

Rebrand update bulletin



Our external launch date is 5th July...

We are just two weeks away from our external launch of Sciensus which will begin on Monday 5th July 2021.

Our patient mailing has now completed and we've launched a brand new animated video which describes our journey. You can find this on our landing page www.hah.co.uk/shapeofthings

Important information about our new email addresses

Over the coming weeks we will be transitioning over to our new Sciensus email addresses.

See the next page for more details and important actions for you ->



Our new look emails

Please look out for our new emails which will be coming your way soon.

As part of our move to Sciensus, we will start to send you emails from our new Sciensus.com email addresses.

These will look like this:

firstname.surname@sciensus.com (example individual email address)

generalenquiries@sciensus.com (example shared email address)

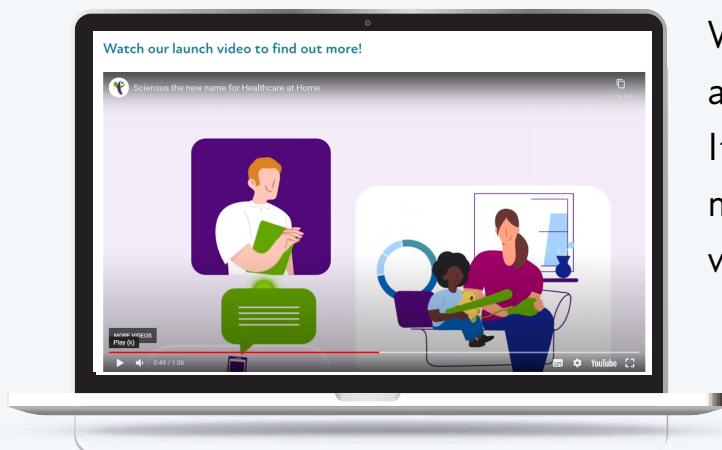
We will move our colleagues and shared mailboxes over in stages so you may still receive emails from hah.co.uk for a few weeks. You can still email us using the hah.co.uk email addresses for a while yet.

Once everyone and all shared mailboxes are moved over, you will only receive emails from sciensus.com addresses.

To make it easy, we'd recommend you save the address in your address book when you receive an email from one of our colleagues or a shared mailbox.

Please do let your IT team know about this change as they will need to ensure our email domain is whitelisted. This helps to ensure our emails don't get delayed or filtered and can be received.

Our brand animation is now live



We've published a useful explainer animation on our rebrand landing page. It's been developed with patients in mind but please feel free to share this with your teams.

Find out more:
hah.co.uk/shapeofthings



Becoming Sciensus...

Our new website - designed with patients and partners

Our new company website is currently under construction and we are excited to share a preview of what's coming this summer.

Our Mission

Delivering high quality experiences tailored to meet the needs of patient and customers is at the heart of the Sciensus brand and central to the design of our new website.

Spurred on by our mission to give patients control of their health through knowledge, choice, convenience and connection - the objective of the new website was clear. Our goal was to make it easier to find information and learn about our services to make informed choices.

Our Approach

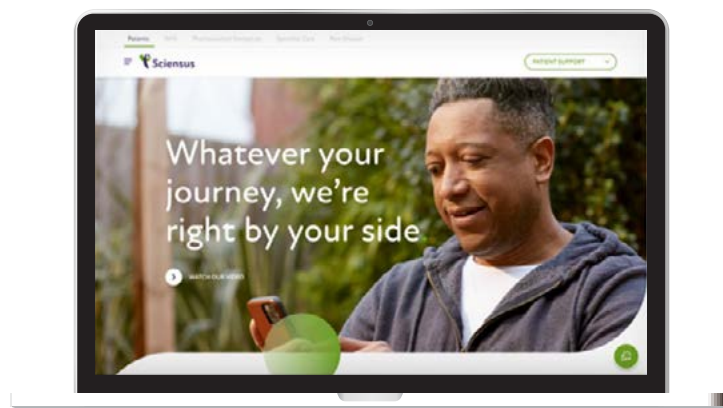
We began by running a number of focus groups with patients, NHS, pharmaceutical companies and customers to find out common pain points, what information and features were most wanted by each group. The output of our research combined with market research and analytics provided us with in-depth insights to take forward into the design phase.

Robust Design

Our website has been designed to serve and support Patients, Healthcare Professionals and Customers. We take governance of the website very serious to comply to W3C standards, following stringent information security and testing protocols.

A First Look...

Our new website will be launched on July 5th 2021.



A new look for our colleagues

As part of our move to Sciensus, our uniforms have been completely overhauled. This summer we're launching work attire for our Sciensus teams.

Chosen in consultation with our colleagues, our clinician uniforms have been designed to be professional comfortable, durable and meet infection control guidelines. Our nurses and therapists will have a choice of tunics, dresses and scrubs.

Our operations and logistics teams will be looking smart in a new navy uniform designed to meet the busy demands of the job. The new uniforms include a combination of polo tops, fleece, trousers, outdoor wear and high-vis jackets dependent on the role.

A Sneak Peek...

Our new uniforms will be phased in this summer.

