American Telemedicine Association

**Situation**  
The American Telemedicine Association (ATA) is a non-profit organization based in Washington, D.C. that is focused on promoting access to medical care for consumers and healthcare professionals through telecommunications technology. It has a membership network of more than 10,000 healthcare professionals and hosts the largest telehealth conference in the industry. It enlisted TDC to create a sub-brand for its 2018 annual conference and tradeshow event that would help it stand out among other telehealth conferences and generate greater interest and attendance.

**Solution**  
We recently conducted a series of discussions and interviews with ATA staff, board members, and past conference attendees to better understand perceptions around the conference’s past marketing efforts, content strengths, and opportunities going forward. In addition, we explored and assessed the brand identities and presentations of other like-minded conferences. We also recommended that the new conference branding be expressed as an evergreen identity that would not only apply to the 2018 event, but for all future conferences.

As a result, we created a new name and logo approach for the event that allowed updates for future events while maintaining brand continuity, a sub-brand look and feel, as well as an evergreen theme line (“Educate. Connect. Discover.”) In addition, we developed a number of collateral pieces, including a save-the-date postcard, an exhibitor prospectus, website and email graphics, and an awards criteria and submissions brochure that all reflected the new look and feel.

**Result**  
To date, ATA has been extremely pleased with the new branding and identity assets we’ve developed for the 2018 conference. We are continuing to work with ATA in applying the sub-brand look and feel to other materials associated with the conference and anticipate additional assignments to support the event in the immediate weeks and months ahead.
The ATA annual conference is the most significant telehealth-focused conference today. It engages a broad spectrum of stakeholders in healthcare, including information systems, technology, sales, healthcare providers and administrators, payers, research, and more. In one event, the conference brings together the widest range of telehealth-related participants, thought leadership, and education opportunities in the industry.

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ANNUAL CONFERENCE AND EXPO
SAVE THE DATE
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CHICAGO, ILLINOIS
APRIL 29–MAY 1
ATA18 ANNUAL CONFERENCE AND EXPO

Be sure to reserve your place at 2018’s premier event for telehealth education and networking opportunities. Your colleagues are still talking about ATA’s recent EDGE conference—and ATA18 promises to showcase even more of telehealth’s leading thinkers and newest technologies. Don’t miss out—visit ATA18.org to ensure your place for this important event in one of America’s greatest meeting destinations.

Registration information available November 1st at ata18.org

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1100 Connecticut Ave, NW, Suite 540
Washington, D.C., 20036

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APRIL 29–MAY 1
ATA18.org

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Showcase your products to top leaders who are designing the future of modern healthcare.

The ATA18 International Conference & Expo convenes thousands of healthcare leaders and it is known and admired as an international event. This year, we will celebrate 20 years of business gathering thousands of leaders committed to transforming healthcare delivery. It’s an ideal opportunity to find new business, raise your organization’s profile, and achieve greater brand visibility among those driving the telehealth profession.

### ATA18 Awards Criteria and Submission Guidelines

#### ATA18 Awards Criteria

The President’s Award for the Transformation of Healthcare Delivery recognizes the leading work of an organization that is providing small healthcare services (s) for a large population of patients. Consideration for the award will be given to any project regardless of its size, including small healthcare providers.

Nominating Process

All active ATA members are eligible to submit for consideration to receive any of the awards. A completed application must be submitted using the online nomination form.

Electing Process

The President’s Award for the Transformation of Healthcare Delivery selection committee is composed of recognized authorities in the field of telemedicine. The nomination must have evidence that the initiative has contributed to the understanding, acceptance, and/or advancement of telemedicine.

Submission Checklist

You must provide the following information:

1. A detailed description of the initiative submitted.
2. Evidence that the initiative is unique.
3. Evidence of the initiative’s impact on the healthcare system.
4. Evidence of the initiative’s sustainability.
5. Evidence of the initiative’s potential for replication.

Timeline

- **Deadline:** March 15, 2018
- **Submission:** Contact information for nominator and nominee
- **Question:** ewoodard@americantelemed.org
responsive website
website graphics
online promotional graphics

 Together, we will design the future of modern healthcare.