

How a CQuence Partner Grew an Identity Built on Sustainability

WasteMedX: More than just medical waste treatment

July 1, 2023

The Situation

Headquartered in Indiana, WasteMedX was founded by the Miller brothers, whose expertise in hospital construction brought them into close contact with facilities managers around the country. While moving from construction project to construction project, Tim and Tom Miller realized how inefficient, expensive and environmentally harmful most hospitals' waste disposal processes truly were.

In 2016, the Millers became privy to a brand-new waste disposal process known as ozone treatment, and they instantly knew it would be a gamechanger for bio-hazardous medical waste disposal. They founded WasteMedX on the belief that hospital waste treatment and disposal could be more efficient, less costly and help hospitals achieve their sustainability goals.

When debuting a brand new technology, one that sounds too good to be true (it saves money and improves sustainability), crafting a standalone identity is crucial. Unfortunately, the Millers' background in construction, combined with a necessary focus on getting their manufacturing processes up and running, left them little time to build an identifiable brand that would distinguish them in the marketplace.



The Challenge

As a result, WasteMedX had a templated website with very little content, incomplete messaging, and no mention of exactly who they are, what they do and how they can help hospitals and healthcare facilities and the environment. The company's story, mission and vision were absent, with website images of poor quality (if they were available at all).

On top of that, their logo was outdated, with old-fashioned font and red and black graphics that evoked urgency and warning – in stark contrast to their goal of portraying sustainability, health and trustworthiness.

The Solution

CQuence Health's in-house marketing consultancy was tasked with redefining the WasteMedX brand with a visual identity that truly represents their business and its values. Along with a refreshed brand, the CQuence team built a new, modern website and user experience that reflects their core messaging, showcases WasteMedX's new brand style and logo, educates visitors on the company's story and emphasizes the value of sustainable healthcare solutions such as their Ozone Technology.

CQuence worked with WasteMedX to understand its culture, story, mission and values. Together, they sought to establish clarity and trust and boost market share within the healthcare industry. The team conducted research into the competitive market, the history and outlook of the medical waste industry and the ozone process itself in order to thoroughly understand the target market and deliver a message and visual identity that would resonate.

This information, plus in-depth interviews with the WasteMedX team, helped CQuence develop a value proposition that included details about their target audience, competitive advantages, brand positioning and core messaging.

Continued on reverse.

The Result

Brand Positioning

WasteMedX is one of only a handful of companies offering their unique, environmentally responsible medical waste disposal method. This strong differentiator between traditional methods that are harsh on the environment and on the employees that operate them positions WasteMedX as the ideal partner in waste disposal for hospitals and health systems due to it being so much more cost-effective, environmentally friendly and convenient.

Core Messaging

With the WasteMedX leadership team's approval, CQuence settled on a definitive yet inviting core message, backed by descriptors that evoke feelings of comfort and trust:

Cleaner, Greener, Safer Medical Waste Treatment

WasteMedX utilizes Ozone treatment technology, a simple, easy-to-use system and seamless transport process that provides a safe, environmentally friendly and affordable medical waste disposal solution. This means less work for hospitals, a safer work environment for staff, and more love for our planet.

Brand Visual Identity

Before:



After:



Website



Conclusion

WasteMedX was thrilled at the finished product, and customers have responded in kind, with more deals booked and final proposals submitted in 2023 than any previous year. The Millers and customers alike love the fresh, modern look of the logo and website, the sustainability-focused graphics and colors, the targeted content and the more thorough explanation of the product and process.

"It is so much easier for visitors to understand how we can help them and the environment, how we do it, and the best option for their facility.

We are thoroughly happy with the end result and continue to utilize CQuence Health for all marketing efforts!"



— Tim Miller, WasteMedX

