Just Associates

MASTERING PATIENT IDENTITY

MARKETING & BRANDING STANDARDS

TABLE OF CONTENTS

y height **x height**

75% x height

Just Associates
MASTERING PATIENT IDENTITY

x height is the height of the lowercase letters in the company name Just Associates

y height is the height from the top of the bigger star to the bottom tip of the blue silhouette

the distance between the company name and the tagline is 75% of the x height

the top left corner of the "M" in the tag line lines up with the right of the "J" in the company name before the "J" curves at the bottom

The top right corner of the "Y" in the tag line lines up with the right edge of the "s" in the company name

50% y height

Just Associates
MASTERING PATIENT IDENTITY

= to x height

white space above and below the logo equal to 50% y height

white space left and right of the logo equal to x height

Just Associates
MASTERING PATIENT IDENTITY

GREY #636566

C 61	R 99
M 52	G 101
Y 50	B 102
K 20	

BLUE #105881

C 95	R 16
M 65	G 88
Y 29	B 129
K 10	

GOLD #FEBF57

C 0	R 254
M 27	G 191
Y 76	B 87
K 0	

COLOR LOGO

The color logo is the main logo choice and should be used for most occasions.

Just Associates
MASTERING PATIENT IDENTITY

GREY SCALE LOGO

company name:	tag line and jumping man:	stars:
C 61	C 0	C 0
M 52	M 0	M 0
Y 50	Y 0	Y 0
K 20	K 60	K 40

Just Associates
MASTERING PATIENT IDENTITY

REVERSE LOGO

Just Associates
MASTERING PATIENT IDENTITY

COLORS

MAIN COLORS

GREY

C 61	R 99
M 52	G 101
Y 50	B 102
K 20	

#636566

BLUE

C 95	R 16
M 65	G 88
Y 29	B 129
K 10	

#105881

GOLD

C 0	R 254
M 27	G 191
Y 76	B 87
K 0	

#FEBF57

SUGGESTED COMPLIMENTARY COLORS

CMYK: C 0 M 0 Y 0 K 50
RGB: R 147 G 149 B 152
WEB: #939598

CMYK: C 26 M 100 Y 100 K 27
RGB: R 147 G 26 B 29
WEB: #931A1D

CMYK: C 17 M 13 Y 13 K 0
RGB: R 210 G 210 B 210
WEB: #D2D2D2

CMYK: C 47 M 22 Y 93 K 2
RGB: R 147 G 164 B 68
WEB: #93A444

CMYK: C 92 M 56 Y 24 K 4
RGB: R 6 G 104 B 147
WEB: #066893

CMYK: C 5 M 13 Y 96 K 0
RGB: R 245 G 212 B 32
WEB: #F5D420

CMYK: C 3 M 0 Y 0 K 0
RGB: R 243 G 250 B 255
WEB: #F3FAFF

CMYK: C 0 M 4 Y 31 K 0
RGB: R 255 G 240 B 188
WEB: #FFF0BC

DESIGN ELEMENTS

DASHED LINE

The dashed line is an accent design element for print and on screen graphics. The line segments are random and space between segments is no larger than the height of the line. Any of the main or complimentary colors can be used with the dashed line.

HEXAGON

The hexagon is an accent design element for print and on screen graphics. Suggested uses are for backgrounds and bullet points.

BINARY CODE

The binary code graphic is used as a subtle background in combination with other graphics. This graphic is never the main focal point, only a supporting element.

LETTERHEAD

HEADER & FOOTER
The Header and Footer are set up in the document template. The company logo is top left and left aligned with the body copy. The phone number, fax number and address are positioned in the upper right-hand corner and right aligned with the body copy. The Header is underlined with the Dashed Line graphic stretching from left margin to right margin. The same Dashed Line graphic is used in the footer from left margin to right margin and underlines the company URL.

Font Size: 10.5 pt
Font Color: Grey 50%
Text Align: Right Align & Center Align

TEXT STYLING
Font: Helvetica
Font Size: 11 pt
Font Color: #000000 Black
Style Name: Normal

DATE FORMAT
The date will always be shown in the following format: July 5, 2011

COMPANY NAME
Any use of the company name or initials, JA, are to be put in **bold text** when used in the body content.

examples:
Just Associates, Inc. (JA)
Just Associates
JA

SIGNATURE
The name of whomever composed the content of the letter is to be in **bold text**.

PRESS RELEASE

HEADER & FOOTER

The Header on the first page contains the logo centered on the page. The Header on the remaining pages contains the logo, slightly smaller, in the upper right-hand corner. The Footer contains the phone number and fax number in the lower left-hand corner and the URL in the lower right-hand corner. The Footer is underlined by the Dashed Line graphic.

Font Size: 10.5 pt
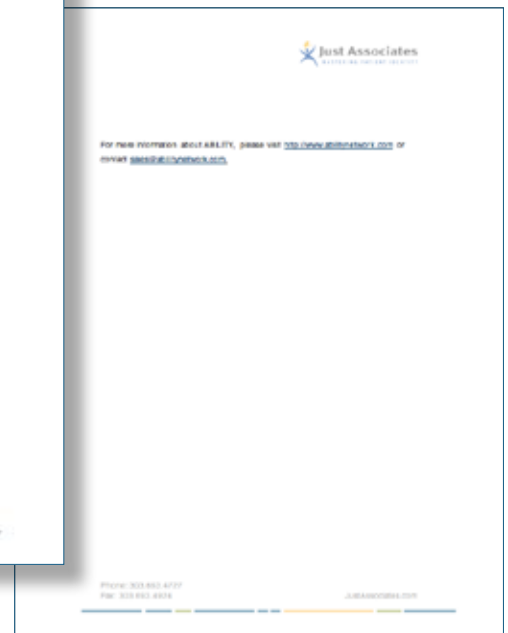Font Color: Grey 50%
Text Align: Left Align & Right Align

TEXT STYLING
Font: Helvetica
Font Size: 11 pt
Font Color: Grey 80%
Style Name: Normal

MAIN TITLE
Font Style: Bold
Font Size: 14 pt
Font Color: #105881 (JA Blue)
Text Align: Center Align
Style Name: Heading 1

CONTACT INFO TITLE
Font Size: 12 pt
Font Color: #105881 (JA Blue)
Text Align: Left Align
Style Name: Heading 2

NEW PROJECT SUMMARY

TITLE PAGE

The Title Page has a vertical graphic utilizing the Hexagon shape and complimentary green color(C47, M22, Y93, K2) along the left-hand margin. On top of this graphic is the company name, phone number, fax number and names of the Project Manager and Supervisor. Aligned with the right-hand margin from top down is the company logo, Project Summary Title, Client Name and Presentation Date. This information is styled with the Header Style and right aligned.

TABLE OF CONTENTS
FIRST LEVEL
Font Size: 12 pt
Font Color: #000000 Black
Font Style: Bold
Style Name: TOC 1 Para

SECOND LEVEL
Font Size: 12 pt
Font Color: #000000 Black
Font Style: Normal
Style Name: TOC 2 Para
Indent: Left 0.25"

TEXT STYLING
Font: Helvetica
Font Size: 11 pt
Font Color: Grey 80%
Style Name: Normal

MAIN TITLE
Font Style: Bold
Font Size: 18 pt
Font Color: #105881 (JA Blue)
Text Align: Left Align
Style Name: Header

SUB TITLE
Font Style: Bold
Font Size: 14 pt
Font Color: #105881 (JA Blue)
Text Align: Left Align
Style Name: SubHeaders

CONTENT LIST HEADERS
Font Style: Bold
Font Size: 12 pt
Font Color: #105881 (JA Blue)
Text Align: Left Align
Style Name: contentListHeader
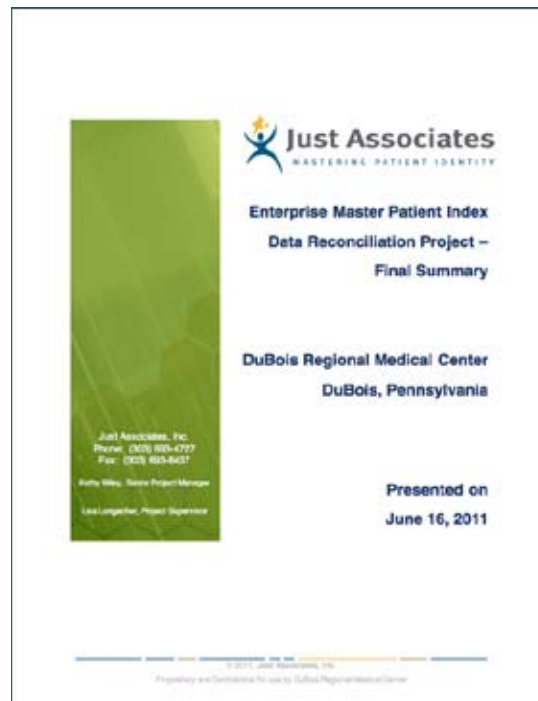
HEADER & FOOTER
The Header does not appear until after the table of contents and then is on every page. The Header contains only the current page number and total number of pages not including the Title Page and Table of Contents. The Format for this is: **Page x of y.** The Footer area has the Dashed Line graphic on top of the area with the Copyright symbol and company name one the first line followed by the text, "Proprietary and Confidential for use by [Client Name Here]".

Font Size: 9 pt
Font Color: Grey 80%
Text Align: Right Align & Center Align
Style Names: Header and Footer

TABLES
SECTION HEADERS
Font Style: Bold
Font Size: 10 pt
Font Color: #FFFFFF White
Background Color: #105881 (JA Blue)
Text Align: Center Align
Style Name: table header

CONTENT
Style Name: Normal

PRINT COLLATERAL

NEW SALES PROPOSAL

TITLE PAGE

The Title Page has a vertical graphic utilizing the Hexagon shape and main blue color (C95, M65, Y29, K10) along the left-hand margin. On top of this graphic is the company name, phone number, fax number and names of those whom prepared the proposal. Aligned with the right-hand margin from top down is the company logo, Proposal Title, Client Name and Presentation Date. This information is styled with the MainHeader Style (same as Heading 1) and right aligned.

TABLE OF CONTENTS
FIRST LEVEL
Font Size: 12 pt
Font Color: #000000 Black
Font Style: Bold
Effects: ALL CAPS
Style Name: TOC 1

SECOND LEVEL
Font Size: 12 pt
Font Color: #000000 Black
Font Style: Normal
Style Name: TOC 2
Indent: Left 0.25"

TEXT STYLING
Font: Helvetica
Font Size: 11 pt
Font Color: Grey 80%
Style Name: Normal

MAIN TITLE
Font Style: Bold
Font Size: 18 pt
Font Color: #105881 (JA Blue)
Text Align: Left Align
Style Name: Heading 1

SUB TITLE
Font Style: Bold
Font Size: 14 pt
Font Color: #105881 (JA Blue)
Text Align: Left Align
Style Name: Heading 2

TABLES
SECTION HEADERS
Font Style: Bold
Font Size: 10 pt
Font Color: #FFFFFF White
Background Color: #105881 (JA Blue)
Text Align: Center Align
Style Name: TableSectionHeader

CONTENT
Style Name: Normal

HEADER & FOOTER

The Header does not appear until after the table of contents and then is on every page. The Header contains the Client name and proposal title on the left and the date and the current page number and total number of pages not including the Title Page and Table of Contents on the right. The Format for this is: **Page x of y**. The Footer area has the Dashed Line graphic on top of the area with the Copyright symbol and company name one the first line followed by the text, "All rights reserved. PROPRIETARY AND CONFIDENTIAL" on the second line.

HEADER

Style Name: Normal

FOOTER

Font Size: 9 pt
Font Color: #000000 Black
Text Align: Center Align
Style Name: Footer

ARTICLES

BACKGROUND

The Gold Hexagon graphic in the lower corner alternates corners from left to right on each page but always stays on the bottom. The Dashed Line on top and bottom is part of the background graphic as well.
(graphic outlined for display purposes)

TEXT STYLES

CONTENT
Font: Helvetica
Font Size: 10 pt
Font Color: 80% Grey

MAIN TITLE
Font: Helvetica Neue (T1)
77 Bold Condensed
Font Size: 24 pt
Font Color: #105881 (JA Blue)

SUB TITLE
Font: Helvetica Neue (T1)
67 Medium Condensed
Font Size: 14 pt
Font Color: #105881 (JA Blue)

BULLETS
Font: Helevetica (Oblique)
Font Size: 9 pt
Font Color: #105881 (JA Blue)
Bullet Point: #93A444 hexagon

LOGO

The logo alternates sides on each page but remains 0.5" from top and nearest side edge.

**
Dashed Line graphics under Subtitles always vary. Do not repeat the same line twice in one article.

FOOTER

MORE INFO TEXT
Font: Helvetica Neue (T1)
67 Medium Condensed
Font Size: 12 pt
Font Color: #93A444

COPYRIGHT TEXT
Font: Helvetica Neue (T1)
47 Light Condensed
Font Size: 9 pt
Font Color: #93A444

WHY OUTSOURCE EMPI CLEANUP?

Just Associates
MASTERING PATIENT IDENTITY

Is your hospital converting to a new health information system or merging systems with other facilities? Like other provider organizations, perhaps you are planning or implementing an Electronic Health Record (EHR) or a new Picture Archiving and Communication System (PACS). Is your institution on the cutting edge, contemplating or participating in a Health Information Exchange (HIE) or Regional Health Information Organization (RHIO)? Ensuring the effectiveness of these IT initiatives requires an organization to maximize the data integrity of its enterprise master patient index (EMPI) by identifying the duplicate records, correcting them and addressing their causes.

The Little Red Hen in the Today's HIT Landscape

You are already working with limited staff and additional resources are hard to come by. Finding, cleaning and fixing up to 20 years worth of duplicate medical records is a gargantuan task for staff with other skill sets. When it comes time to clean your organization's MPI, don't be surprised if you find yourself running around like the Little Red Hen in the enduring folktale, asking "Who will:"

- Analyze the MPI records to identify the possible duplicates?
- Validate that each possible duplicate is a real duplicate?
- Pull the records needed for validating the duplicates?
- Merge the confirmed duplicates in all of the required databases?
- Combine the paper charts and fix the microfiche, radiology jackets or PACs images?
- Trend the confirmed duplicate results to demonstrate the cause and source of the duplicates?
- Manage this project, train the necessary staff, QA the staff's work, and provide regular status reports?
- Identify process changes that will help reduce the creation of new duplicates?
- Provide ongoing maintenance of your EMPI, ensuring newly created duplicates are resolved?

Unlike the Little Red Hen, you don't have to do it all yourself. Outsourcing this function to experienced and reputable Just Associates is a high-quality and cost-effective alternative to doing it all by yourself.

But who has the time?

In today's dynamic health care environment, HIM managers don't have adequate time to devote to the myriad of issues demanding their attention. HIM department resources are focused on completing the normal departmental functions vital to the daily operation of the health care facility (i.e. analysis, coding and abstracting and information retrieval/release).

Adding a large MPI cleanup project can tax your management resources and overload existing employees. All too often, when hospital employees are assigned to the duplicate reconciliation task, they are pulled away from the cleanup to address more immediate needs. Mistakes occur and reconciliation efforts are prolonged. The timeline for data reconciliation is limited, driven by the need to get EHR or other systems online.

Just Associates
Your E/MPI Cleanup & Maintenance Solution

Outsourcing patient identity management makes sense for hospitals and other health care facilities. You can avoid overburdening your own employees, who, after all, may not have the expertise to undertake large-scale MPI clean up projects. You avoid the time and learning curve that it takes to get your staff up to speed on appropriate processes and procedures.

For example, the tricky "validity" review—the critical decision process to determine if two potential duplicate records really belong to the same patient—is only an easy problem to resolve when the data elements exactly match. Unfortunately, most duplicate records in your system contain data elements that are slightly different.

An employee whose time is temporarily diverted to cleaning up the MPI might not have the experience or insight to resolve such data discrepancy issues. Outsourcing your EMPI

For more information call 303.693.4727 or visit us at www.justassociates.com
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Just Associates
MASTERING PATIENT IDENTITY

...p increases the chances of your data reconciliation ...being completed correctly and on time. You can ...increase your odds of getting the job done right and ...ng. For example, you can determine if duplicate ...might be a result of patient registration, helping you ...where procedures should be adjusted or performance ...ed.

...ssess in-depth knowledge of E/MPI system ...rations and settings and MPI database models. We ...tand interfaces between systems as well as how ...ation flow can affect other departments' systems. We ...s knowledge to help uncover the root causes of data ...ncies and improve the quality of your E/MPI.

...MPI Maintenance Services help you maintain the ...y of your EMPI. It is not enough that you identify and ...your patient data integrity issues and cleanup the ...e records. A diligent approach is needed to maintain ...grity of your EMPI's data over time. Whether it is ...mediate short term support or long term ongoing ...ance, making use of **Just Associates'** trained, ...nced staff can allow you to meet your ongoing EMPI ...y goals while minimizing the burden on ...department.

...st Associates, you get

...Trained, Experienced Staff

...porting from **IDMaster**® provides a complete view of ...as well as key insight of where problems might be

..."s reporting also delivers a list of records to merge, ...agement summary of duplicates by data, user and ...ent, and a report of those records that require ...graphic updating.

Best Practices

JA brings a wealth of HIM and MPI knowledge to the table. Included in this arsenal is best practice expertise for correcting duplicate MRNs garnered from years of experience completing MPI data reconciliation projects across the nation, in every major hospital information system and many clinical and ancillary information systems.

Knowledge Transfer

JA project managers have a wealth of knowledge concerning patient identity data integrity and MPI duplicate cleanup processes and procedures. Our managers glean information about the facility's data during the cleanup project and freely share this knowledge with our clients.
In addition, all processes and procedures are documented for the client's use after completion of the reconciliation project. This assures that you will benefit from our services long after the project is completed.

Quality Assurance

JA's staff is well trained and experienced. We employ strict QA processes and employ dedicated QA Specialists to ensure that you receive the same high quality results for which we are known. Just Associates brings value to the equation, tailoring solutions to meet your needs. We can work with you so that your organization benefits from the high-quality and cost-effective alternative we bring to patient identity management. We'll not only make sure the data running through your new systems is clean; we'll show you how to keep it clean.

Just Associates' Services

Just Associates' portfolio of services, including Master Patient Index (MPI) Integrity Assessments, Reconciliations, Data Analyses, Software Solutions and Patient Identity Consulting rids our customers' systems of duplicate records by implementing process and technology to identify and merge existing duplicates and prevent creation of new ones. Elimination of duplication in the Master Patient Index helps safeguard the patient, clinicians, and hospital by ensuring that clinicians have access to each patient's complete, consistent and accurate medical history.

For more information call 303.693.4727 or visit us at www.justassociates.com
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CASE STUDIES

BACKGROUND
The background graphic alternates on each page from right to left. This graphic will always use the Just Associates main blue color in combination with brighter blues and the hexagon shape. The Dashed Line on the top and bottom is part of the background graphic as well.
(graphic outlined for display purposes)

TEXT STYLES

CONTENT
Font: Helvetica
Font Size: 10 pt
Font Color: 80% Grey

MAIN TITLE
Font: Helvetica Neue (T1)
77 Bold Condensed
Font Size: 20 pt
Font Color: #105881 (JA Blue)

SUB TITLE
Font: Helvetica Neue (T1)
56 Italic
Font Size: 14 pt
Font Color: #93A444 (JA Green)

CALLOUTS
Font: Helevetica (Oblique)
Font Size: 10 pt
Leading: 14 pt
Font Color: #93A444 (JA Blue)
Left Indent: 0.25"
Right Indent: 0.3125"

**
Dashed Line graphics under Subtitles always vary. Do not repeat the same line twice in one document.

LOGO
The logo alternates sides on each page but remains 0.5" from top and nearest side edge.

FOOTER

MORE INFO TEXT
Font: Helvetica Neue (T1)
67 Medium Condensed
Font Size: 12 pt
Font Color: #93A444

COPYRIGHT TEXT
Font: Helvetica Neue (T1)
47 Light Condensed
Font Size: 9 pt
Font Color: #93A444

BACKGROUND

The background of the web site and any additional web pages is white.

TEXT - CONTENT & HEADINGS

The font-family for all text is as follows:
arial, helvetica, sans-serif

CONTENT
color: #555555
font-size: 14px
line-height: 18px

Colors such as white, blue and/or grey can be used for content text when needed to contrast from background colors.

example:

Just Associates is a consulting firm that focuses exclusively on the processes and technology that form the foundation for proper patient identification and the electronic linking of patient records. We offer a wide range of solutions that help our clients identify and correct their patient data integrity problems.

HEADINGS
color: #105881
font-size: 22px
line-height: 30px

Colors such as white, blue and/or grey can be used for header text when needed to contrast from background colors. Headings will be in Title Case or ALL CAPS.

Headings should be underlined with the dashed line graphic.

example:

HIE and EMPI CONSULTING

SIDEBAR - TITLES & LINKS

TITLES
color: #FFF0BC
font-size: 18px
line-height: 24px
font-weight: bold
background color: #066893

example:

OUR SERVICES

LINKS
color: #066893
font: Arial
font-weight: bold
font-size: 13pt
background color: #F3FAFF
background stroke color: #D2D2D2
background stroke size: 1px

must use background graphic with yellow arrow

example:

> **White papers**

LINKS (hover state)
arrow and text are indented
arrow is now blue
background color: #F5D420

must use background graphic with yellow arrow

example:

> **White papers**

LINKS

LINKS
color: #0E5881
font-size: 14px
line-height: 18px

links will be underlined

example:

[Home](#)

LINKS (hover state)
color: #636566
font-size: 14px
line-height: 18px

links will be underlined

example:

Home

BANNER

All banner graphics will maintain the same rectangular shape and size with rounded corners. The grey stroke and drop shadow are also parts of the rectangular graphic that must stay with each banner. The design elements such as the hexagon shape and binary code can be used as backgrounds and supporting graphics while text and imagery of people that supports the text will be the main focus of the banner.

actual size: 945 x 230 (pixels)

example:

LEARN MORE BUTTONS

The learn more buttons are a yellow rectangular graphic with rounded corners. The hover state of the button is the same shape with a blue fill color. The graphic will always have the centered drop shadow and be right aligned with the text it is underneath.

example:

BACKGROUND GRAPHICS

When a background graphic is needed to highlight an area of text or other information a rectangular shape with rounded corners can be used. When doing this, one of the suggested complimentary colors should be used.

example:

MPI CLEANUP SERVICE

Our MPI Cleanup Services detect, reconcile, and prevent duplicate patient records by using a unique combination of proven data integrity methodologies, unrivaled technology featuring advanced search algorithms, and education on patient access best practices. This integrated approach gives the healthcare professional confidence in their patient data and peace of mind that they are retrieving a patient's entire record. Most importantly, it gives the clinician the information needed to provide quality patient care.

LEARN MORE

Until now, only their mother could tell them apart...

...with Just Associates' help, so can you.

MPI management is a critical element of any data integrity strategy, because it ensures the clean and accurate patient information that leads to enhanced patient care and safety.

LEARN MORE

Accurate data integration is the foundation for data integrity. As health information management professionals, we understand the meaning of the data stored and shared among health information systems.

LEARN MORE

A successful data integrity strategy should look for ways to prevent the creation of new duplicate records. Just Associates provides Patient Identity Consulting services which focus on the patient registration process.

LEARN MORE

BACKGROUND GRAPHICS

TITLE SLIDE

This background graphic is to be used on all Power Point Title Slides.
(graphic outlined for display purposes)

CONTENT SLIDE

This background graphic is to be used on all Power Point Content Slides.
(graphic outlined for display purposes)

**
*Background graphics are added in the
Title Master and Slide Master. Master
Settings are not to be changed unless
otherwise directed by Just Associates*

SLIDE LAYOUTS

TITLE SLIDE
The text settings are already configured in the Title Slide Master. Also, the company URL is placed in the lower right-hand corner in the Title Slide Master. All Titles and Subtitles are to correspond with the presentation and material covered.
(graphic outlined for display purposes)

CONTENT SLIDE
The text settings are already configured in the Slide Master. The company logo is placed in the lower left-hand corner. Also, the company URL is placed in the lower right-hand corner in the Title Slide Master. All Titles and Subtitles are to correspond with the presentation and material covered.
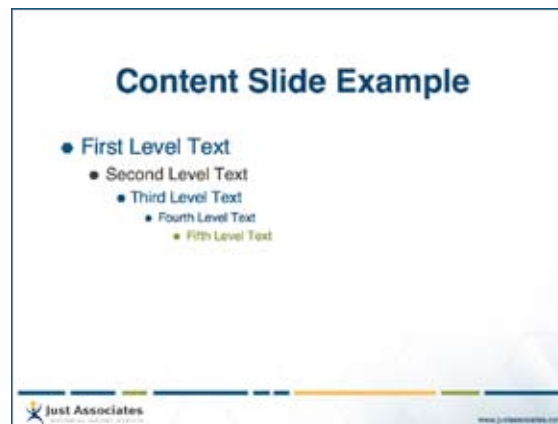*(graphic outlined for display purposes)*

✱✱
Text settings to include fonts, colors and sizes are added in the Title Master and Slide Master. Master Settings are not to be changed unless otherwise directed by Just Associates

y height

x height

x height

x height is the height of space between the gold line and the "idMaster" name. This space is equal to the space between the gold line and the tag line

y height is the height from the top of the dot of the "i" to the baseline of the tag line

the tag line is aligned on the left with the "i" and aligned on the right with the "r"

registration mark horizontally centered with the far right tip of the "r"

50% y height

= 25% y height

white space above and below the logo equal to 50% y height

white space left and right of the logo equal to 25% y height

GREY SCALE

REVERSE

iDMASTER COLORS

iDMaster®
MASTERING DUPLICATE WORKFLOW

MAIN COLORS

BLUE

C 95	R 16
M 65	G 88
Y 29	B 129
K 10	

#105881

GOLD

C 0	R 254
M 27	G 191
Y 76	B 87
K 0	

#FEBF57

GREY

C 0	R 102
M 0	G 102
Y 0	B 102
K 60	

#666666

SUGGESTED COMPLIMENTARY COLORS

CMYK: C 64 M 34 Y 24 K 1
RGB: R 102 G 145 B 170
WEB: #6691AA

CMYK: C 3 M 3 Y 50 K 0
RGB: R 251 G 236 B 151
WEB: #FBEC97

CMYK: C 17 M 13 Y 13 K 0
RGB: R 210 G 210 B 210
WEB: #D2D2D2

iDMASTER ELEMENTS

WAVE

The blue and gold wave is used as a background image with iDMaster graphics. It can be used alone or in combination with the binary code graphic.

BINARY CODE

The binary code graphic is used as a subtle background in combination with other graphics. This graphic is never the main focal point, only a supporting element.