SALUCRO®

Brand Style Guide

About Salucro

Salucro is a Healthcare Financial Technology Company Exclusively Focused on Patient Payments.

Based in Phoenix, Arizona, we serve over 900+ organizations both in the US and internationally. We are passionate about delivering payment technology to the healthcare market, including hospitals, health systems, physician practices, ancillary service providers, along with other revenue cycle service and technology companies.

SALUCRO®

Protecting the Logo

A minimum area of space must always surround the logo mark and logotype. This area of isolation allows the logo to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on the height of the logotype.

Protecting the Logo

Our logo should be black whenever possible. White is the alternative when black is not an option. Never fill our logo with other colors, gradients, images, etc. It's also important to never warp or embellish our logo.

Colors

Primary

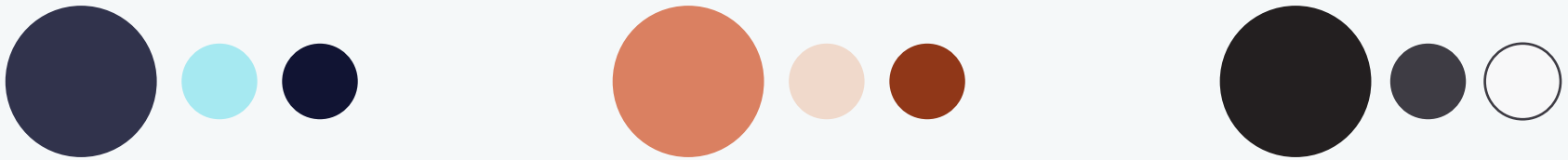
Primary - #31334C
Primary Light - #A6E9F1
Primary Dark - #111433

Secondary

Secondary - #DA8061
Secondary Light - #F0D9CB
Secondary Dark - #903718

B&W

Black - #231F20
Grey - #3E3C44
White - #F8F8F9



Primary — Primary - Light

Secondary — Secondary - Light

Primary — Secondary

Typography

H1 - 48px - Adelle PE - Semibold

H2 - 32px - Adelle PE - Regular

H3 - 24px - Adelle PE Regular

P - 18px - Lato (300) - Bold (900)

Quote - Lato Light Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

Print Design Example and Inspiration

Case Study

How a better online patient experience increased patient self-service by 70%.

Web-Based Patient Portal

Integrated Patient Statements

Cloud-Based Provider Solutions

Patient-Friendly Financing

Automated IVR Offering

70% Increase in Self Service Patient Payments

17% Increase in Patient Pay Yield

Ambulance Service Company Seeking a Better Patient Payment Technology Solution

This ambulance service company was providing a sub-optimal patient financial experience. Limited online patient pay capabilities, manual posting and managing payment exceptions, and offering no electronic statement availability created a burdensome reconciliation process for revenue cycle and accounting teams across multiple locations.

Modernized Interface, Improved Statement Connectivity, and Better Posting Capabilities

This Ambulance service company now leverages the Salucro Payment Platform for all patient liability collections. Payments are initiated through either the online bill pay solution, or a provider portal for agent assisted payment. Since transitioning to Salucro for patient payment processing, this team has improved processes related to payment posting, managing recurring payment plans, inbound customer service calls, and delivering an improved online experience to their patients. The implementation of Salucro's patient portal has helped contribute to their overall patient experience and digital improvement initiatives. With this updated functionality, Customer Support teams have been able to reduce call times related to payment requests and refocus their outreach on other high-impact project areas.

Key Results and Payment Innovation Moving Forward

Since the implementation and roll-out of Salucro's payment solutions, this company has realized significant improvements with growth in patient self-service, and have seen an increase in total patient pay yield improvement. Since the solution's full integration, this company

Stock Photography Style & Inspiration

Stock Photography Style & Inspiration

Stock Photography Style & Inspiration

Stock Photography Style & Inspiration

SALUCRO®

Updated December 2020