



Marc Posch Design, Los Angeles  
Brand Consulting and Design

## | Case Study

*How Jacobus Consulting, An IT Firm in the Healthcare Sector, Increased Their Revenues From 12M to 35M In Just a Few Years.*



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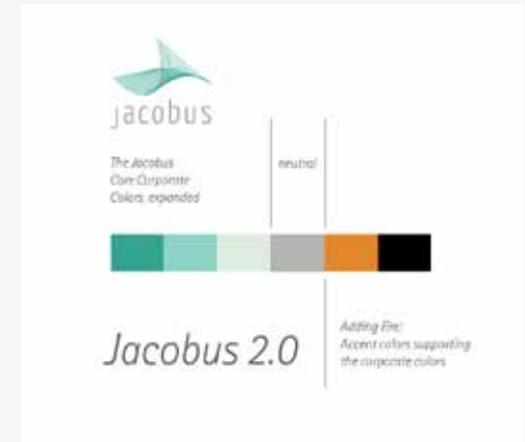
## The Jacobus Consulting Story: How This IT Company in The Healthcare Sector Increased Their Revenues From \$12M To \$35M in Just a Few Years.

Jacobus Consulting was launched in early 2000. The owner, Sandra Jacobs, approached us and asked us for guidance. We helped them develop a new name, a brand identity and a full suite of marketing material.

The company has developed an innovative software application that allows hospitals to optimize complex operations, increase financial performance, improve patient care and quality.

As a young and virtually unknown company the challenge for them was to enter a competitive market from the sidelines. MPD/LA helped them with elegant and sophisticated graphics as well as a bold tagline to position themselves as a dynamic and respected player.

We are proud to be a partner in this success story which continues to grow. I see it as my job not only to provide graphics and visuals that support sales, but also actively engage in high level strategic decisions that help our clients to set the course for growth and expansion.





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*“Marc, To see our vision come to life and in such an elegant, professional way takes my breath away. We more than love them, they are a lifetime of work put to creative art. Thank you could never convey the gratitude we feel but I will say anyway, thank you, thank you.”*  
— Sandra Jacobs, C.E.O.  
Jacobus Consulting, Inc.



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## | About us

### **We Are At The Forefront Of Innovation**

Visualizing new ideas in IT and bringing them to market is what we are passionate about. Having developed over one hundred IT brands, we noticed a trend lately: *Information Technology* has evolved from pure number crunching to innovating new ways to solve problems in the energy sector, the medical field, transportation and communications: IT now stands for *Innovation Technology*.

Everything is being reinvented in non-traditional ways by thinking beyond the conventional parameters and from the bottom up.

This is what we love about our job: standing with the visionaries and entrepreneurs and communicating their ideas to the world. By making the invisible become visible we help turn ideas into tangibles and drive the success of the next generation of big business.

MPD/LA is a Brand Consulting and Design team based in downtown Los Angeles, under the leadership of Swiss/German Creative Director Marc Posch. We are known for helping IT companies grow. With our experience, expertise and all the collaborators to make it happen, we ensure success.

If you would like to learn more about us and what we can do for your IT business, please give us a call: 213.341.1642

“A brand is a shortcut. It’s a shortcut used by the public that’s aware of you. A shortcut for expectations, trust, promises, conversations.

A brand that is worth something is worth it because you can sell more of it, or charge more. If you can’t sell more, you don’t have a brand.

Commodities aren’t brands precisely because they’ve never earned a spot in the mind of their public.” - *Seth Godin*