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vcpi Unveils Refreshed Brand Identity

The comprehensive rebrand reflects the company's desire to serve

Milwaukee, WI, May 1, 2018 – vcpi, an information technology partner focused on the long-term post-acute care (LTPAC) industry, today unveiled its new brand identity. The comprehensive rebrand includes a new logo, positioning, and website.

The new brand identity reflects vcpi's vision to be the best example of a privately-held, community-minded company that puts its employees first, while simultaneously serving as the premier information technology partner focused on the LTPAC industry. The new tagline "you care for your residents, let us care for your IT" illustrates vcpi's desire to serve. The refreshed vcpi logo brings a modern new visual identity, characterizing the brand as approachable, warm, and experienced.

The wave icon in the logo represents the idea of flow; flow for employees in their workday when they can seamlessly collaborate with colleagues and clients; flow between an employee's professional and personal life, each acknowledging and flexibly supporting the other; flow for caregivers as they proceed from one resident, care request, and emergency to the next, unimpeded by technology glitches or service support delays; and the continuous flow of information between employees, to clients, and to residents and their families.

vcpi's chairman, owner, and CEO, Craig Christianson said, "This is an exciting time for vcpi as we have been allocating resources over the past year not only to improve quality of service and develop new offerings, but to also reinvest back into the company. We have worked thoughtfully to develop a brand identity that authentically represents who we are and what we stand for, which is ultimately to be an exemplary company that treats its employees well, serves the community well, and serves caregiving clients exceptionally well. We're approachable people with a desire to serve."

Please visit www.vcpi.com to explore the new website and learn more about the vision behind the brand.

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vcpi helps compassionate care providers improve lives with outsourced IT support rooted in the unique world of long-term post-acute care (LTPAC). Founded in 2000, vcpi is headquartered in Milwaukee, Wisconsin and is privately held by Agility Holdings, LLC. For more information, please visit www.vcpi.com.