

# Our journey to becoming Viapath

## Brand Update issue 4

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### **EQA Schemes/specialist external websites**

Do you belong to an EQA scheme? If you do (or your name is included on any other specialist external website) then you need to take responsibility for updating your entry to include Viapath instead of GSTS or KingsPath. **Please do this as soon as possible from 1<sup>st</sup> May.**

### **Manager sessions**

Most managers will now have attended one of our Brand sessions, they are now tasked with sharing our Viapath journey so far with their teams. It includes the thinking behind our new brand name and logo and how we now start to bring our brand alive and live our three core values - innovation, collaboration and expertise

### **Answering the telephone**

We're keen that people outside of our organisation start to recognise the Viapath name as soon as possible. One simple way we can all help to make this happen is by using the name when answering the telephone. A simple 'Hello, Viapath, Laboratory or Your Name' should suffice. We'll be tying little labels to the telephones to help you remember!

### **Signage**

Around the hospital sites our signage is already starting to change as the Trusts begin the task of updating their wayfinding systems. Next week we'll also be changing the signage we're responsible for at each site.

### **GTi**

You may start to see changes to the GTi intranet from the end of this week as we begin the huge task of updating all our web pages and documents with the new name and logo. Please be aware of the possibility that not everything will have changed by the 1<sup>st</sup> May.

### **Did you know...**

That we always spell Viapath with a capital 'V'? The only place you will see a lower case 'v' is in our logo and our email/web addresses.

### **Giving World**

Giving World is the organisation collecting our unwanted branded goods. We're delighted to share that they have sourced a charity who would like to make use of these in a hospital abroad. Find out more here <http://www.arcticcare.org/>



### **Q. Should we be concerned that the viapath.com domain is already taken?**

Legally, ownership of the .com domain doesn't give any enforceable rights in the name itself – other than preventing someone else having the identical .com. The enforceable rights are in the Viapath name and we have now successfully obtained a UK trademark registration for Viapath.

The .com domain belongs to a US company, also called Viapath, but operating in a completely different field (e-commerce solutions) from us.

As a UK based business, we have chosen to register the .co.uk domain. The key is to ensure Viapath consistently appears at the top of search results – called 'Search Engine Optimisation'.

### **Q. Got any questions about what's happening at your site on switchover day?**

There will be local communication, but your Service Delivery Manager is your first point of contact for more information.

Contact us

**Got a question  
or query?**

[askus@gsts.com](mailto:askus@gsts.com)