

The Need

Tri-Isthmus Group approached Winzo Group to re-brand their company to better position themselves in their unique market. They recognized that “Tri-Isthmus Group,” often shortened to “TIGroup”, said nothing about what they do: provide financial and managerial services to physicians, physicians groups, and healthcare delivery centers in rural America.

Furthermore, their existing web site’s content and imagery did not speak to or capture the attention of their primary audience; the investment community, individuals or fund managers, interested in small to mid cap companies.

TIGroup

Tri-Isthmus Group, Inc. TM

The screenshot shows a website layout with a navigation menu on the left containing: Home, About Us, What We Do, Our Approach, Investor Relations, News, and Contact Us. A central image features three healthcare professionals (a man and two women) in white lab coats. To the right of the image is the TIGroup logo and a 'HOME' link. Below the navigation is an 'E-mail Alerts' section with input fields for 'E-mail address' and 'Your name', a 'TI Group' checkbox, and a 'Subscribe' button. A 'Welcome to TIGroup' section contains a paragraph: 'TIGroup invests in and provides financial and managerial services to healthcare facilities in non-urban markets. We promote quality medical care by offering improved access and breadth of services. TIGroup unlocks the value of our investments by developing strong, long-term and mutually beneficial relationships with our physicians and the communities they serve.' At the bottom, a footer contains the navigation links and copyright information: '© TIGroup 2008 | Terms & Conditions | Privacy Policy'.



The Result

Winzo Group developed clear and succinct messaging that was consistent with and supportive of their business strategy: aligning the company's interests with those of physicians in their network. The executives felt strongly that their approach, recognizing that the physician was at the center of the healthcare industry, was a key differentiator in this market.

The name, "First Physicians Capital Group, Inc.", prioritizes that physician relationship, while clearly positioning the company as a financial services firm. The design of the logo and web site further supports this strategy and enhances the brand.

www.firstphysicianscapitalgroup.com



FIRST PHYSICIANS
CAPITAL GROUP, INC.



FIRST PHYSICIANS
CAPITAL GROUP, INC.

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The screenshot shows the homepage of the First Physicians Capital Group website. At the top, there is a navigation bar with links for Home, About Us, What We Do, Our Approach, Investor Relations, and News. Below the navigation bar is a large green banner featuring the company logo and the text "Investing in and unlocking the value of quality healthcare services". To the left of the banner is a vertical sidebar with three items: "Increasing ROI", "Diversifying Holdings", and "Quality Healthcare Services". Below the banner is a section with a light gray background containing a paragraph of text about the company's services. To the right of this text is a dark blue box with a PDF icon and the text "First Physicians Capital Group Profile" and "An investment profile outlining our business approach and the industry sectors on which we focus." Below this is another dark blue box with a PDF icon and the text "Latest News" and "TGGroup Elects Five Directors, Changes Name to First Physicians Capital Group, Inc."

Company Profile



[First Physicians Capital Group Profile](#)
An investment profile outlining our business approach and the industry sectors on which we focus.

Latest News

TGGroup Elects Five Directors, Changes Name to First Physicians Capital Group, Inc.