

VNS Health Receives Silver Award in Recognition of Rebranded Website

Modern Healthcare has selected VNS Health as a 2022 Healthcare Marketing Impact Award winner, receiving the silver award for website campaign of the year in the Provider/Insurer category. The website was created to support our rebrand to VNS Health.

Honorees were chosen from across the nation for the best campaigns that advance efforts to deliver high quality, affordable, and accessible health care; promote the health of individuals, groups, and communities; and help organizations grow and thrive.

These criteria align with the VNS Health mission. A key component of VNS Health's rebrand efforts was to present our services in a way that's simple to understand, easy to access, and meaningful for the people whose lives we touch.

Creating the new website was a collaboration with multiple agencies over several years, to create a new brand identity and a campaign that builds on the VNS Health legacy and better communicates who we are today. This award recognizes the efforts of the teams and partners involved, including:

Creative and strategic partners

- [Tronvig](#), in helping with foundational rebrand strategy including brand identity and tagline development
- [Seiden](#), for developing the advertising campaign and assets

Digital and website partners

- [Expand The Room](#), who designed templates and developed the

website, and overall project management

- [CareContent](#), for supporting the strategy and execution of website content

Modern Healthcare subscribers can read the article [here](#).