

VOLUME 1
BRAND ESSENCE





Abra Health Brand Essence Introduction

This Brand Essence Book is part of the Abra Health Brand Communications Kit. Use this book as an introduction to the Abra Health brand, its overarching goals, service lines, and key differentiators.

Subsequent volumes of the Abra Health Brand Communications Kit contain more detailed information on approved usage of our brand's visual elements in print and digital media.

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Brand Foundation

Abra Health is the umbrella group for a family of practices. While these practices have co-existed under the same parent company, they now share names and branding elements to promote unity and brand cohesion. Together, we deliver comprehensive, quality care for the children and families in the communities we serve.

Abra Health Family

The Abra Health family includes a number of pediatric primary care practices as well as a variety of dental clinics for patients of all ages.



Formerly Washington Park
Pediatrics & Kids Care

Formerly Children's
Ambulatory Surgery
Center of NJ



Formerly
ChildSmiles -
FamilySmiles



Smiles 4 Keeps



Pearly Whites

OUR MISSION

What We Do

Abra Health exists to provide access to high-quality, affordable care to underserved communities.

By firmly placing our patients first, we aim to deliver an exceptional experience as we improve their well-being.

OUR VISION

Who We Aspire to Be

Our vision is to become a leading provider of integrated medical and dental care to underserved communities in the areas that we serve.

OUR VALUES

What We Believe In

Patients First: We place the needs of our patients above all else in everything we do.

Passion: We are passionate about the work we do and the difference we make in the lives of our patients.

Integrity: We act with honesty, transparency, and respect in everything we do.

Teamwork: We work together to provide exceptional care and support for our patients and their families.

Brand History

Abra Health is a rapidly expanding family of practices with multiple acquisitions and new locations opening regularly. While there was a lot of brand equity in our original name, ChildSmiles•FamilySmiles, we knew as we continued to grow, we would need to adopt a brand identity that was adaptable and recognizable across all practices.

The name Abra Health encompasses our mission, vision and values while making it easier for our community to understand the full scope of our services.

Our new name showcases our broad reach of healthcare offerings, including pediatric and general dentistry, pediatric primary care and orthodontics, without limiting how far we can grow beyond dental.

Abra Health Group History



Logo History

Though we shifted away from our previous name, we kept many of the same visual elements that held stock within our community. Our new logo is simply a reimaged version of our previous logo, with a few key changes to reflect our new identity.

The smile icon within our new logo may still appear as two connected people – derived from our original icon. These elements represent our happy patients and our team's pleasure in working with them to provide the full-service care they all deserve. The smile icon also maintains a common element with Smiles 4 Keeps.



Brand Attributes

To be the best healthcare partner for our patients and our community, we aspire to embody key attributes. These words best describe the essence of Abra Health:

- Accessible
- Magical
- Friendly
- Compassionate
- Reliable
- Authentic
- Inclusive
- Quality-driven

Brand Personality & Nomenclature

The tone and voice of Abra Health is warm, compassionate, and friendly. We always put our patients first and work together as a team to provide outstanding care. Our brand personality is one that families can trust and feel comfortable with.

If Abra Health was a person, we would be:

- A loyal friend who is always there for you when you need them
- A trusted family member who you can rely on
- A caring and compassionate healthcare provider who puts your needs first

We prefer to use active voice statements, and always prefer the use of "we" and "you" instead of "the company" and "the patients." This reflects our brand's friendly, approachable personality.

How We Refer to Our Practices

We refer to all of our dental offices, facilities and buildings as "Smile Centers" or "practices." Our medical practices are referred to as "practices", and our central corporate office is referred to as "support center". This reflects the high-quality care we provide and reinforces the family feel of our organization.

How We Refer to Our Providers

We refer to all of our providers – regardless of if they have an MD, DO, DDS or DMD – as "doctors."

How We Refer to Our Front Desk Staff

The front desk staff at our practices are referred to as patient care representatives. This reflects the important role they play in providing outstanding patient care and support.

How We Refer to Our Dental Assistants and Hygienists

Our dental assistants and hygienists are referred to as their official title when working with adult patients. However, when working with our pediatric patients, we refer to our dental assistants and hygienists as "smile specialists," to promote a fun and friendly environment.

How We Refer to Our Orthodontists

When working with adult patients, our orthodontists should be referred to as doctors. However, when working with pediatric patients, we refer to our orthodontists as "smile magicians," to help instill a sense of wonder and joy.

How We Refer to Our Customers

Our customers are referred to as "patients." This terminology reinforces the doctor-patient relationship and our commitment to providing quality care within our community.

COMPANY NAME

Why Abra Health?

You may know that abra in Spanish means open. The word open has many meanings to us – from the welcoming nature of our open doors to the familiar "open wide" expression (or "abra la boca" in Spanish) used by dentists everywhere. The word abra represents our commitment to openness to every patient who walks through our doors and offering new and innovative services to benefit the patient community.

Providing a play-on-words for the magical phrase "abracadabra," Abra Health is a fun way to represent the joy and whimsical environment our team creates to make going to the doctor or dentist a fun experience for all.

Our bright colors, smiling faces, and positive attitude ensure that our patients feel comfortable, cared for, and most importantly – healthy!

Abra Dental

Within the Abra Health family, Abra Dental is the name of our dental practices for both adults and children. This name was chosen to differentiate our healthcare and dental practices while still retaining the core of our brand identity.

Smiles 4 Keeps

In 2021, we acquired a group of four practices in Pennsylvania named Smiles 4 Keeps. We chose to keep this name to ensure continuity for our patient community. As our footprint grows in Pennsylvania, we will continue to seek brand cohesion within the Abra Health brand.

Pearly Whites

Pearly Whites' mission diverges slightly from the Abra Dental mission as it serves a different community. As such, Pearly Whites retains a distinct naming convention and visual appearance.

Accepted Names and Writing

Though our logos represent Abra Health, Abra Dental and Smiles 4 Keeps each as one word, the proper writing of each practice is as separate words. Though the Pearly Whites logo is shown in all caps, use title case when referring to the practice in writing.

- | | |
|------------------|--|
| ✓ Abra Health | ✗ AbraHealth; Abrahealth; abrahealth |
| ✓ Abra Dental | ✗ AbraDental; Abradental; abradental |
| ✓ Smiles 4 Keeps | ✗ Smiles4Keeps; Smiles4keeps; smiles4keeps |
| ✓ Pearly Whites | ✗ PEARLY WHITES |

TAGLINES

Brand Modifiers

The brand modifiers highlight the individual services provided by each brand within the Abra Health family.



PEARLY WHITES

SLOGAN

From Teeth to Toes

Our slogan showcases the full range of services we provide our patient community, from dental to primary care, without limiting growth beyond our current offerings.

It's not just a slogan; it's our promise to deliver high-quality care with the best experience possible for all of our patients.



Promoting Our Brand

Talking points for promoting our brand within the community include:

- Abra Health is a patient-first healthcare organization, dedicated to providing quality care to patients of all ages.
- Our team of friendly and compassionate doctors and staff are committed to creating a fun, welcoming environment for all our patients – from teeth to toes!
- We offer a wide range of services, including pediatrics primary care, adult & pediatric dentistry, and orthodontics.
- Our convenient locations and extended hours make it easy for patients to get the care they need when they need it.
- We proudly focus on providing access to high-quality healthcare to underserved communities.

Key Differentiators from Other Health & Dental Groups

We offer a one-practice approach to healthcare. Our team is committed to providing the best patient experience, from start to finish. Whether you need dental services for the whole family or primary care for your child, Abra Health has you covered.

Our unique approach to healthcare creates an inviting, comfortable environment for both patients and staff alike.

Our focus on quality means we only partner with the best. Each of our practices is committed to providing high-quality care, backed by our state-of-the-art technology and expert team.

Our group is mostly owned and managed by dentists.

Our mission to provide access to high-quality care to underserved communities is at the core of everything that we do. All Abra Health employees are committed to living this mission every single day.

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