

INNOVATIVE HEALTHCARE TECHNOLOGY START-UP TAPS DEVITO/VERDI TO LAUNCH BRAND

*Nexus Creates New Category In Patient Care With Nurse-Centric System;
Agency Hire Follows News Of Telemetrix Purchase*

NEW YORK CITY, NY, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Aiming to create an entirely new category in patient care, a number of former hospital executives are launching Nexus, an innovative [inpatient operating system](#) that will formally debut this year with the help of a new brand design and identity to be created by the independent New York [advertising agency](#) DeVito/Verdi.

The Cleveland-based [healthcare technology](#) company announced today that it has named DeVito/Verdi to create the company's comprehensive "look and feel," from logo and typography to a tagline and color scheme. An advertising campaign is expected to follow in 2027.

What is billed as an inpatient unit operating system, Nexus is designed primarily to improve health outcomes of patients through a variety of layers that ultimately combine technology and operation redesign to expand bedside nursing capacity.

Immediately preceding the news of the ad agency hire, Nexus had announced that it has purchased Telemetrix, a healthcare technology platform that will further enhance the company's entire care journey – from bedside to the home – by connecting hospital, home and care team through one coordinated system.

"We've had a long history of doing breakthrough advertising for a number of hospitals across the country, so this is especially exciting to help create the brand identity of something that will be such a huge benefit to hospitals," said Andrew Brief, account director at DeVito/Verdi. "It's a great opportunity to help give birth to something designed to get patients the best care possible while addressing one of the most pressing issues hospitals face today: nurses that are burned out and overwhelmed."

Nexus offers hospitals and healthcare facilities a much-needed technology-enabled nursing care model that combines bedside and virtual nursing with A.I.-powered support. Integrating real-time monitoring, seamless communication and the digital tracking and recording of a patient's health information, the system will deliver better patient outcomes, while reducing the total cost

of care and dramatically lessening many of the time-consuming burdens nurses deal with hourly.

DeVito/Verdi has created some of the most memorable and award-winning advertising campaigns for nearly two dozen hospital and health system clients over the past 20 years. Its work for Mount Sinai Medical Center (NY), Mass. General, UChicago Medicine, Rush University System of Health, UF Health, BayCare, Abington Memorial, Scripps Health and others has been considered some of the most powerful and successful advertising ever created in the category.

"We're truly honored to be working with DeVito/Verdi, an agency not only with tremendous experience in the healthcare arena, but one of the most creative shops in the business. We look forward to a great partnership," said Dr. Akram Boutros, co-founder and CEO of Nexus.

About DeVito/Verdi

DeVito/Verdi, a privately held company, has been recognized as one of the most exceptional creative agencies in the industry. It has been voted "Best Agency" six times by the advertising industry group, the 4As, and has created some of the most memorable ad campaigns of the past 35 years. Its lengthy list of industry awards includes the top prizes at the Clios, Radio Mercury, Cannes, Andy, Addy and One Show award ceremonies.

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