Workers' Comp

Genex Services Evolves Brand to Position for the Future

October 28, 2015
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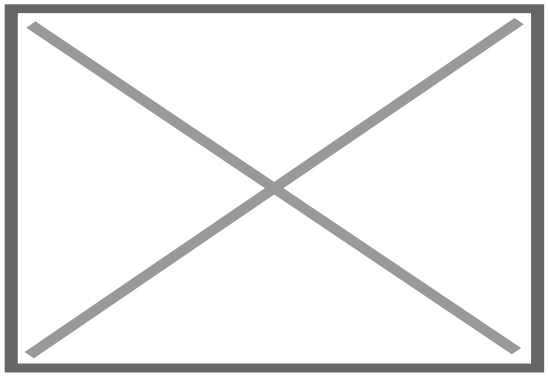
Workers' compensation leader progresses its corporate branding to support vision and growth

Oct. 29, 2015 - Wayne, PA - Since pioneering the concept of medical management in workers' compensation in 1978, Genex has become one of the largest and most experienced medical cost containment and disability management providers today. As the industry has grown and changed, Genex has been at the forefront of delivering programs and services that incorporate meaningful data and analysis to address the unique challenges and needs of each company and individual.

Today, Genex is unveiling a revitalized corporate brand that builds on the company's powerful legacy and creates a fresh look designed to position the company for the future.

While rooted in a rich heritage, the new corporate brand offers a modern, approachable quality that reflects the company's openness, passion and commitment to its employees and customers. A key element of the broad brand makeover is a new company logo that illustrates the most important goal of its services, to return workers to their jobs healthy and efficiently while containing medical costs.

Image



The most visible showcase for the new logo is Genex's website (www.genexservices.com), which features new capabilities designed to help customers, adjusters, job seekers and influencers easily tap into industry thought leadership and resources.

The brand design reaffirms the purpose and values of Genex's culture. For four decades, Genex has applied its specialized knowledge and expertise to foster strategic innovation and growth in managed care. The brand will continue to evolve as Genex meets future challenges fueled by aggressive enhancements and additions to the managed care solution continuum.

“Customers have trusted Genex to deliver the highest-quality clinical services for successful outcomes and sustained return to work,” said Peter Madeja, CEO and president of Genex Services. “As the industry has grown, so have our services. In the past five years, Genex has more than doubled in size and integrated the industry's best comprehensive solutions and expertise. Our updated brand reflects these changes and allows us to better accommodate shifting societal trends, technical innovations, and customer needs—and share our unique story. Customers will take note of the new look, but our commitment to service will remain the same. We are committed to creating a brighter future for those we serve.”

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About Genex Services, LLC
Genex Services (www.genexservices.com) is the trusted provider of managed care services enabling workers' compensation payers and risk managers to transform their bottom lines. Genex is a managed care leader with more than 2,900 employees and 47 service locations throughout North America. The company serves 381 of the Fortune 500 companies as well as the top workers' compensation and disability carriers and third-party administrators in the U.S. In addition, Genex is the only company that delivers high-quality clinical services enhanced by intelligent systems and 360-degree data analysis. The company consistently drives superior results related to medical, wage loss, and productivity costs associated with claims in the workers' compensation, disability, automobile, and health care systems.



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