Hanger unveils new brand identity; positions itself for future

February 1, 2012

Austin, Texas, February 1, 2012 – After six months of celebrating its 150th anniversary, Hanger today unveiled a comprehensive new brand identity for its parent company, Hanger Orthopedic Group, Inc., and its patient care business, Hanger Prosthetics & Orthotics. Announced today to an audience of more than 1,200 Hanger employees and industry representatives during the Annual Hanger Education Fair and National Meeting in Las Vegas, Nevada, the new brand identity includes new company names, logos and designs, as well as more consistent business practices, standards of service, and communications.

“Over the past decade at Hanger, we have successfully grown and diversified our product and service offerings beyond our origins in prosthetics and orthotics,” Hanger CEO Tom Kirk said. “Today, we offer a suite of integrated rehabilitative solutions through business units specializing in patient care, distribution, and therapeutic solutions. It is the right time. Our brand must keep pace with the exciting evolution of our organization.”

Company Name Changes

Subject to shareholder approval at the Company’s annual shareholder meeting in May, Hanger Orthopedic Group, Inc. will be renamed “Hanger”. Hanger Prosthetics & Orthotics will be referred to as “Hanger Clinic”.

“Our great company was founded in 1861 by James Edward Hanger, the first amputee of the American Civil War. The new company names place greater emphasis on the 150-year legacy of the Hanger family name and the quality, expertise, and dedication that has long been associated with it,” said Mr. Kirk.

Logo, Tagline, and Designs

The new Hanger and Hanger Clinic logos feature a distinctive icon emblazoned by a myriad of bright colors. Referred to as the “Empower Mark”, the logo icon symbolizes a beacon of hope for Hanger’s clients. The application of many bright colors represents the diversity and limitless possibilities of Hanger’s business units, products, and service offerings. The left side of the icon is formed by an arrow to indicate progression and constant forward movement.

In addition to the Empower Mark, the new logos of Hanger and Hanger Clinic contain the tagline, “Empowering Human Potential”. However, according to Hanger President and Chief Operating Officer Vinit Asar, these three words are more than just a tagline: “‘Empowering Human Potential’ is a mantra for all Hanger employees and a promise to all patients and customers. Whether directly or indirectly, every individual across every business unit and department at Hanger helps to improve the lives of our patients and customers. Our clients can count on the collective efforts of our more than 4,500 employees to empower human potential.”

Enhanced Business Practices

More than simply a fresh look and feel, Hanger’s new brand promotes a cultural shift and enhanced business practices with more consistent standards of service and communications across Hanger’s various businesses and throughout Hanger Clinic’s nearly 700 patient care clinics nationwide.

“For years we’ve taken great pride in the convenience of our extensive national network of patient care clinics in 45 states. This new brand initiative builds on that model even more by increasing the levels of consistency and simplicity our patients can expect when receiving care at home or while traveling,” said Hanger Clinic President and Chief Operating Officer Rick Taylor. “It marks a renewed commitment to efficient and effective business practices, outstanding clinical care, and superior customer service.”

Research and Strategic Process

In July 2010, Hanger commenced a strategic branding initiative that included partnering with external experts to conduct extensive research with nearly 1,000 internal and external stakeholders. The methodology consisted of focus groups, surveys, and one-on-one interviews with patients and customers, referral sources, industry thought leaders, investors, payers, and competitors. Market and internal analyses were also conducted. Once brand concepts were created, they were vetted and tested by patients, referral sources, and employees to understand how and if they resonated and what could be improved.

“Deliberately created with meticulous consideration of nearly 1,000 stakeholder insights, strategy, and purpose, the new Hanger brand identity marks a commitment to our future,” said Mr. Kirk. “It’s about forging new pathways to success while still embracing the strong fundamentals of our past.”

About Hanger – Headquartered in Austin, Texas, Hanger is the world's premier provider for services and products that enhance human physical capability. Founded in 1861 by the first amputee of the Civil War, Hanger provides orthotic and prosthetic patient care services, distributes O&P devices and components and provides therapeutic solutions to the broader post acute market. Hanger is the largest owner and operator of orthotic and prosthetic patient care centers with in excess of 675 O&P patient care clinics located in 45 states and the District of Columbia. Hanger, through its subsidiary Southern Prosthetic Supply, Inc, is also the largest distributor of branded and private label O&P devices and components in the United States. Hanger provides therapeutic solutions through its subsidiaries Innovative Neurotronics and Accelerated Care Plus. Innovative Neurotronics introduces emerging neuromuscular technologies developed through independent research in a collaborative effort with industry suppliers worldwide. Accelerated Care Plus is a developer of specialized rehabilitation technologies and the nation's leading provider of evidence-based clinical programs for post-acute rehabilitation serving more than 4,000 long-term care facilities and other sub-acute rehabilitation providers throughout the U.S. For more information on Hanger, visit www.hanger.com.

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