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**For Immediate Release**

**EarlyOut Services and General Service Bureau Launch New Brand Identity.**

*Change emphasizes a passion for assisting clients’ patients with healthcare account balances.*

Omaha, NE -- EarlyOut Services (EOS) and General Service Bureau (GSB), two companies that specialize in managing healthcare receivables, have launched a new brand identity, logo system and website, which better reﬂects their Mission and provides them a stronger voice in today’s evolving healthcare revenue cycle industry.

“We are excited about our new brand and strategic vision, which reinforces our mission and core values – Enhancing the Financial Well Being of Others® through being honest, treating others with dignity and respect, and striving for continuous improvement. With a client-driven strategy that focuses on patient satisfaction, we believe our new brand provides us a stronger position in a competitive marketplace,” said Therese Yakel, CEO of Operations and Co-Owner.

The brand identity includes a new logo system that works jointly and independently for each entity. The logos reinforce the two companies’ emphasis on healthcare with a subtle medical cross, created by diagonal shapes that give the logos movement and imply evolution and innovation. The new tagline, “Healthcare Receivables Specialists,” immediately identiﬁes the companies’ sole purpose and dedication to the healthcare industry.

“The new website, [www.eosgsb.com](http://www.eosgsb.com), provides a complete overview of the two companies’ joint oﬀerings, as well as what each company can provide independently. Our career pages were also enhanced. We want the best and brightest to know that our companies provide a fun and dynamic work environment with a real purpose,” said Yakel.

**About**

Built on a foundation of honesty, integrity and empathy, EOS + GSB have been industry leaders in Extended Business Oﬃce / Early Out Services and Bad Debt Recovery for healthcare organizations nationwide since 1990 and 1947, respectively.

**Contact**

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