



ADEC HEALTHCARE

PRESS BRAND GUIDE

GUIDE PURPOSE

This guide exists to help anyone representing ADEC Healthcare in the press, whether writing about us, quoting us, or featuring our brand, do so accurately and consistently. It covers the essentials: how to use our logo and icon correctly, our color palette, typography, and the voice and tone we'd ask you to reflect when characterizing our work.

It's intentionally lean. You won't find deep brand strategy or internal design standards here, just what's needed to represent ADEC Healthcare clearly and correctly in press and partner materials. For logo files, photography, and other assets, refer to the accompanying press kit.



BOILERPLATE

ADEC Healthcare delivers labor arbitrage solutions that help onshore revenue cycle firms and healthcare providers scale efficiently while improving financial performance. Our certified revenue cycle nurses combine clinical expertise with operational precision, enabling us to embed medical insight across key functions, from scheduling, eligibility and enrollment, and prior authorization to utilization management, medical coding, clinical documentation improvement, denials management, and A/R follow-up.

With delivery centers across the Philippines, Colombia, Kenya, Egypt, and South Africa, we offer tailored solutions that reduce costs, enhance compliance, and elevate patient satisfaction, helping our partners stay competitive in an evolving healthcare landscape.

VOICE

When referencing ADEC Healthcare, reflect a tone of clinical credibility, using precise operational and healthcare terminology rather than generic outsourcing language. Characterize capabilities and results plainly, without superlatives or hype. Ground any description in real functions and workflows rather than broad claims.

TONE

Coverage should read as composed and authoritative, describing a firm that solves complex problems calmly rather than sells hard. Frame capabilities in terms of outcomes, such as cost reduction, compliance, and patient satisfaction. Keep descriptions grounded and concrete, referencing real delivery locations rather than abstract global claims.

LOGO USAGE

The primary logo should be used on light backgrounds, with the reversed version reserved for dark or navy backgrounds. Always maintain clear space around the logo equal to the height of the icon mark, and never stretch, recolor, or reposition its elements. The icon mark alone may be used for small-space applications, such as favicons or social avatars, but the full lockup should be used whenever space allows.



Clear space around the logo is measured using the width of the “A” from the wordmark, kept free on all sides. The primary logo should be used on light backgrounds, with the reversed version reserved for dark or navy backgrounds. Never crowd the logo with text, imagery, or other elements inside this clear space boundary, and never stretch, recolor, or reposition the mark or the three accent dots.

Full Color

The full color logo is displayed within a white rectangular box. It consists of the word "ADEC" in a dark blue font, followed by "HEALTHCARE" in a lighter blue font, with three small blue dots to the right of the wordmark.

The reversed logo is displayed within a dark navy rectangular box. The word "ADEC" is in white, "HEALTHCARE" is in a lighter blue, and the three accent dots are also in a lighter blue.

Reversed Logo



ADEC Innovations Icon

The icon mark is shared across the ADEC Innovations family, including ADEC Healthcare, so it should never be altered in color, proportion, or form. Use it alone only for small-space applications like favicons or social avatars.

COLOR USE

Color is used deliberately to reinforce clinical trust and confidence: the primary navy anchors credibility and stability, while the accent color is used sparingly to highlight key moments rather than dominate the page. Aside from the coined topographic texture sometimes incorporated into the background, backgrounds stay clean and uncluttered, letting color do the work of emphasis, not decoration.

ADEC Blue

#002A3A

ADEC Cyan

#00C1DE

ADEC Fuchsia

#CC3362

**ADEC Burnt
Orange**
D34E27

ADEC Seafoam

#3FB5A5

ADEC Charcoal

#C3C3C3



JAMES DONOVAN

CO-FOUNDER & CEO, ADEC INNOVATIONS

Jim Donovan is the Co-Founder and Chief Executive Officer of ADEC Innovations, a global business solutions and resiliency company that enables organizations to strengthen operations, accelerate growth, and create lasting economic, social, and environmental value through technology-enabled services and innovative solutions.

For almost 30 years, Jim has led ADEC's growth into a global enterprise with operations across 35 cities in 24 countries. Under his leadership, the company has built a network of onshore, nearshore, and offshore delivery centers across North and South America, the United Kingdom, Ireland, the Philippines, and Africa, delivering scalable, high-quality solutions to clients worldwide, including ADEC Healthcare's comprehensive revenue cycle management services.

With a background in finance and impact investing, Jim has built ADEC on the belief that business success should create measurable impact alongside financial performance. This philosophy continues to drive the company's commitment to innovation, operational excellence, sustainability, and resilient growth.

Beyond ADEC, Jim serves as Chairman of the Global CEO Alliance, a United Nations ECOSOC-accredited nonprofit, advancing the Sustainable Development Goals. He is also Executive Director of the UNITAR CIFAL Center in Beirut and serves on the Board of Directors of PACT Inc., a Washington, D.C.-based international development organization.



ANTHONY CATAJAN

MANAGING DIRECTOR, USA

Anthony Catajan serves as Managing Director for ADEC Innovations in North America, overseeing the company's onshore business process outsourcing, including the Healthcare Information and Support Services work that supports ADEC Healthcare. He's spent his career across business process outsourcing, sustainability, education, healthcare, and IT, with a background that also includes internal audit and global business development. Anthony has led teams through periods of rapid growth and change, building the kind of institutional relationships that hold up over the long term. He also represents ADEC Innovations' accredited nonprofit at the United Nations.



VINCENT REMO

SR. VICE PRESIDENT OF OPERATIONS

Vincent Remo is Senior Vice President for Operations at ADEC Innovations, bringing over 30 years of leadership experience across healthcare information management, IT, and business process outsourcing. He spent a significant part of his career at a Japanese IT and software development firm, an experience that shaped his approach to operations around kaizen, the principle of continuous improvement.

At ADEC, he's focused on aligning the company's cross-functional operations with its broader growth goals, guided by a belief in the triple bottom line of people, planet, and profit. He also serves as President of the Healthcare Information Management Association of the Philippines, giving him direct ties to the healthcare side of ADEC's work.

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JOSEPH FAVATA, FHFMA
CHIEF MARKETING & GROWTH OFFICER

Joseph Favata, FHFMA, is Chief Marketing and Growth Officer, with extensive experience leading brand strategy, demand generation, and revenue acceleration across complex, multi-business organizations. He aligns marketing, sales, business development, and business unit leadership to accelerate market expansion, pipeline growth, and sustainable revenue performance across ADEC's portfolio.

Prior to ADEC, Joe held senior leadership roles with Nickel City Sage, Acclara, Tegria, and Firstsource, giving him broad experience across healthcare, business process outsourcing, and technology-enabled services. An active executive within the Healthcare Financial Management Association, he holds multiple board positions and, outside of work, stays busy with family, sports, and travel.



ARUN ALEXANDER

VICE PRESIDENT OF HEALTHCARE OPERATION

Arun Alexander is Vice President of Healthcare Operations at ADEC Innovations Healthcare, with over 20 years of experience leading global healthcare operations for large health systems, payers, and provider organizations. He has built and scaled multi-country healthcare delivery organizations across North America, Latin America, Africa, Asia, and the Middle East & North Africa, driving operational transformation and enterprise-scale delivery.

His expertise spans end-to-end revenue cycle management, payment integrity, fraud/waste/abuse, member and provider services, and AI-enabled healthcare transformation. He's recognized for building high-performing global teams and delivering measurable improvements in financial performance, operational efficiency, and patient experience.

MEDIA INQUIRIES

For interview requests, additional assets, expert commentary, or any other press inquiries, please reach out to the contact above. We aim to respond within one business day and can help arrange interviews with ADEC Healthcare leadership, provide additional data or background on our work, or supply assets beyond what's included in this kit.

For additional inquiries, please reach out to:

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