



my way



my team



my care

 Intermountain®
Healthcare

 mygeneration
SENIOR CLINICS

Communicator Award Entry

“My Way” Integrated Campaign — Effectiveness

- **Background Information** — (Describe the project and reasons for marketing/advertising this product)

myGeneration Senior Clinics (myGeneration) pioneered a new model of primary health care in the Southwestern U.S. Dedicated to holistic care for or older individuals. myGeneration clinics provided a healthcare destination focused on older individuals insured through Medicare.

Expanding to dozens of neighborhood locations across the Las Vegas region, each location is led by physicians dedicated to caring for older individuals. Each patient’s Care Team is steeped in the issues and lifestyles of older people. Care coordination, help with appointments, insurance, counseling, nutrition, social services and more. Locations also offered a select number of on-site services: lab services, X-ray, and more.

The care, coordination, and convenience was a hit! myGeneration’s success inspired many lookalike competitors. Multiple clinics were vying for the same patient base. Even the area’s major hospital launched a “senior care” practice.

In 2020, myGeneration was acquired by Intermountain Healthcare, one of the nation’s leading health systems. A new initiative to dial up marketing and messaging to differentiate myGeneration was on!



Communicator Award Entry

“My Way” Integrated Campaign — Effectiveness

- **Target Audience** – (Demographic and Geographical information)

Medicare-eligible individuals age 65+ in the Las Vegas DMA.

- **Objectives** – (Specific goals and expectations for your campaign)

- Establish myGeneration clinics as “The” specialty care leader
- Elevate the MyGeneration brand — greater visibility of how their model delivers superior cares for patients
- Support enrollment goals during the annual Medicare Enrollment Period, Oct-Dec.

- **Challenges** – (Obstacles and constraints you faced, issues that were overcome for this project)

- As a retirement destination in the Southwestern U.S., Las Vegas has become a very crowded market for senior health care. Once the sole local market leader, myGeneration now faces literally dozens of competing medical practices. Many are local physician groups touting similar value propositions, although less able to deliver on the promise. myGeneration needs to make their story heard.
- The area’s largest medical provider also entered the category with a dedicated Senior Practice, promoted in the health system’s year-round marketing, and funded with a far larger marketing war chest.
- Now UnitedHealth, once a marketing partner which funneled substantial numbers of Medicare Advantage members to myGeneration, became a competitor, promoting their corporate sibling: Optum medical care. A former ally now morphed into a formidable competitor, again with far deeper pockets.

Communicator Award Entry

“My Way” Integrated Campaign — Effectiveness

- **Methods and Strategies** — (Ways in which you achieved your outcome, including creative and media strategies)

To tackle the challenges — and win — this campaign took a one-two approach ...

#1) Research. Advertising had been hitting strongly on myGeneration’s key differentiators: VIP concierge-like care ... exclusive 65+ focus ... more time with your doctor ... a care team ... 30+ locations.

Collaborating closely, myGeneration and the agency worked with a leading healthcare consumer research firm in crafting a study to learn if these were indeed the key selling points. To help prioritize them. And glean insights to help convey myGeneration’s differentiators in the most meaningful manner.

Best news: The core value proposition resonated strongly. But, while hitting some of the right notes, messaging needed an overhaul to impactfully convey what consumers most wanted to hear ...

- ***Give Me Great Care:*** I like a team that understands my needs and “senior care” — but *do not dare* call it that! ... I want a better experience that delivers better outcomes.
- ***Give Me Convenience:*** Care when I need it ... and when I want it. Make it timely!
- ***Give Me Attention:*** See me, personally: my doctor; my team. Then follow up with attention beyond my appointment time!

And, oh yes ... ***I need value too!*** More than I get now from Medicare: at no added cost.

Fortunately: myGeneration was delivering that reality to patients.

“All” we had to do next was give the creative a 100% overhaul to present that reality to prospects!

Communicator Award Entry

“My Way” Integrated Campaign — Effectiveness

- **Methods and Strategies** — (Ways in which you achieved your outcome, including creative and media strategies)

#2) A totally new creative and messaging approach: “My Way.”

It’s all about the individual. And getting your health care just the way you want it. This campaign is uniquely ownable — leveraging the “my” graphic of the myGeneration logo while adding the substantial “meat” and meaning that the overall brand had been struggling to articulate.

“My Way” consolidates and distills research learnings into quick, consumer-friendly visuals and messages:

- **Conveys personal connection between patients and their care**
- **Evokes happy, healthy patient outlook through lifestyle imagery**
- **Promotes recall with branded graphics and simple messaging**
- **Speaks to the true benefits of myGeneration Clinics — through the eyes of the consumer**

This creative also leveraged a powerful, proprietary corporate asset: Dr. Ama Brobbey, the organization’s Chief Medical Director. Direct mail letters were not signed by a VP of Sales: they came from a physician. Dr. Brobbey also delivered strong supporting messages in brochures and print collateral.

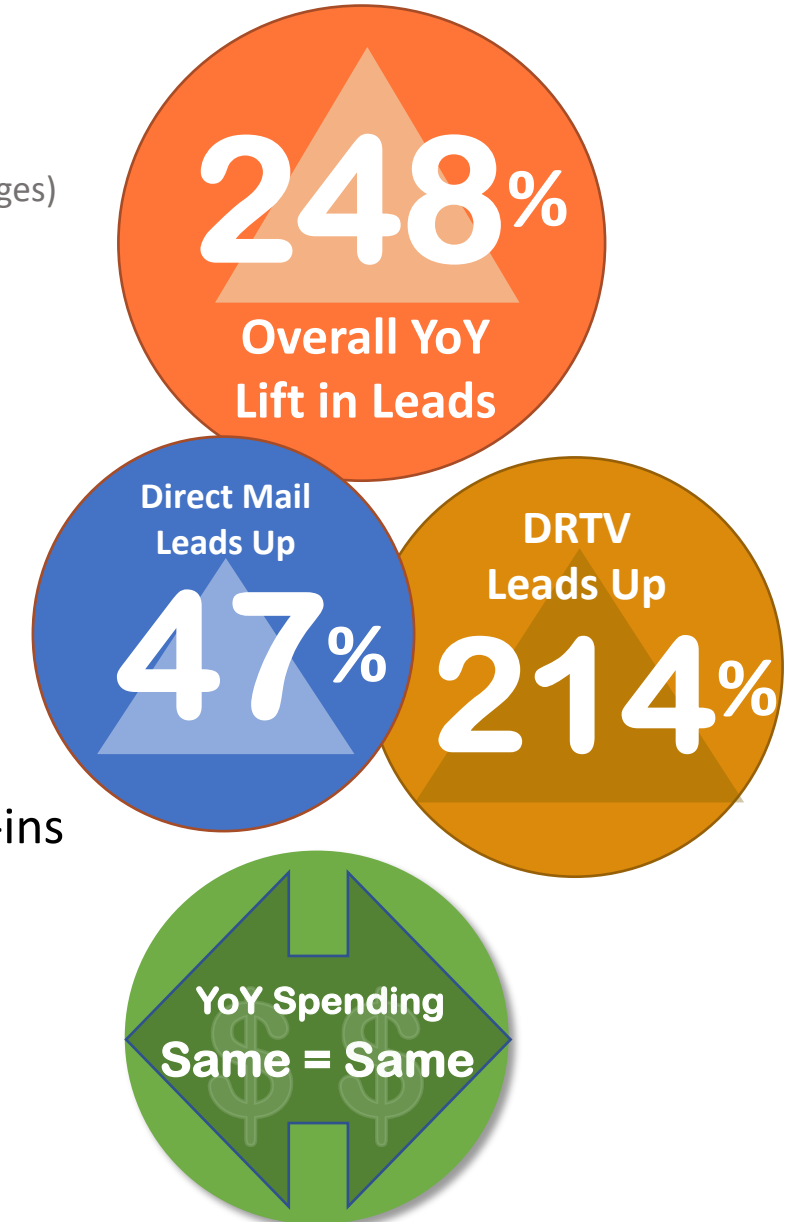
The media campaign also underwent examination, focused specifically on driving greater lead volume. Previously, the clinic ran standard :30 and :60 TV spots. We added a longer-form :120-second direct response spot focused on leads, as well as adding Connected (OTT) TV to the plan for greater reach. In print, a QR code was added which drove specifically to registration for sales seminar events.

Communicator Award Entry

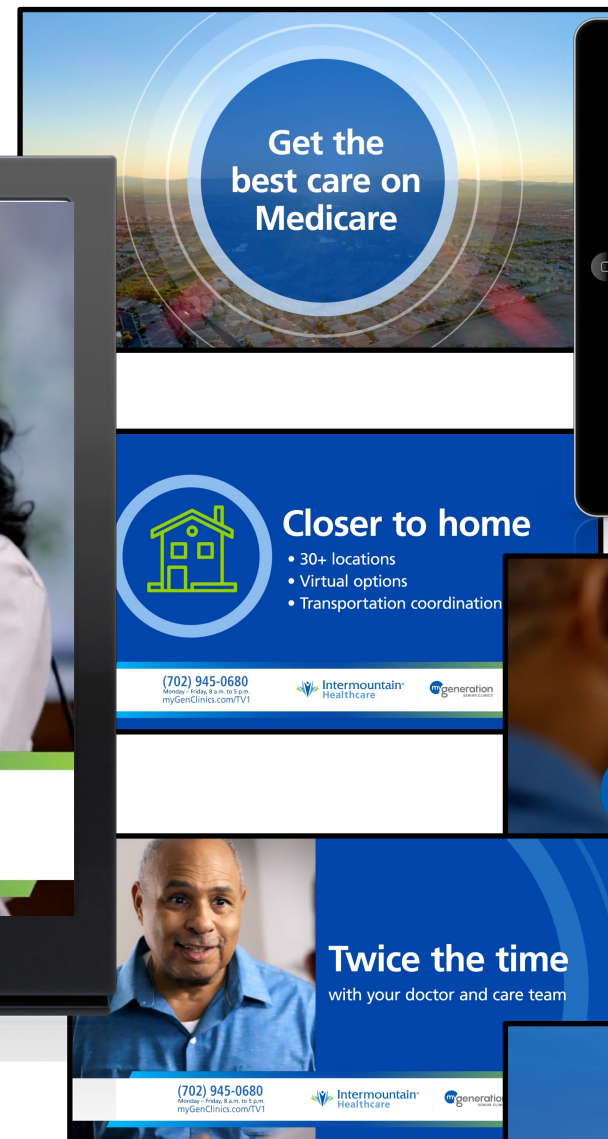
“My Way” Integrated Campaign — Effectiveness

• **Results** – (Overall outcome and evidence that you achieved your objectives and overcame challenges)

- Overall leads **up 248%** year over year!
- Direct mail leads **up 47%** from previous year
- DRTV leads **214% higher** vs. previous year
 - The new :120 length generated the most leads
- Quality leads — ex.: interactions from digital/URL destinations:
 - 58% of responses were phone calls, not just clicks or form fill-ins
 - Callers were engaged: initial calls lasting over 4 minutes
- **Cost + Budget = Level YoY**
 - All gains achieved with no added expense



TV and Video



Click to watch TV and Web Video

<https://vimeo.com/showcase/8835904>

:120 DRTV — longer spot with a “double close” yielded highest leads per airing

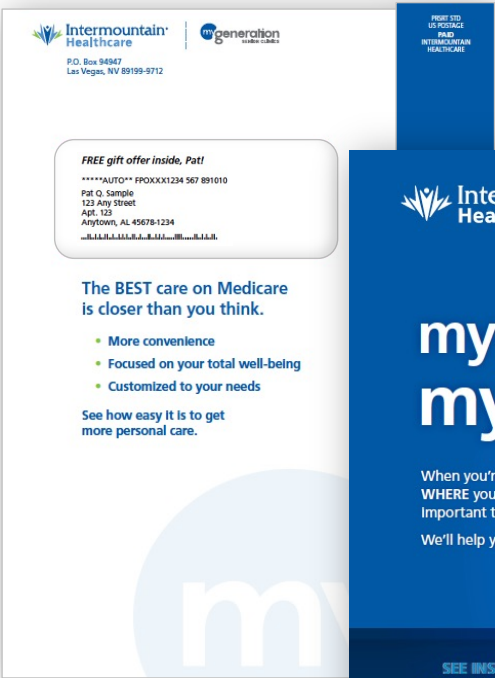
:60 TV — shorter length enabled more placements

:30 CTV — aired via Connected TV (CTV) or OTT: Netflix, Hulu, etc.



Jumbo Direct Mail

Envelope – front addressing side with “Billboard” panel on back



Brochure – cover and inside spread



Making the most of your Medicare

We only see people with Medicare Advantage plans and **UnitedHealthcare**.¹ Which means you'll get excellent coverage — working hand in hand to make your life even better, we'll help you maximize your Medicare care needs — from annual wellness checks to urgent immunizations, laboratory services and more.

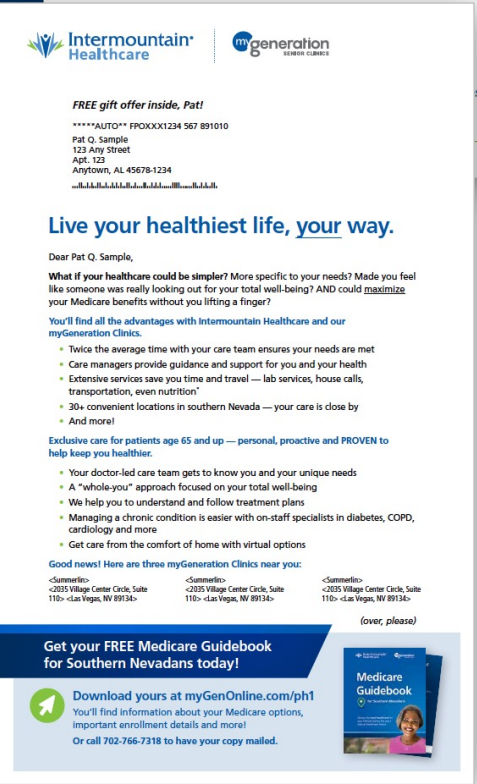
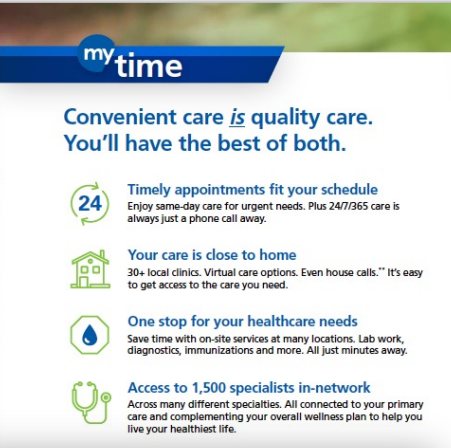
Get started with your **FREE Medicare Guidebook** for You'll see how easy it is to become a myGeneration user. Download your free copy at myGenOnline.com with a myGeneration Ambassador.

We look forward to hearing from you soon. And He Take care,

Ama Brobbey

Ama Brobbey, MD
Chief Medical Officer — Nevada
Intermountain Healthcare
myGeneration Clinics

P.S. Don't forget to get your **FREE Medicare Guidebook** to download your free copy. Or call 702-766-7318 out to you!



Letter Signed by Dr. Brobbey, MD with “freemium” offer

Direct Mail
6x9 solicitation package

Envelope



P.O. Box 34567
Las Vegas, NV 89199-9712



myGeneration
Senior Clinics

POST TO:
US POSTAGE
PAID
INTERMOUNTAIN
HEALTHCARE

Want the **BEST** care on Medicare?
Start with the right doctor.

My health gets more attention.
My appointments are more convenient.
I'm confident about my care!

See why right **NOW** is
YOUR time to choose ...

FREE gift for you, <Pat>!

*****AUTO** FPOXXX1234 567 891010
<Pat Q. Sample>
<123 Any Street>
<Apt. 123>
<Anytown, NV 45678-1234>
.....



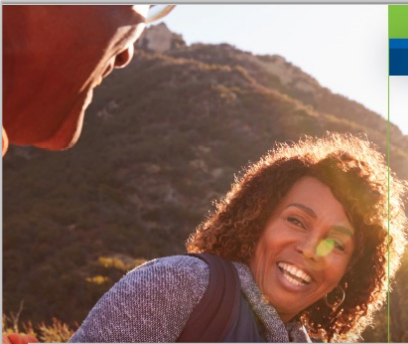
I'm taking charge of my healthcare.

Intermountain Healthcare myGeneration Senior Clinics

You can too! **3 Easy Steps**
to primary care that's all about **YOU**.

990610211T1-0E

Brochure — cover and inside spread



my care

A primary doctor who gets to know you and your health.

When you come to see us, we take the time to really see you. That's the only way to specialize in every aspect of your care.

Twice the average time with my doctor and my care team

Ask questions. Say what's on your mind. Together we'll make a care plan that works for you.

Care for my total well-being, not just when I'm sick

You'll get proactive care and services that go beyond your appointments. It's proven to keep you healthier.*

Experts in Medicare Advantage patients like me

We know your insurance. We'll get to know you and your health. So you get all the care you need.

Call (702) 766-6137 to learn about **ALL** of the specialized services available to you.
Or visit myGenCareTeam.com/T1 now.



my team

A whole care team looking out for the "whole you."

Your primary care doctor leads your team of nurses, physician assistants, specialists, coordinators, service professionals, even hospital providers — all dedicated to giving you the best care on Medicare.

Everyone is on the same page helping me be healthier

Your doctor directs your care. Your team makes it happen. It's complete coordination that ensures you get the care you need.

My specialists are all part of my care team, too

As a myGeneration patient, you get access to 1,500 specialists, many nationally renowned — including Intermountain staff and our extended network. Specialists making it easier to manage many chronic conditions:

- Diabetes
- Heart disease
- COPD
- Behavioral health
- Chronic pain
- And more ...

My nurse care manager helps me reach my goals

You'll have a dedicated registered nurse who follows your care closely. Your care manager makes sure your treatment plan stays on track.



my plan

A way to get more care out of your Medicare dollars.

myGeneration Clinics will maximize your Medicare benefits — and your care options. It's care and coverage focused on you and your health.

Working hand in hand with your Medicare Advantage plan to help you feel your best!

Your choice of nearly 20 Medicare Advantage plans from:
SelectHealth | Humana | UnitedHealthcare*
— starting as low as \$0 per month

Become a myGeneration patient today!
Call (702) 766-6137 to see if we're already in your network!



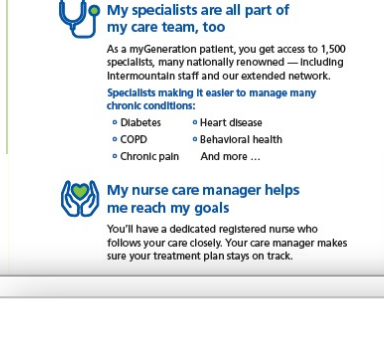
my care. my way.

- ✓ A doctor who listens to my concerns.
- ✓ A personal care team dedicated to my health.
- ✓ All working to help me live my best life!



Letter

Signed by Dr. Brobbey, MD
Plus "freemium" offer



It's time to focus on the "care" part of your Medicare.

Dear Pat Q. Sample,

It's that time of year again: Medicare's Annual Enrollment Period. Which means you'll be hearing a lot about insurance plans — an important part of staying healthy. But when it comes to feeling your best and enjoying the things you love to do, the **biggest** impact comes from your doctor.

It's primary care that specializes in every aspect of your health.

At Intermountain Healthcare and our myGeneration Clinics, we specialize in treating patients with Medicare Advantage. So we're able to provide a higher level of care that's more specific to your needs.

- You and your doctor build your care plans together
- Enjoy twice the time with your doctor and care team
- We get to know your unique needs and goals
- Count on support beyond your appointments, including dedicated care managers and a 24/7 registered nurse hotline

You get a whole care team that looks out for the "whole you."

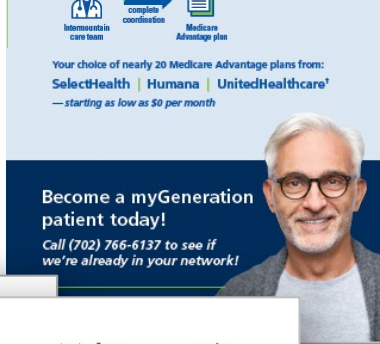
Your personal team provides proactive care and services that can make a real difference in your overall well-being.

- Your doctor leads your team for the best care
- Coordination ensures your team is on the same page about your overall care plan
- Your nurse care manager provides guidance and support
- On-staff and in-network specialists for diabetes, COPD, heart disease and more — all connected to your primary care

98% of myGeneration patients choose to stay with us.

We stay on top of your care — not just when you're sick. You'll have better access to the care you need, which makes it easier to stay healthy, and happy!***

(over, please)



FREE gift for you, Pat!

*****AUTO** FPOXXX1234 567 891010
Pat Q. Sample
123 Any Street
Apt. 123
Anytown, NV 45678-1234
.....

Get a FREE travel blanket

Call (702) 766-6137 today.
No obligation.

Talk with a myGeneration Ambassador to hear how our myGeneration Clinics care for you differently.

Self Mailer

Outer – Addressing panel
Featuring Dr. Brobbey up front



mygeneration

SENIOR CLINICS

PSRT STD
US POSTAGE
PAID
INTERMOUNTAIN
HEALTHCARE

P.O. Box 94947
Las Vegas, NV 89199-9712



Celebrate Medicare Season with us!

Live events with FREE gifts, plus webinars and more

INSIDE: Medicare's Annual Enrollment Period

- What it means to your health (and your budget)
- How to maximize your Medicare benefits
- Why personal care is a proven winner
- And more!

****AUTO** FPOXXX1234 567 891010

<Pat Q. Sample>
<123 Any Street>
<Apt. 123>
<Anytown, AL 45678-1234>

|||||

9905(07/21)PH2



mygeneration

SENIOR CLINICS

Want the most out of Medicare?
Start with your doctor.

Feel confident in primary care
that's proven to keep you healthier

More personal attention. Extra convenience. Better access to the best care — and someone to manage it all. Everything you want from your healthcare so you can continue doing the things you love! And it all starts with your primary care team.

Intermountain Healthcare and our myGeneration Clinics work hand in hand with your Medicare Advantage plan. We only see patients with SelectHealth, Humana or UnitedHealthcare plans. And your coverage and care work seamlessly together to help you feel your best!



Experts in 65+ understand your needs today, and tomorrow



The "whole you" holistic approach for your total well-being



Maximize your benefits with specialized services and support

Medicare's Annual Enrollment is your chance to get the best care — it's easier than you think.

Now's the time to get the best healthcare around — with a provider that does things your way! myGeneration Clinics give you so many advantages, like:

- Specialized care exclusively for Medicare Advantage patients
- Twice the appointment time to talk about your health needs
- Doctor-led care team — with a personal care manager to guide you
- Time-saving services: lab work, X-rays, immunizations and more
- 30+ southern Nevada clinics — virtual care for even easier visits

Plus, thanks to a 98% satisfaction rating* our patients stay year after year!

*NEED SOURCE FOR SATISFACTION RATINGS>
myGeneration Senior Clinics accept patients with Medicare Advantage plans; not all plans accepted; call for details. Intermountain Healthcare, formerly Healthcare Partners Nevada, is a network of healthcare providers and clinics throughout southern Nevada and is now part of one of the leading health systems in the western U.S. As a healthcare provider, we are dedicated to providing you with information and connecting you with a licensed insurance agent to help guide you in selecting the best Medicare plan for your healthcare needs.
©2021 Intermountain Healthcare. All rights reserved.

Less time traveling for care
Call us first!

Less chance of urgent care needs
Proactive care

Easier access to specialists
1,500+ in-network or on-staff

Better coordination of care
keeps you and your care team on the same page

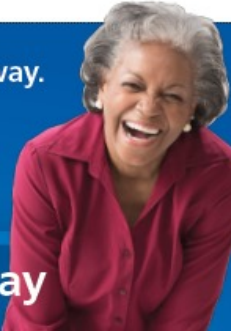
Take the first step to healthcare your way.

Call 702-945-0863 today!

Talk with a myGeneration Ambassador and see how easy it is to become a myGeneration patient during Medicare's Annual Enrollment Period. Or visit [AskmyGeneration.com](#).

Don't miss out! Register for a "My Care" Medicare Event near you! See reverse for details.

my way



Inside
Spread

Outer — Billboard Panel

I like things my way.
Especially my healthcare.

See how your doctor and your Medicare can work hand in hand for a healthier you.

my care



Intermountain Healthcare

mygeneration SENIOR CLINICS

OPEN

Print Media

In “single image” print media, the more straightforward headline treatment used o brochure covers was adopted. This preserved campaign messaging while reserving the graphic “circle my” treatment for the logo, focusing the eye and avoiding tangling the core brand identity with a campaign theme.

Outdoor/Billboard — a key medium in myGeneration’s home Las Vegas market



my care. my team.

For the best care on Medicare, start with your doctor.

(123) 456-7890
myGenURL.tbd

Print ad Campaign — with QR code driving seminar response



my care. my way.

Start feeling your best! As a myGeneration patient, you'll get personal attention not found in most primary care clinics.



Twice the average time with my care team.
Building the best care plan for you, together.



Nurse care manager helps me reach my goals.
Caring for you every day, not just when you're sick.



On-staff specialists make my care simpler.
Diabetes, COPD, heart disease and more.

SAVE THE DATE! Take a look at healthcare your way at an upcoming event.

Weekday, MM/DD 12am - 12pm
Venue
Address One
Address Two City

Weekday, MM/DD 12am - 12pm
Venue
Address One
Address Two City

Register online! Scan this code with your phone camera.

Or call to register at (123) 456-7890
Visit myGenURL.tbd for full events list and to register.





my care. my time.

Quality care should be convenient care. Enjoy the best of both with primary care that gets you doing more of what you love!



Exams, labs, even my specialists are close by.
30+ locations, many with convenient on-site services.



Timely appointments that fit my schedule.
Enjoy same day for urgent needs. Plus 24/7/365 nurse call line.



On-staff specialists make my care simpler.
Diabetes, COPD, heart disease and more.

Get your **FREE Medicare Guidebook** today!

- How to get the care you deserve
- Secrets to simpler healthcare
- Enrollment info & maximizing benefits
- Ways to keep doing what you love

Download now, right to your phone! Simply scan this code with your phone camera.

Or call (123) 456-7890 or visit myGenURL.tbd





my care. my life.

Do the things you want to do with a care team that knows how to keep you feeling your best!



Twice the average time with my care team.
Building the best care plan for you, together.



Nurse care manager helps me reach my goals.
Caring for you every day, not just when you're sick.



Seeing my specialist has never been easier.
Over 1,500 specialists all connected through your primary care.

See how easy it is to become a myGeneration patient.

We offer specialized services that aren't found in most primary care clinics. Call today to find out more. We may already be in your network!



(123) 456-7890

Call now to speak to a myGeneration Ambassador.
Or visit myGenURL.tbd to learn more.