

Rebrand update bulletin



Our external launch date is 5th July...

We are excited to tell you that the external launch of Sciensus will begin on Monday 5th July 2021.

Over the coming weeks we will start to reveal more about our plans on social media and we'll also be adding a banner to emails directing patients to our rebrand landing page www.hah.co.uk/shapeofthings to obtain further information.

We are sharing our news with patients

We are sending every registered patient* a letter and a leaflet about our rebrand. The mailing started during the last week in May and will continue through to the end of June. You can find a copy of the letter and leaflet on our rebrand landing page www.hah.co.uk/shapeofthings

* A mailing will not be sent to any patient who has requested "no information to be mailed" for reasons of anonymity. Where a patient has a collection point, the mailing will be sent to that address.



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

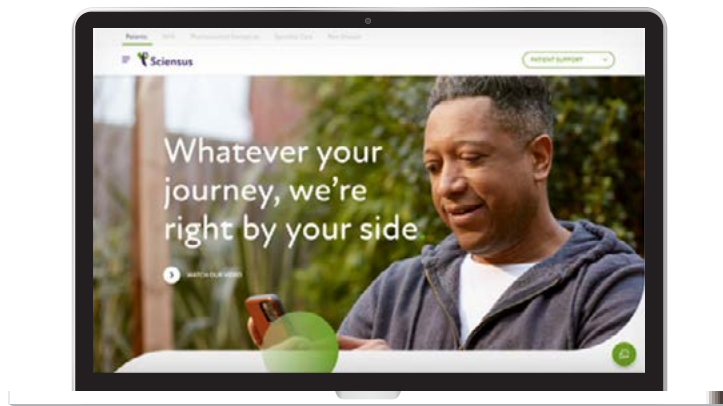
We began by running a number of focus groups with patients, NHS, pharmaceutical companies and customers to find out common pain points, what information and features were most wanted by each group. The output of our research combined with market research and analytics provided us with in-depth insights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

