



For more information, contact:

Deborah Mower

816-994-1519

dmower@ndbh.com

Health Care Company Celebrates 20 Years and Launches Brand Makeover

Kansas City, Mo. – March 17, 2015 – Two decades ago, New Directions was founded to support the behavioral health needs of individuals throughout the Kansas City area. Today, the integrated health care company has become one of the fastest growing in the nation. To reflect its history and support its growth, the company is unveiling a refreshed corporate brand.

“When we evaluated our rebrand initiative, we worked hard to make sure our new brand represented our past, present, future – and most importantly the customers and members we serve,” said Griff Docking, senior vice president and chief marketing officer at New Directions. “From our beginning, we have focused on improving whole person health through positive change. Today, we continue to lead that charge by offering integrated medical and behavioral programs that shift the industry and improve health outcomes.”

Two key elements of the brand makeover include a new corporate [logo](#) and website. The logo is comprised of birds, flying in formation alongside the company’s new tagline, “together is the way forward.” In the middle is a central “V”, the symbol of an individual who is supported and surrounded by a larger group, collectively traveling in a new direction. The updated visual identity represents what the company strives to help people achieve: a return to one’s best self. Future enhancements to the website will be rolled out later this year and include a simpler user experience, improved navigation and personal, direct messaging.

The new corporate brand reaffirms and supports the values and culture that have been the foundation of New Directions since 1995. The brand promise – improving whole person health for everyone – is a commitment deeply rooted in the company’s 20-year heritage.

One of the fastest growing behavioral health care companies, New Directions serves more than 12 million people nationwide with integrated health care solutions designed to improve well-being and reduce costs. Innovative, award-winning services and programs help people achieve healthier, balanced lives through behavioral health care, employee assistance programs (EAPs), organizational consulting, and health coaching. For more information, visit ndbh.com.

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