IN THE NEWS

UNVEILING THE NEW FACE OF HEALTHCARE TECHNOLOGY PAR EXCELLENCE

RAD365

RAD365 LAUNCHES NEW CORPORATE BRAND AND LOGO

RAD365 today unveiled its newly designed corporate brand and website drawing on the strengths of its achievements since its founding and the future strategy that would lead the tele-healthcare solutions company to scale greater heights.

While retaining the brand name, RAD365, which captures the company's successful high quality round the clock service in tele-radiology and allied fields over the past 12 years, the rebranding strategy involving a refreshed logo and a revamped website is an effort targeted towards communicating its expanding capabilities and plans that complements the existing offerings to its clients.

The new visual identity of the brand comprises four squares with round edges in vibrant red

representing four elements: the progress the company has made, health as its domain of operation, a complete circular network of clients, services and solutions targeted towards Healthcare Technology, the letter R of RAD365 (as it appears in Braille) and the four businesses of RAD365. The two small gray squares with round edges on the right represent allied support services that connect the four businesses. As part of the brand transformation, the company's mission is to continue doing what it has always done best—create value for clients—but rapidly integrating the latest solutions in technology and artificial intelligence in healthcare to achieve global standards in patient experience management.

"RAD365 is at an exciting juncture that allowed us to reflect on our journey, our current position and where we want to go from here. The way we have evolved in terms of our growth, in various markets, client numbers and our own employee strength; our diverse range of business solutions and services in line with the rapid advances in digital applications and artificial intelligence tools in healthcare; and health communications as an additional pillar of support for our clients made it imperative to capture the company's transformation and vision," **- Sanjib Pal, Founder & President.**
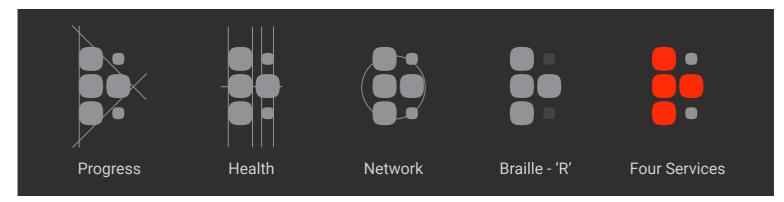
IN THE NEWS

"Our rebranding strategy in positioning the company to be the first choice of global health providers demonstrates our unwavering commitment to our clients' needs and tailoring technology solutions that are innovative, empathetic and value based. The new logo with its warm and energetic red color circles provides a brand identity that, I strongly believe, would enhance RAD365's position in the markets in which it serves."

The redesigned website, compatible with different browsers and easy to navigate on mobile devices, offers a cleaner look and improved functionality that will enhance user experience. Visitors to the website will now have access to enriched content, including information on the journey of RAD365 and solutions, services and strengths of each of the businesses. An independent section has been added to keep ourselves, our clients and interested parties abreast with the latest advances in various fields of tele-healthcare.

Progress   Health   Network   Braille - 'R'   Four Services

ABOUT RAD365

RAD365 is a trusted global provider of best-in-class Healthcare Technology Services and Solutions comprising Tele-Radiology, Medical KPOs, Medical Transcription and Digital Healthcare products. Recognizing the unlimited potential of Artificial Intelligence (AI) in healthcare, we have recently started to develop and incorporate its applications to processes across our varied services that would benefit our clients. While technology drives what we create and deliver, it's our purpose that defines who we are. It is to make a difference in the lives of patients, helping them to live longer and healthier lives based on measurable value and outcomes and in compliance with regulatory obligations. And to succeed in our purpose, we ensure seamless coordination among our own team members across verticals, and between us and our clients.

For more information on RAD365, please visit our website
www.rad365.com