



Media Release
FOR IMMEDIATE RELEASE

KPN Announces Its New Brand Identity

DALLAS– September 4, 2018 – KPN Health is pleased to announce its rebranding from KPN Health to **KPN** and its new logo and website. **KPN**'s new logo is designed to emphasize to ACOs, Healthcare Associations, Hospitals and Provider Networks, **KPN**'s *Knowledge.Performance.Now.* focus. Through its advisory services, **KPN** can serve as a “**Trusted Advisor**” to assist clients anticipate and plan for the evolving changes occurring in healthcare today. As a **Trusted Advisor**, **KPN** can also help clients understand and plan for their digital transformation data needs and associated application products and services that will be required.

“We at **KPN** are excited to announce our rebranding, new logo and website and next generation of application products and services. **KPN**'s next generation data services – application products – advisory services are developed with client/user input to meet emerging market trends and needs. Our focus and goal are to be thought leaders and **Trusted Advisors** for our clients. We are ready to confront the changing healthcare market for the benefit of our clients,” said Kim Pichanick, Chief Executive Officer of KPN.

KPN's new website showcases a fresh look utilizing responsive and easy-to-navigate designs. Website visitors will also find a new dedication to educational content, including white papers and blog posts, geared to educate on the latest news in the market. To learn more about **KPN**'s capabilities visit www.kpnadvisors.com.

KPN will premiere its new branding at the upcoming NAACOS 2018 Fall Conference (October 3-5) at the Capital Hilton, Washington, DC. To schedule a personal meeting with a KPN team member during this event contact us at info@kpnadvisors.com or phone at (214) 593-6990.

About KPN

KPN is a premier management advisory and business firm whose mission is to help companies improve operations through better utilization of resources to accelerate growth, improve profitability and create value. **KPN**'s advisory team leverages its knowledge, experience and expertise to quickly assess, develop and implement value-based solutions. The **KPN** team delivers customized, sustainable, performance-based solutions to every client engagement.

KPN provides healthcare advisory services in conjunction with its innovative proprietary application products that assist Healthcare professionals and organizations achieve improved clinical outcomes for less cost, and improved revenue and financial performance.

Media Contact:

Jennifer Johnston
Manager, Communications
(O) 214-593-6921
jennifer.johnston@kpnadvisors.com

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