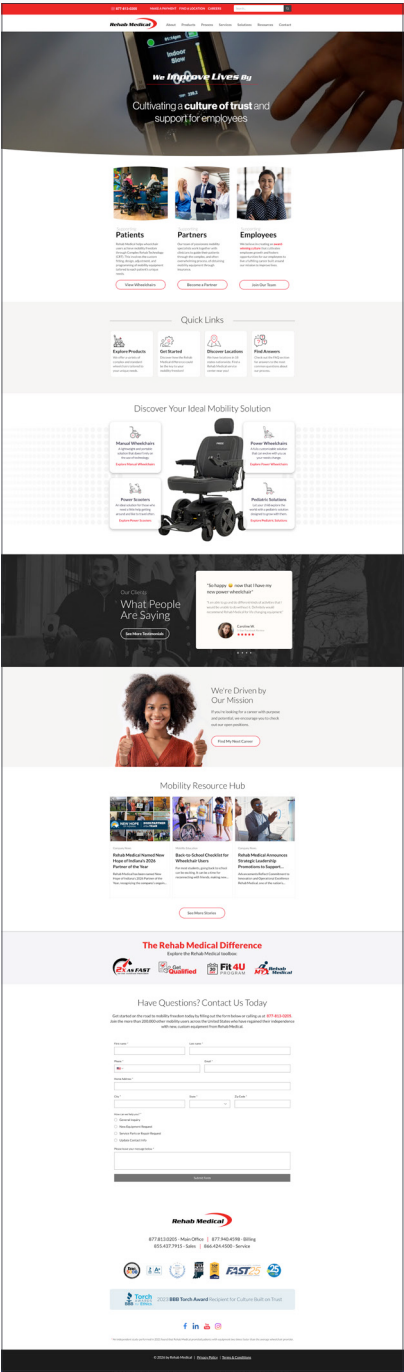
The same visual language extended into digital communications, creating greater continuity between the online experience and the broader Rehab Medical brand.



Bringing the Brand to Life

Digital

- Corporate Website
- Marketing Landing Pages



rehabmedical.com

rehabmedical.com/getmoving

Bringing the Brand to Life

Digital

- Instagram Reel
- Corporate Email Signature





Getting a wheelchair shouldn't be complicated.

Our Assistive Technology Professionals (ATPs) make sure your chair fits your life, not just your body.



Our Process



evaluation
The first step is to provide us with the patient's basic information, such as contact information and insurance details. Our team will use this information to discover if his/her current insurance plan will cover their new equipment from the very beginning.



documentation
The second step is conducting a face-to-face evaluation with the patient and his/her doctor and/or physical therapist to determine their mobility needs. We will work closely with your doctors to simplify the process and eliminate the stress of navigating the insurance process.



delivery
The final step is delivery of the new equipment to the patient's home. Our team will work closely with the patient to coordinate a date/time for delivery, where our tech will provide thorough instructions for how to operate the new equipment and answer any questions.



Your journey starts with a simple evaluation, and ends with mobility freedom.

Rehab Medical



Glenn Larsen

Rehab Medical | Senior Graphic Designer

3750 Priority Way S Drive, Indianapolis, IN 46240

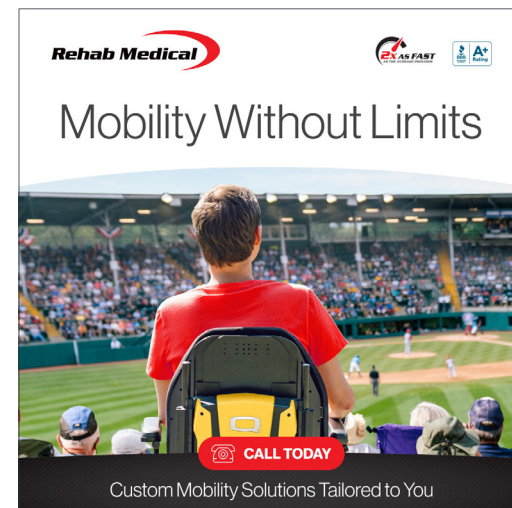
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Bringing the Brand to Life

Digital

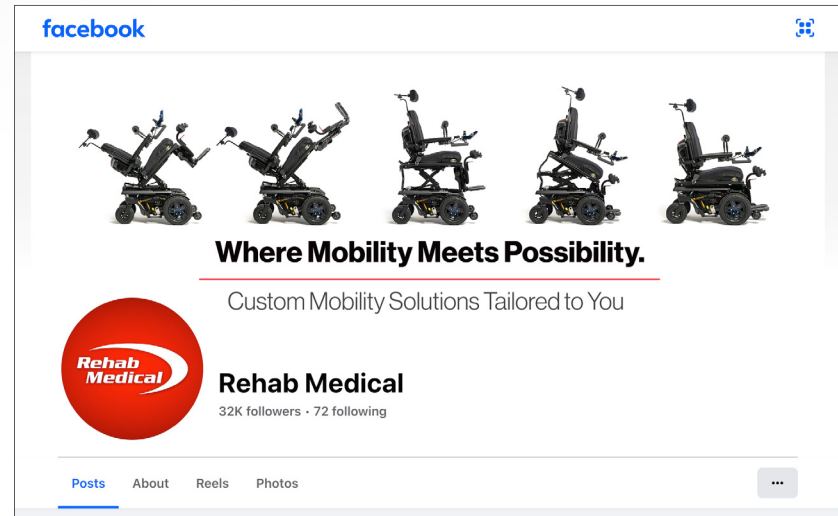
- Google Paid Search Advertising



Bringing the Brand to Life

Digital

- LinkedIn
- Facebook



Bringing the Brand to Life

Marketing Collateral

- Bannerstands



Bringing the Brand to Life

Marketing Collateral

- Business Cards
- New Hire Orientation Training Manual



Bringing the Brand to Life

Marketing Collateral

- Campus Recruitment Advertisement

Rehab Medical

Here, the impact you can make to improve lives includes your own.

Are you ready to launch your career in medical sales? At Rehab Medical, we believe everyone's journey begins with the right support. When you join us, you're backed by an entire company committed to your growth and success.

As a rapidly growing company, we're currently seeking compassionate individuals to join our team in an entry-level medical sales role in Dayton, Ohio. You'll play a key role in supporting patients while building a rewarding career in a dynamic and fast-paced industry.

Embark on a fulfilling journey with Rehab Medical, where you'll find purpose, be part of a supportive team, and make a meaningful impact in the lives of mobility users.

Patient Care Representative (Entry Level Medical Sales Rep)

Location: Dayton, Ohio | Full-Time

As a patient care representative, you will be the main point of contact for patients, managing the coordination and processing of information necessary to deliver complex rehab technology (CRT). This pivotal role supports our Sales Reps and enhances patient care by streamlining the equipment acquisition process. This is the first step in our supportive process to launch your sales career.

Educational Background: Bachelor's degree required. (General business, exercise physiology, sports medicine, biology, athletics training, kinesiology, biomechanics, and related majors)

Skills: Exceptional interpersonal abilities, strong communication skills, detail-oriented, and capable of managing multiple deadlines.

Character: Eager to learn, driven by a desire to make a meaningful impact in the medical field.

Ready to make a difference? Visit our website to learn more and apply online.
Contact Calvin Hodder with questions. chodder@rehabmedical.com

rehabmedical.com/careers

TOP WORK PLACES 2024
IND/STAR

INDIANAPOLIS BUSINESS JOURNAL
FAST25
2024 FAST GROWING COMPANIES

BEST PLACES TO WORK IN INDIANA
2024

Inc 5000
2024

Join an award-winning team! Recognized as a top workplace and one of the fastest-growing private companies nationwide, we offer a dynamic environment for emerging talent ready to make a meaningful impact.

Bringing the Brand to Life

Marketing Collateral

- Direct Mail Campaigns

Rehab Medical

AS FAST

A+

Did you know

It May Be Time to Check In on Your Mobility Equipment?

Many mobility devices follow a typical five-year lifecycle under standard coverage guidelines. We're reaching out as part of our ongoing commitment to ensure your equipment continues to meet your current needs. Over time, daily routines, comfort levels, and physical needs can shift — often so gradually they go unnoticed.

A routine mobility review can help identify small adjustments or updated solutions that better support comfort, safety, and independence.

How well current equipment supports daily activities

Whether subtle changes may be creating extra effort

Whether new options could improve ease of movement

There is no obligation to make any changes. This is simply a chance to learn what is available and get support tailored to personal needs.

We are here to help and answer questions — whenever the time feels right.

Let Us Help. Call: 888-546-1780

Contact Our Team of Mobility Experts Today

Call: 888-546-1780

rehabmedical.com/GetMoving

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AS FAST

A+

When Small Changes Add Up, Support Can Make a Big Difference.

Sometimes everything feels like it's working well and that's often when small issues are hardest to notice. Things don't usually stop working all at once. Small changes can happen gradually, making everyday use take more effort without being obvious.

A review isn't about fixing a problem. It's simply a way to check whether current equipment is still supporting daily routines as comfortably and efficiently as possible.

Why Some People Choose to Check In Earlier

Waiting until something stops working can make situations more stressful than they need to be. Starting a conversation sooner may help.

- Preserve flexibility if adjustments are needed
- Reduce the chance of unexpected interruptions
- Allow decisions to be made without pressure

Many patients share that understanding their options, even if no changes are made, provides peace of mind.

What This Process Is, And What It Isn't

A review is a simple check-in. It focuses on service and support. It may include talking about how equipment is being used today and whether small changes could help with comfort or daily use.

- No changes are required
- There is no pressure to move forward
- Waiting is always an option

This review is meant to support what already works, not replace it.

Planning Isn't About Starting Over

Experience and routines don't happen overnight. A review helps protect what's been built or simply confirm that everything is working as it should.

How To Connect – Call Us At 888.598.2422

Support is available for anyone wanting to review how their equipment is working today and what adjustments may be helpful.

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Service or Replace?

A Simple Way to Know What May Help Most

Your mobility equipment may still be working, but not as easily as it once did. Some issues can be addressed with service, while others may be better solved by exploring replacement. This guide helps make that clearer.

SERVICE – VS – REPLACE: QUICK GUIDE

SERVICE MAY HELP IF:

REPLACEMENT MAY BE WORTH LOOKING AT IF:

Equipment still feels mostly comfortable

Small issues come and go

Battery, tires, or parts are worn but still working

Movement or controls feel slightly off

A repair could improve how things work

Only one part needs attention

Overall use feels similar to before

Daily use feels more tiring than before

Problems happen more often

Battery no longer holds a charge well

Equipment feels harder to control or less stable

Comfort or positioning has changed

Multiple parts are wearing down

Daily routines take more effort than they used to

If questions have been coming up, or if something hasn't felt quite right, a simple conversation can make things clearer.

Not Sure Which Applies?

Many people notice items from both sides. That's normal. A simple review of how the equipment is working can help confirm whether service or replacement makes the most sense — now or later.

Support is available every way of the way, including physician follow-up, paperwork, insurance review, and coordination. Even if no changes are needed, a conversation can still provide reassurance.

Let Us Help – Call Us At 888.604.3750

Contact Our Team of Mobility Experts Today

Call: 888-604-3750

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Mobility Equipment:

What to Know About Renewal Timing

Many people depend on mobility equipment in their daily routines, and over time, needs can shift — even gradually. For many individuals, that equipment has become a dependable partner through the years. This process allows for a review to determine whether current equipment continues to align with documented medical needs.

Questions often come up around the timing of a renewal, and that's understandable. The goal of this review is to provide clear information so each person can decide what best supports ongoing mobility.

What This Process Represents

A mobility renewal happens on a regular schedule. It doesn't require your equipment to be broken or worn out. Over time, your physical needs can change, and this review helps check whether your current equipment still meets your medical needs.

General Information About the Process

- **Current equipment does not have to be surrendered.** Many individuals prefer to keep existing equipment as a backup or transition option.
- **A review of coverage is completed in advance.** Costs vary, and any available coverage is checked before moving forward with decisions.
- **Access to mobility is maintained throughout the process.** Planning is done intentionally to prevent any interruption in daily use.
- **Support is provided for paperwork and coordination.** The team helps manage the steps involved so the process feels more manageable.

Let Us Help – Call Us At 888-547-9130

We can walk through available options, answer questions, and help see if a renewal could support changes in comfort or mobility needs.

Contact Our Team of Mobility Experts Today

Call: 888-547-9130

rehabmedical.com/GetMoving

RL

Bringing the Brand to Life

Marketing Collateral

- Customer Service Excellence Flyer



Rehab Medical

Refer with Confidence. We'll Handle the Rest.

From evaluation to delivery, and every moment after... Rehab Medical keeps your patients moving.

Referring a mobility patient is about more than equipment. It's about outcomes, independence, and confidence that your patient will be supported long after they leave your clinic. That's why Rehab Medical built a model where delivery and service work together seamlessly.

2X AS FAST
AS THE AVERAGE PROVIDER

When equipment needs attention, delays impact therapy, safety, and independence. Our streamlined processes ensure fast, reliable resolutions in less than 13 days.

Patients Recognize the Difference

★★★★★
4.4 Star Google Rating

A Reliable Process from Referral to Resolution

- Immediate Patient Outreach After Referral
- Evaluation and Equipment Coordination
- Insurance and Authorization Management
- Delivery and Patient Education
- Ongoing Service, Parts, and Support

Every step designed to reduce clinic burden and protect patient outcomes.

Technology That Keeps Wheelchair Patients Moving

Rehab Medical uses advanced diagnostics, integrated workflows, and coordinated communication tools to:

- Identify issues faster
- Reduce unnecessary visits
- Accelerate approvals
- Keep patients and clinics informed

Result: Fewer interruptions to independence & daily life.

Why Clinics Refer Wheelchair Patients to Rehab Medical

- ✓ Seamless transition from evaluation to delivery
- ✓ Proven service speed and responsiveness
- ✓ Reduced administrative burden for clinic teams
- ✓ Real human support for patients
- ✓ Long-term partnership beyond equipment delivery

Rehab Medical — Because mobility shouldn't slow life down • 877-644-8303 • rehabmedical.com/our-process

Bringing the Brand to Life

Marketing Collateral

- Magazine Advertisement

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How one United Spinal member sued her local medical center to secure ADA compliance

BY TIM GILMER

for almost an hour, all the while listening to the same nurse joking around with colleagues in the hallway. They were talking about what they're doing for Christmas and the Steelers game and shooting animals and goofing around," she says.

When her nurse reentered the room with no test results, she asked what's going on, why the delays? He kept saying he was busy, providing no other explanation. After what seemed an interminable wait, she pushed back. "I've been waiting forever, this is ridiculous," she said. "You know what, I'd rather just go home." She started slowly rolling toward the door. He said she first had to sign a form saying she was denying treatment. She refused, saying there had been no treatment. Then he accused her of being noncompliant.

She told him, "Well, no, you're not believing me or doing anything. You're letting me sit in a room completely alone with absolutely no monitoring, nothing. I don't understand why you need a second COVID test. Even if it's negative, are you going to send me home? I'm still telling you I have symptoms, and you can still tell my pulse-oxygen was low. I'm still dizzy. Why am I not being listened to? This is unacceptable. This form does not define what happened or why I'm leaving. I'm going to write down what actually did happen and why I'm leaving." He told her to go ahead and do whatever. After adding her comments to the form, they both signed the form, she left and went home.

Concerned about her lingering breathing problems and COVID-19 complications, Zablotney's family doctor ordered follow-up exams, testing and evaluations. So she returned to

Rehab Medical

LEARN
MORE

Live Without Limits

Your journey is uniquely yours, and your mobility equipment should be, too.

Rehab Medical specializes in custom mobility solutions to align with your needs and lifestyle.

From evaluation to insurance approval, our mobility experts are with you every step of the way. Trusted by over 250,000 people across the country, we're here to help you move forward — your way.



Find a wheelchair that moves with you.

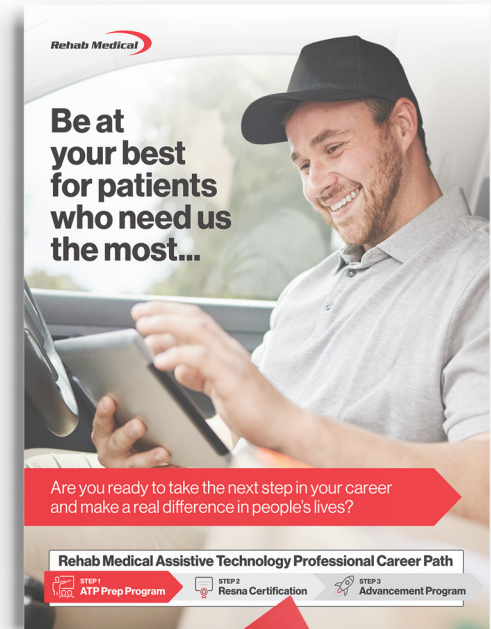
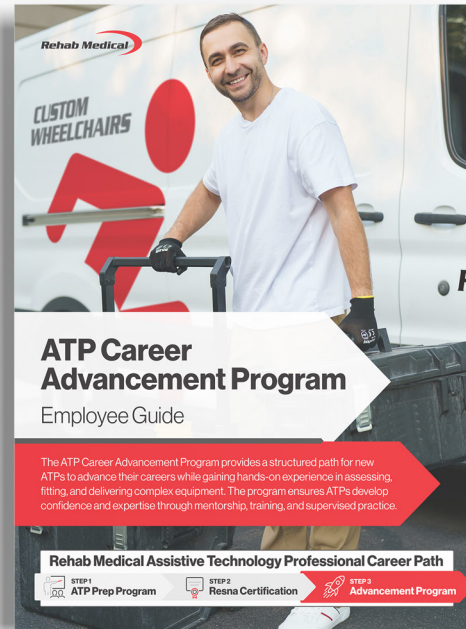
Discover what's possible — talk to a mobility expert today.

Thursday, 3/19, 3:30PM | Brady Schall, 317.649.5753 rehabmedical.com

Bringing the Brand to Life

Marketing Collateral

- Employee Career Development Campaign
- Tri-Fold Leave-Behind Brochure



Bringing the Brand to Life

Marketing Collateral

- Corporate Story One-Sheet



Rehab Medical

Improving Lives Since 2005

For two decades Rehab Medical has provided custom mobility solutions designed to help individuals regain their mobility freedom. We are transforming the mobility industry through innovative technology, a unique yet simplified service process, and by staffing some of the nation's top assistive technology professionals (ATPs) and insurance representatives.

Our Vision

- To be the national leader of custom advanced medical equipment

Our Mission

- To improve and positively impact the lives of our patients, partners, and employees



Supporting Patients

- Company-wide commitment to customer service excellence
- myRehabMedical patient portal to track their order
- Equipment delivered 2x faster than average provider
- 30-Day Fit 4U Program to ensure optimal fit
- Rehab Express Center for industry-leading service/parts fulfillment



Supporting Partners

- We help our partners navigate the complex insurance process by providing a support team of mobility experts including Sales Representative, Assistive Technology Professional, Patient Care Representative, Insurance Specialist, and Billing expert
- Leveraging our custom client relationship management system and providing routine follow up calls with patients, we pride ourselves on transparency and clear communication, so our partners can focus on their practice



Supporting Employees

- Committed to an inclusive, diverse, and welcoming culture for all employees
- Committed to employee development and support by providing numerous programs to enhance personal finances, quality of life, and rewarding careers
- Provide a competitive benefits package including health & insurance benefits, flexible work schedule, 401k matching program, and HSA with employer contributions

Rehab Medical 877.813.0205 rehabmedical.com

Bringing the Brand to Life

Experiential

- Corporate and Leadership Presentations



Bringing the Brand to Life

Experiential

- Corporate Headquarters – Main Lobby
- Corporate Headquarters – Reception



More Than a Logo

Concept • Collaboration • Execution

A successful brand refresh isn't just about creating a new look. It's about creating a system that people can actually use.

I translated the refreshed identity into the many environments where Rehab Medical communicates with customers, referral partners, employees and the broader healthcare community.

My role went beyond the design.

As Creative Lead, I worked across the organization to translate business and marketing objectives into creative solutions. I collaborated with internal stakeholders, managed outside vendors and production partners, developed final artwork, reviewed proofs and helped ensure the brand remained consistent across applications.

One brand. A more unified experience.

