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# ORSI Academy: New identity supports broader scope



Position

Reference case



Living Stone

As a young, evolving organization, **ORSI** was due for a repositioning in the field of highly-advanced medical expertise training. Previous positive experiences led ORSI to Living Stone to help them create a solid brand identity to fit the current scope and goals of the company, without forsaking its legacy. The result: ORSI Academy comes into being.

**“ Throughout the process, Living Stone managed to communicate in a very responsive, positive and appropriate manner, even when deadlines approached.**

*Korneel Vandenbroucke  
General Manager at ORSI Academy*





## Independent training center

ORSI started in 2010 as a training center for robotic surgery for urologists. It quickly evolved into an inclusive center of expertise in minimally invasive therapies, meaning that a rebranding was due. The name ORSI, for starters, stood for OLV Robotic Surgery Institute, and as such was still firmly linked to the Onze-Lieve-Vrouw hospital in Aalst, Belgium, where the company's founder and CEO, Dr. Alex Mottrie, started to practice his robotic surgery skills.

“ORSI’s entire branding was based on this link” explains Korneel Vandenbroucke, General Manager at ORSI Academy. “In addition, ORSI’s reputation as a training center remained limited to one specific type of robot. However, ORSI had evolved since to an independent training center for a wide range of minimally invasive surgery systems, techniques and skills in the fields of urology, gynecology and pediatrics, as well as vascular, thoracic and general (mainly bypass and pancreatic) surgery and kidney transplantation. Actually, from the moment that a new minimally invasive technique is introduced to a specific discipline, ORSI wants to respond to it, either by accommodating the developers or by incorporating it in the training program. This broader profile as an expert center in minimally invasive surgery needed to be translated into a rebranding.”



## Valuable insights

The choice to partner with Living Stone for this rebranding was driven by the fact that Living Stone's previous work for the Onze-Lieve-Vrouw hospital had managed to impress the president of ORSI's board, Dr. Geert Vandenbroucke. "The broad ideas were already defined when Living Stone got involved" says Korneel Vandenbroucke. "A new name was needed. Keeping ORSI as a part of it was an option, for the sake of recognizability, but not as an acronym. A new logo and a fresh look were also required. The new corporate identity needed to sever ties with the Onze-Lieve-Vrouw hospital."

First and foremost, Living Stone surveyed alumni and stakeholders to find out what ORSI represented to them, and what kind of notions were associated with the company. This led to valuable insights that proved very useful and were incorporated into the rebranding. The overall results aligned with ORSI's orientation, confirming the direction the company wanted to head into. "Living Stone supported ORSI in combining these survey results with profound market knowledge to create a visual identity that was spot-on and firmly grounded in the reality of ORSI" says Korneel Vandenbroucke.





## Responsive communication

Several joint brainstorming sessions led to the new name: **ORSI Academy**.

Then it was up to Living Stone to create a fitting visual identity. Based on feedback from the board members, the initial ideas grew into a mission and vision and a logo.

“Throughout the process, Living Stone managed to communicate in a very responsive, positive and appropriate manner, even when deadlines approached” says Korneel Vandenbroucke. “In addition, they offered building blocks for a new website concept with a commercial approach that highly contrasts with the static nature of the previous website. The customer journey has been simplified, the programs offering are clearer, and the registration flow is improved. Results are clearly notable: a lot more requests for information are filed. This kind of interactivity is very important in such an international market as ours.”



## Streamlined, recognizable identity

According to Korneel Vandenbroucke, the rebranding served as a catalyst to strengthen ORSI's focus and internal organization, with a streamlined, recognizable identity that is present in all communication tools.

“Although ORSI had already earned a reputation, it lacked consistency and clear business perspectives. It needed a new focus and priorities. Results of the new visual identity, together with the efforts put into the service level, the broader offer and an upgrade of the premises, are clearly visible. ORSI Academy's subscriptions have increased by 35 to 40%. Even though we experienced some initial reluctance, the response to the results has been unanimously positive.”

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General Manager  
ORSI Academy*

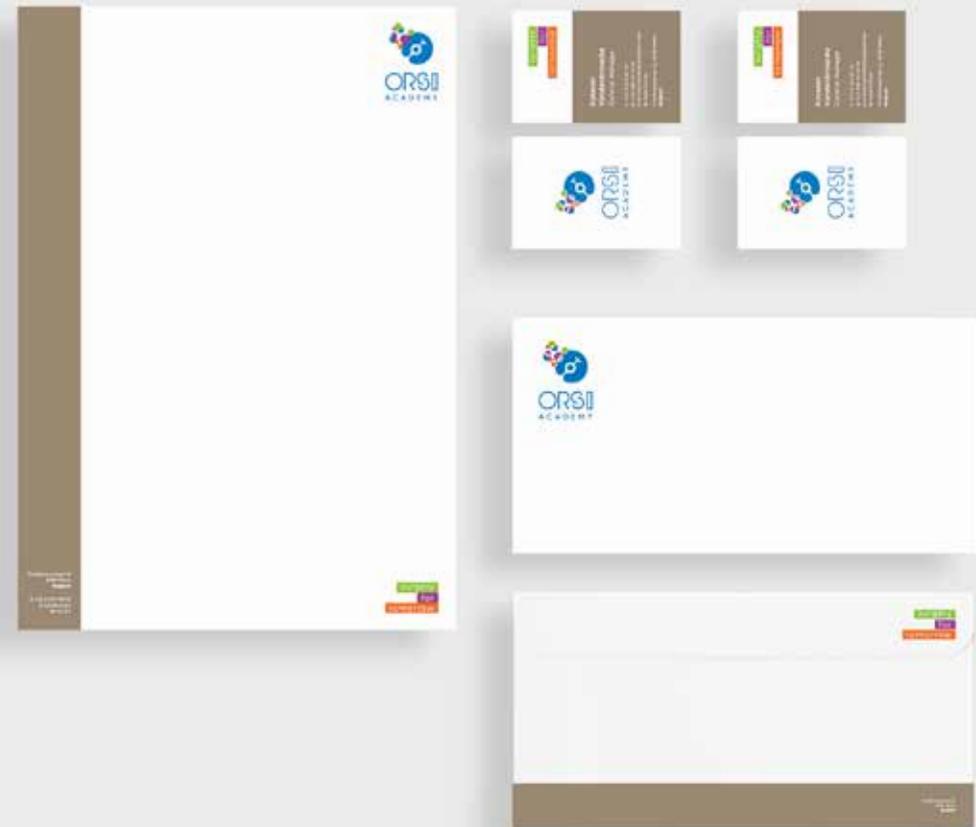
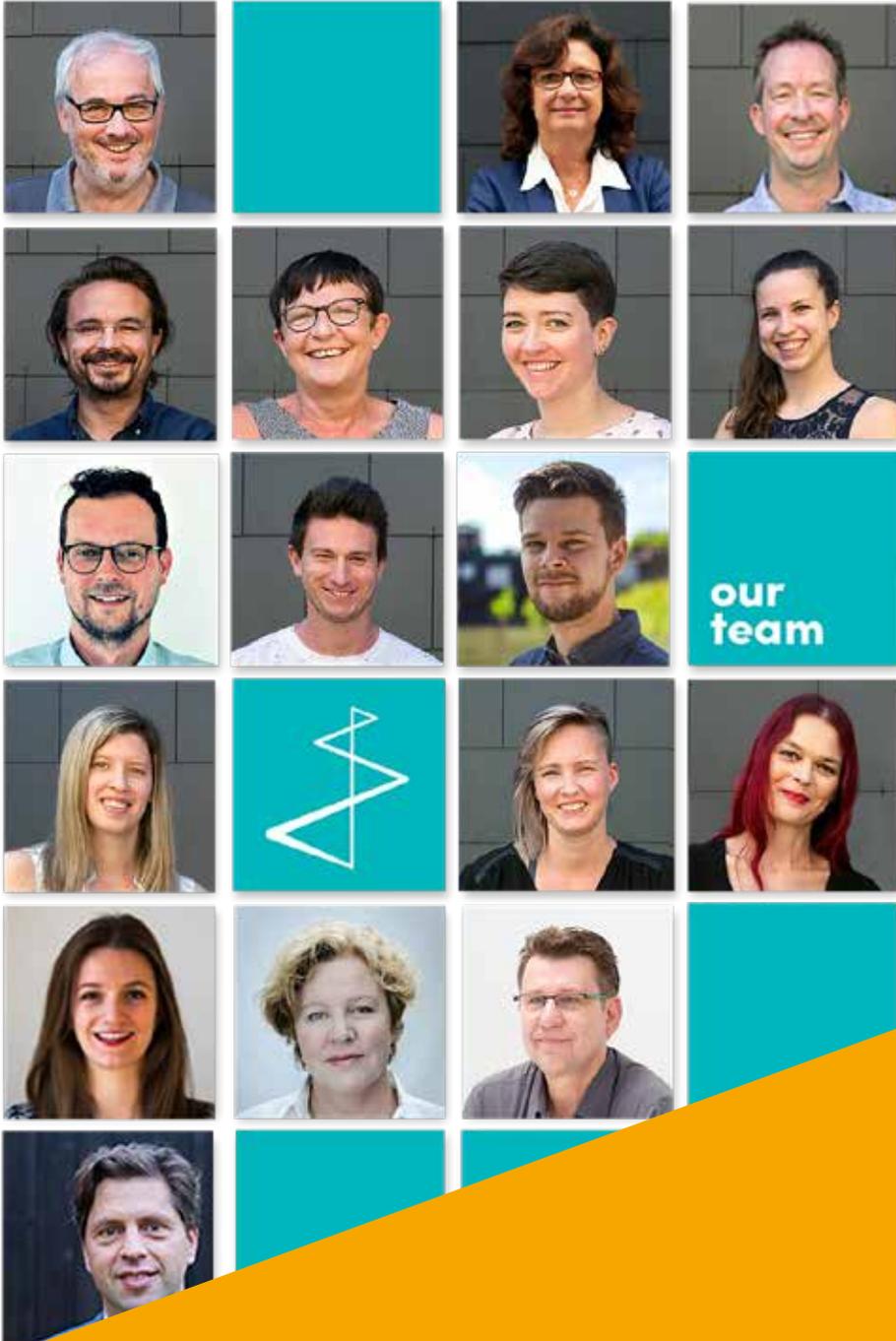




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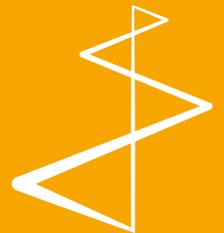




## About Living Stone

Make your mark. Personally and professionally, it's what we all want to do. We want our efforts to be recognized, to have an impact, to make a difference. At Living Stone, we specialize in helping B2B marketers to make their mark. To share their company's story, to present information in a way that makes a difference - to plant a flag that proclaims excellence and value. We've been helping B2B marketers make an impact for more than 25 years. Our new strapline is an expression of our understanding and expertise in making a difference in B2B marketing. With our new logo, we're planting our flag and closing the loop, translating creative go2market strategies into practical tools.

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