

## Our journey to becoming Viapath Brand Update issue 2

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### April's our 'we're changing' month

April's the month the brand launch feels like it's really underway as we'll be able to inform our customers, suppliers and the wider Pathology market that we're changing.

- Our Viapath website will be available for everyone to see, all they will need to do is click on the Viapath banner displayed on our existing GSTS website – exact date to be confirmed.
- We'll have flyers to insert with test results
- 'We are changing' communications will go out to our customers and suppliers.

### Updating internal documents:

While it seems we're clear about not using our brand on external letters and other documents until the 1 May, we've had a couple of questions about internal documents.

At its simplest:

- You can go ahead now and start changing your internal documents in preparation for 1 May
- It would be a much cleaner switchover if you didn't use these before 1 May, even within our own business. (The only exceptions are ISO 15189 documents which reach their review date between now and 30 April 2014)
- One-off internal documents that require branding should use GSTS and/or KingsPath until 30 April and from 1 May onwards we **only** use Viapath.

### Do you use the S: drive? Yes? Then read on..

Those of you who use the S: drive will know that we store all of our documents under a folder called, unsurprisingly, GSTS!

If we changed the name of this folder to Viapath it would have a massive impact on the file paths for your documents. So, the plan is to tackle this as a separate project later this year. The only people who will know are us, so we feel we should take the time to do this carefully, so we minimise any disruption, rather than rush it through for the 1<sup>st</sup> May.



### Q. On a Google search I found another company called Viapath, were we aware of this?

Yes, we've been aware of this for some time, however they are in a different sector to us.

We'll be working hard to optimise our web search engine, so that people can find us easily.

We also already know people rarely search for GSTS alone, they add pathology, Bedford, results, UK etc. If they continue to do this with Viapath they will always find us.

### Did you know...

We're keen to make sure that our new lab coats are good quality. To be sure we've actually taken a sample of the material and embroidery we'll be using on them and put it through a few hot washes to check what impact it has on the stitching/colours?

Contact us

Got a question  
or query?

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