Welcome.

This is an exciting opportunity and we appreciate the time you are taking to get to know us!

Open Haus is a creative agency that listens and digs deep to find what moves your customers. We build brands, deliver smart design and provide meaningful results.

Founded by Shaun Casper and Heather Hunt in 2006, we have over 40 years of combined experience in delivering strategic creative solutions and award-winning design.

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NEXTGEN
HEALTHCARE
EHR
EXECUTIVE HEALTH RESOURCES
AN OPTUM™ COMPANY
LASKO®
Petplan®
PSYCHIC SOURCE®
precyse®
KIMMELCENTER
Microsoft
PET VALU®
Better Pet Nutrition
sprout℠
sodastream®

Our integrated approach.

We support you along the journey of turning your prospects into sales and brand loyalists.

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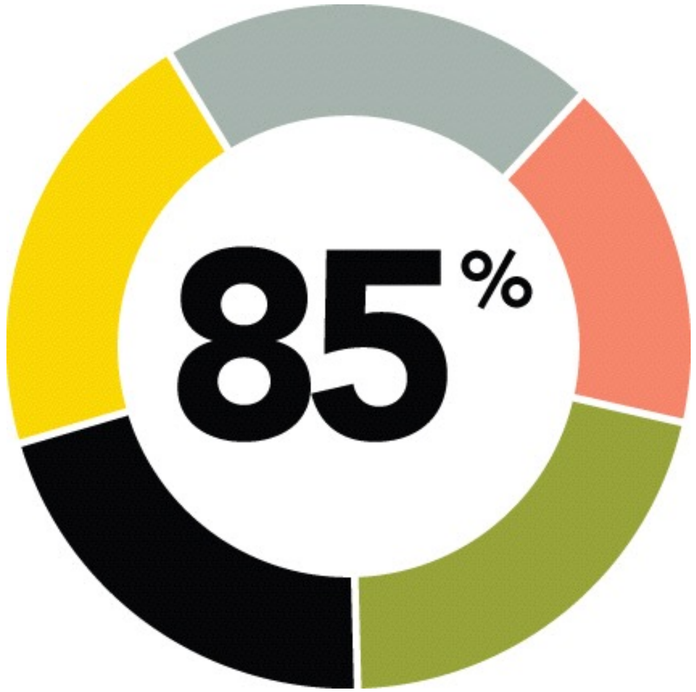

of a prospect's sales journey will be done outside of the meeting or purchase by 2020.

[Source: Gartner]

sales journey

Prospect

1o

AWARENESS

- PR
- Print, Radio & TV
- Referrals
- Emails
- PPC

CONSIDERATION

- Reviews
- Social Ads
- Blogs
- Media
- Direct Mail

2o

3o

PURCHASE

- eCommerce
- Website
- Meeting

RETENTION

- Thought Leadership
- Community Forum
- FAQ/Knowledge

4o

Brand loyalist

5o

ADVOCACY

- Promotions
- Blog
- Social Network
- Newsletter

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Our integrated services:

- Branding & Identity
- Graphic Design/Copy
- Marketing Strategy
- Print/TV/Radio Advertising
- Email Design/Content
- Banner Advertising
- Social Media
- Direct Mail
- Website Design/Content
- Packaging/POP Design
- Presentation/Sales Tools
- Publication Design
- Promotions

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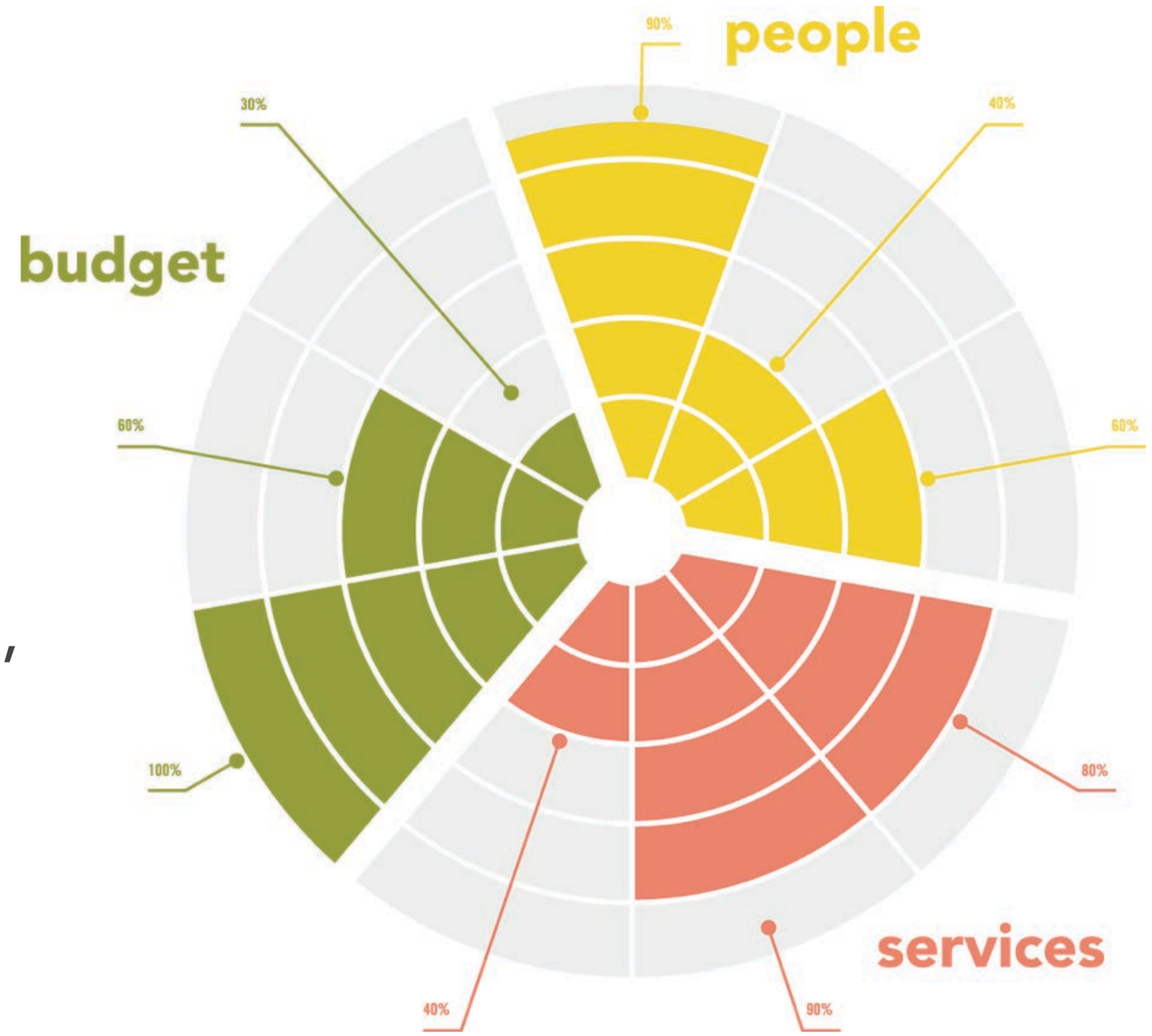
We provide real value by scaling to meet your unique needs and create a scope that accomplishes your goals, budgets and timelines.



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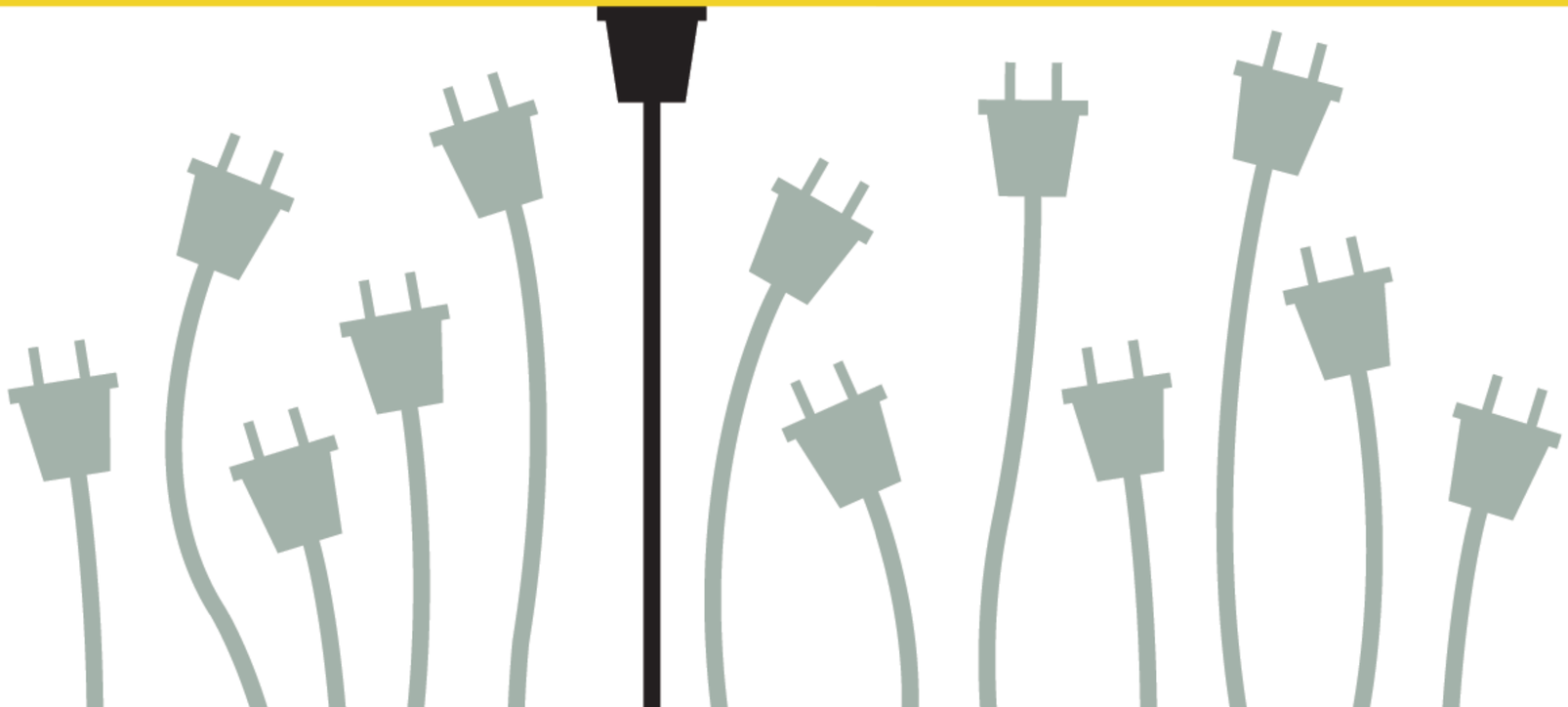
We have a power Haus of specialized partners to provide the **right creative mix of talents for each job**.

DEVELOPERS | GOOGLE-CERTIFIED SEO EXPERTS | COPYWRITERS | ILLUSTRATORS

PROOFREADERS | VIDEO PRODUCTION | PHOTOGRAPHERS | PRINTERS | MEDIA



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Work smart.

Our processes embraces communication and flexibility.

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We estimate projects up front. If the scope ever changes, a new estimate of the additional costs will be provided. There are never any surprises.

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We manage your projects from beginning to end.

Our cloud-based software allows for easy collaboration.

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Our studio is powered by 100% renewable energy and our work is backed up and off-site.

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Our creative process.

There are three working principles. And we have a success story that demonstrates each one.

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First Principle:

Define the strategy.

Whether its creating a new brand or growing an existing one, we identify your audience and create a path to your goal.

The EHR Challenge

Refresh the brand but preserve the core elements. Create a campaign that would demonstrate the benefit of EHR physician advisors to ensure RAC readiness. And design physician recruitment initiatives.

The solution

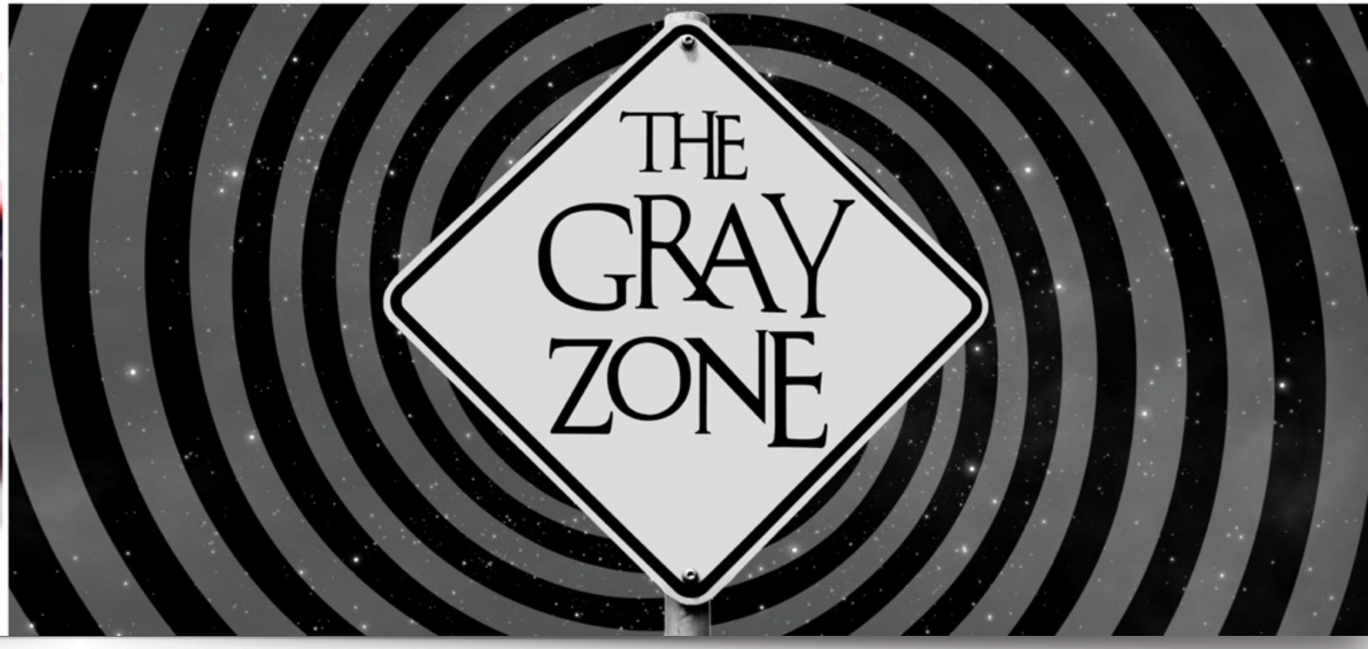
- Campaign involving digital and print ads, microsite, promotional items and a 20”x10’ booth.
- Redesigned and updated all marketing collateral
- On-going physician recruitment, thought leadership and employee programs.

WHERE WOULD YOU RATHER BE:
ON CALL OR making a splash ?

WHERE WOULD YOU RATHER BE:
ON CALL OR planting memories ?

WHERE WOULD YOU RATHER BE:
ON CALL OR enjoying pure tranquility ?

WHERE WOULD YOU RATHER BE:
ON CALL OR
carving out time for your family ?



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Second Principle:

Cultivate conversation.

Brand building is providing a consistent experience for everyone.

Precyse Solutions Challenge

To rebrand the company and launch an innovative population health technology software. The existing brand didn’t speak innovation or technology.

BEFORE

Precyse Solutions™

Precyse Solutions

AUDIT AND EDUCATION

Audit

Improve data quality, reduce non-compliance risk

Precyse Solutions provides a range of coding compliance and regulatory services designed to help your organization maintain compliance with various industry standards, including: AHIMA, CMS, AMA, NCVHS and AHA. We offer recurring or short-term audits; MS-DRG validation and total data quality audits to verify accuracy of ICD-9-CM code assignment; APC validation audits to verify accuracy of HCPCS/CPT coding; E&M audits to validate hospital ER and clinic E&M level reporting, as well as professional fee component documentation and coding.

We offer a complete process that begins with an audit assessment to help you identify areas of risk in your coding process, make recommendations, provide education to help with compliance, test to ensure needed skills have been obtained, and then help continue to identify and repair areas of weakness as appropriate.

Our customized audits are tailored to meet the specific needs of each client situation, so you realize the focused recommendations necessary to achieve your goals. Precyse Solutions' audits evaluate data quality, coding compliance and documentation to ensure accurate coding and grouping assignment. Once our extensive on-site or remote audit is complete, our consultants will provide you with a plan for education and improvement. A formal detailed report of findings will be presented promptly, usually within just 15 business days. Our consultants meet with your coding staff to provide educational tools to assist in improving coding accuracy.

Education

Precyse people supported with customized training

Precyse Solutions offers a variety of HIM education and mentoring programs that may be provided on-site or via the Web. With ongoing changes in government regulations, coding updates and medical and surgical innovations, it is challenging for HIM professionals to keep current with t
Solutions, HIM professionals can receive up-to-date coding education an
group needs.

We recommend beginning all engagements with a baseline assessment,
administered on-line or in person to an individual or a team, will evaluate
base. The results of the assessment will identify gaps and weaknesses
education and mentoring components.

You should call on Precyse Solutions when:

- There is lack of confidence in current case mix index or quality of coding
- There is a high rate of denials and rejections related to coding
- There
years
- You ex
- You ha

Benefits
Audit ar

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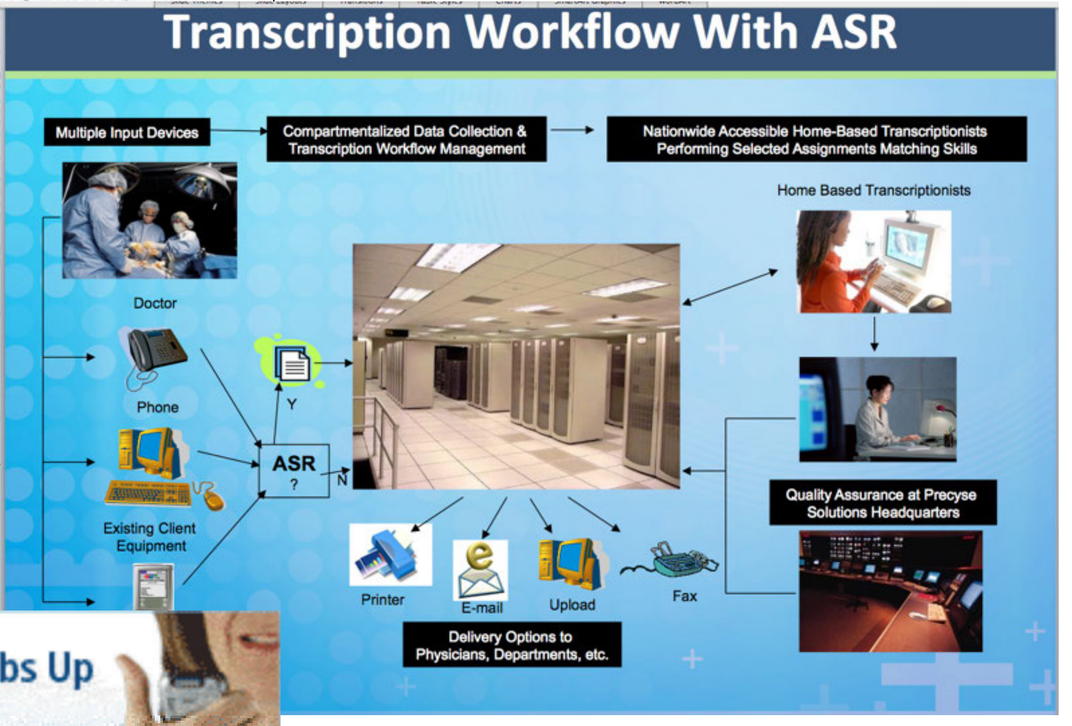

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The solution

- Logo, tagline, brand story, messaging mix, marketing materials and website all demonstrating the flow of information and spark of innovation.
- Created a brand culture through a corporate intranet, colleague retention, training materials and acquisition.
- Continued engagement through email campaigns, newsletters, events, and direct mail campaigns.

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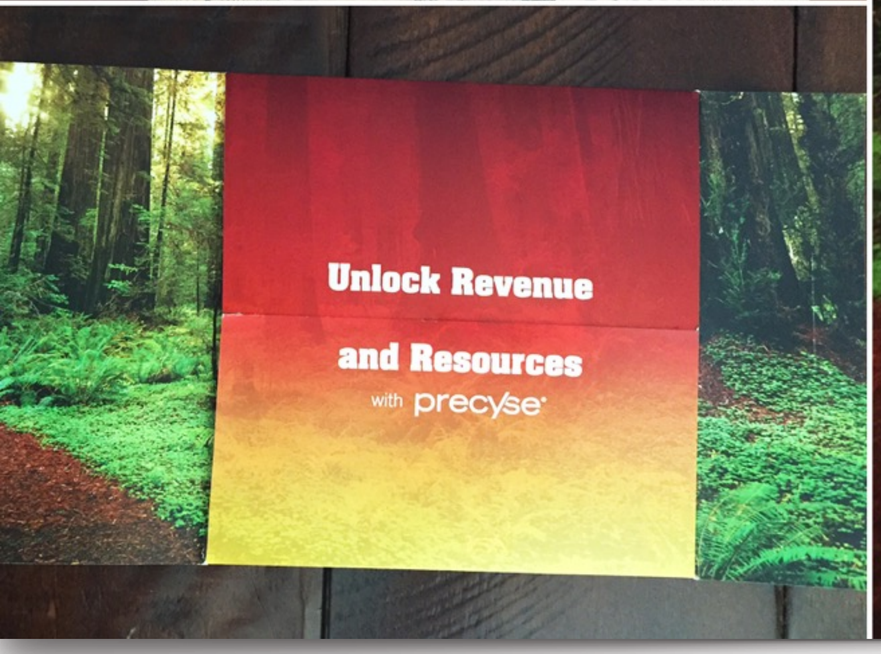

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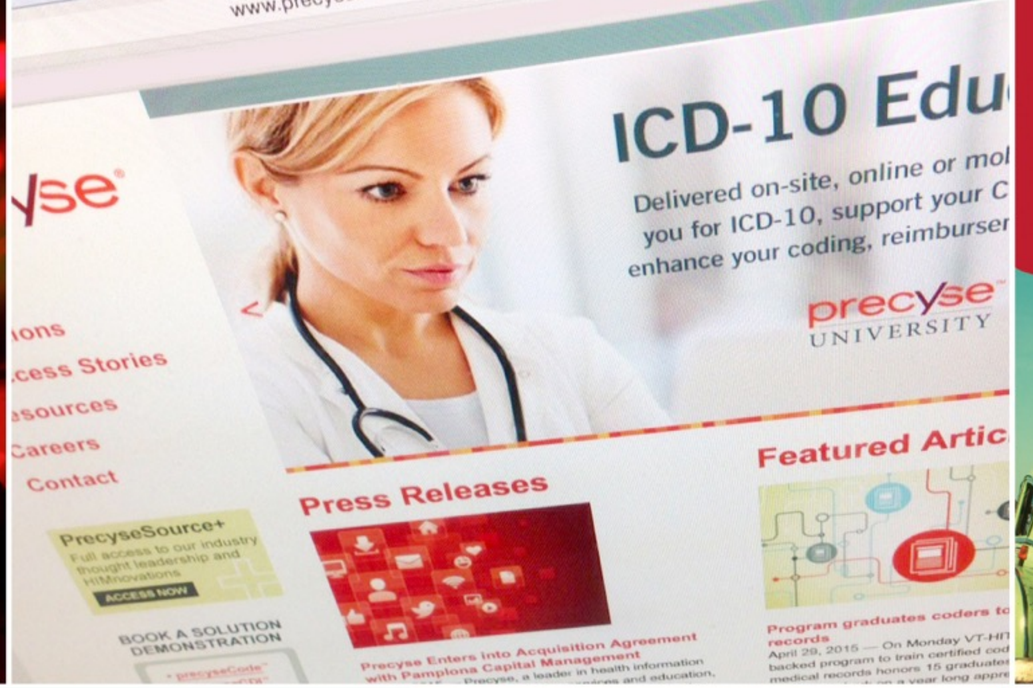

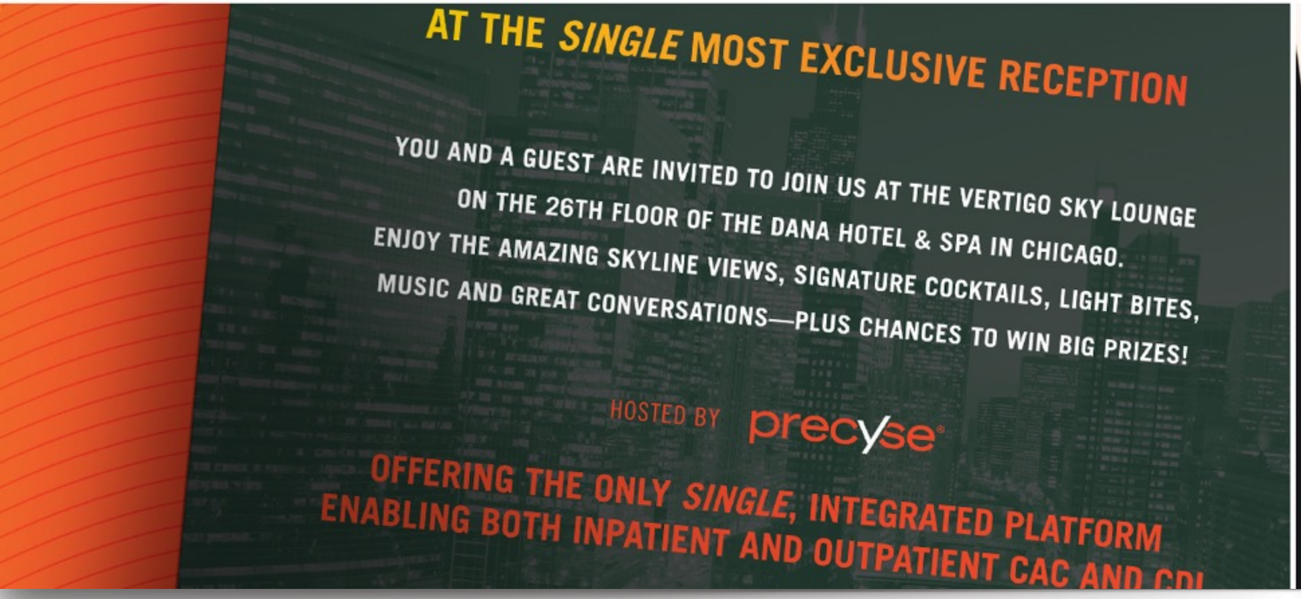

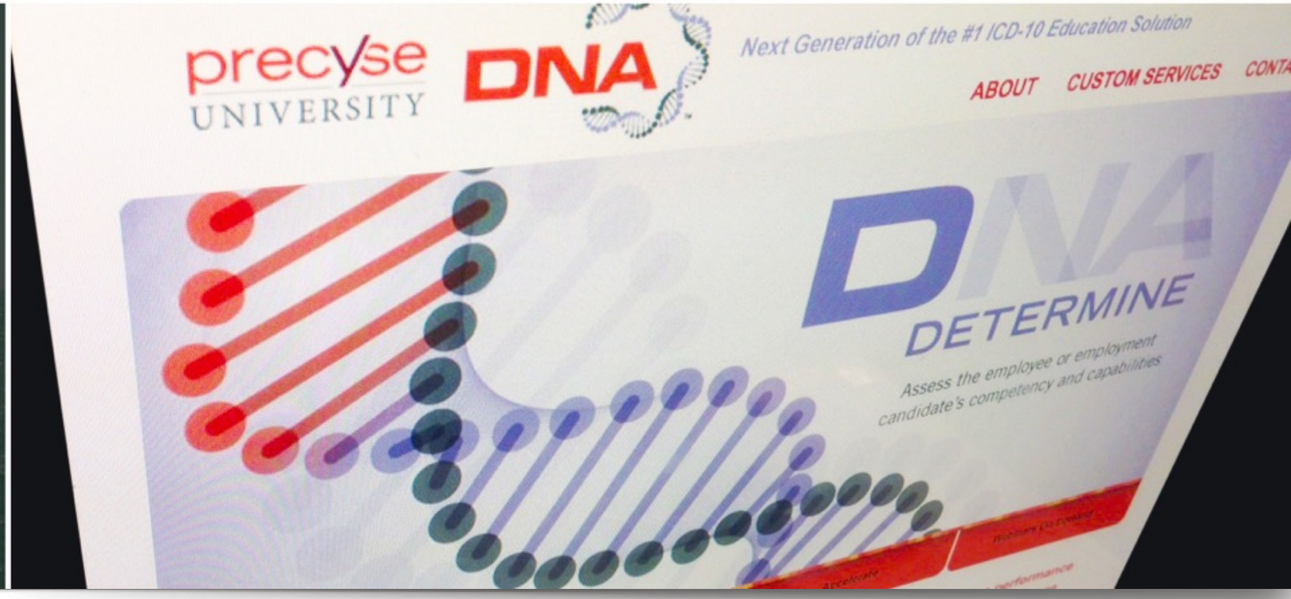

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Third Principle:

Translating the brand

The environment drives how you communicate. Whether you are online, in print, on packaging or at an event, it needs to work.

Pepper Medical Challenge

Brand an innovative compression band. They not only needed a product name but also a tagline, messaging mix and brand story that enabled them to impact the wellness product category.

The solution

- Researched post pregnancy, post surgery, and sports injuries.
- Named it Boundr with tagline “Live your life fully supported.”
- Retail packaging including mesh bags with label wraps.
- Developed a 2-minute web video to tell the Brand Story.
- Designed web templates, wrote content and consulted on their SEO strategy for their e-commerce site.
- Produced sell sheets, brochures, and presentation for sales.

boondr

Live your life *fully supported*

ANKLE / **CORE** / ELBOW / KNEE / SHIN / THIGH / WRIST

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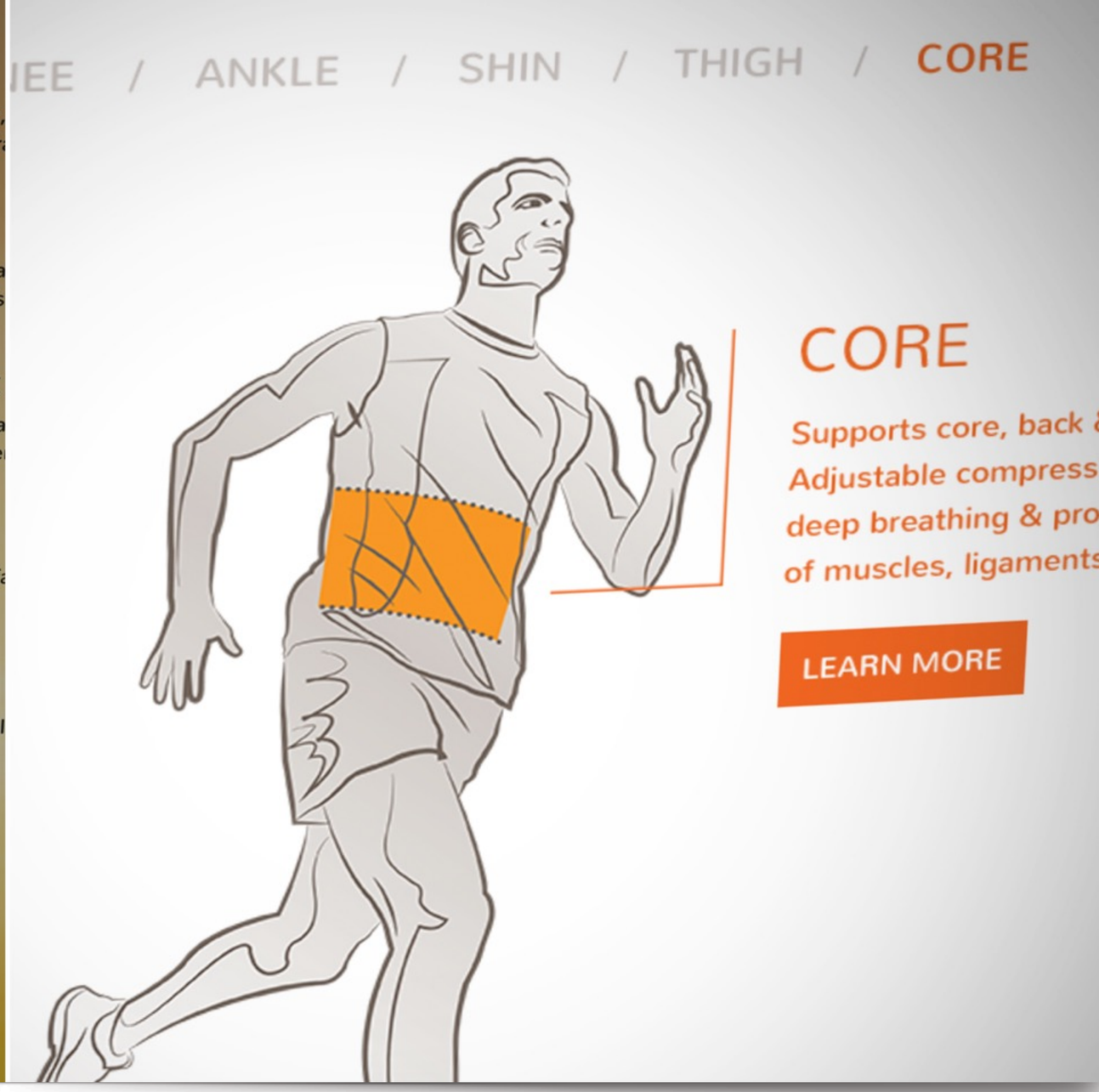
CORE
boondr
Live your life fully supported
compression band



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We play nice.

Whether we are a team leader or serving in a supporting position, we focus on working together for your success.

Here are a few words from people that have worked with us.

“I trust Open Haus and will continue utilizing their services. I admire their flexibility, creativity and attention to every little detail. Open Haus is very deadline oriented, they have genuine passion for my company and are easy to work with.”

—Bryl Villaneuva, Petplan

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“Heather and Shaun are really easy to work with. They clearly understood the client’s problem and needed little or no direction beyond the creative brief. Their website designs weren’t just beautiful, they were laser-targeted to the client’s brand and services. We will definitely use them again.”

—Maureen Hall, Hall Media

“The product and service that Open Haus delivers cannot be matched. They think outside the box and deliver creative results. Their project management team is incredible; delivering quality results on time and on BUDGET.”

—Susan Steele, Microsoft

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Open Haus Studio
MARKETING & DESIGN

Thanks for your time.

Feel free to contact us with any questions.

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Email: heather@openhausstudio.com & shaun@openhausstudio.com

BRING IT IN•HAUS!