

OSF Complete Care 55+

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What is OSF Complete Care 55+?

- New integrated care model designed to cater specifically to individuals aged 55+ (Chicago area & with chronic conditions)
- Offers personalized health and wellness services to those ages 55+ (Addresses health needs in a more modern patient-centered way)
- Non-traditional approach, collaborative effort among various services and providers = highly accessible
- Made for people living with chronic conditions
- Serves those under 65 with commercial insurance and those 65+ with Medicare or supplemental insurance
- Supports snowbirds

Who Would Use OSF 55+?

- Individuals 55+ with chronic conditions (two or more)
- OSF patients or their families who already have awareness of the health system but may not have currently have a primary care provider
- Potential patients in the neighborhoods of Evergreen Park, Beverly, Mt. Greenwood, Burbank, Oak Lawn, and some secondary neighborhoods who are in need of a reliable and integrated healthcare model.
- Snowbirds who spend part of the year in other states, seeking continuity in their care.

Consumer Profile

- **Age** - 55 years or older
- **Location** - Residents of neighborhoods such as Evergreen Park, Beverly, Mt.Greenwood, Burbank, Oak Lawn, and any surrounding areas
- **Family** - Individuals living with family members or caregivers, or those seeking family support for healthcare decisions
- **Lifestyle** - Split their time between local areas and out-of-state locations (snowbirds)
- **Chronic Conditions** - Managing multiple chronic conditions (diabetes, hypertension, arthritis, heart disease, etc.)
- **Health Care Experience** - Familiar with health care system, but may not have a primary care provider
- **Reliability** - They value reliability, and have a strong need for a reliable healthcare provider who can offer care across multiple platforms
- **Snowbird** - Spends part of the year in a different state and needs seamless access to care while traveling or while staying in a different location for an extended period of time



Direct

LiveWell

- Established brand recognition in the Chicago area, focus on wellness through their app and website.
- Lacks the specific, dedicated focus on the 55+ chronic illness demographic that OSF is targeting.

Direct

Oak St. Health

- Targets Medicare patients, known for their focus on value-based care and dedicated clinics for people 55+ and strong community presence.
- Does not offer the same level of digital integration and 24/7 access that OSF aims to provide.

Adjacent

WellBe
SENIOR MEDICAL

- Home based primary care, extremely convenient for those with mobility issues.
- Does not offer the same level of clinic based services that other competitors offer.

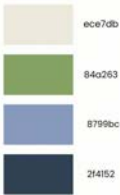
OSF Complete Care 55+ Strengths (Unique Benefits)

- Hybrid Care Model (Combines in-person clinic visits with OSF OnCall digital tools, offering flexibility and convenience)
- Convenience and Accessibility (24/7 access to care services, extended clinic hours, pre-visit coordination)
- Personalized care plans and goals
- Ability to target already existing OSF patients and those familiar with the Little Company of Mary (Also expands the digital reach of OSF On Call)

Big Idea : Primary Care, *Your Way*

We wanted to emphasize how OSF's 55+ program can make the lives of those who use it simpler, taking the worry out of their hands and easing their minds. When they suffer from chronic pain, our goal is to soothe several pain points customers experience when dealing with healthcare.

Moodboards



Poppins - Logo & Heading Text
Libre Franklin - Body Text



#5AD880



#5E8BDF



#2D2D2D

**Primary Care,
Your Way**





- Chain links - Connecting patients with OSF 55+
- Abstract infinity symbol - OSF 55+ is there for you 24/7
- 2 C's from Complete Care
- Blue - When patients see blue, they will feel that they are in a safe environment, which can help build confidence in their caregivers.
- Green - Green symbolizes health, growth, and safety. It reinforces a sense of healing and well-being.

Primary Care, *Your Way*

Healthcare that fits your lifestyle.

Find out more at osfcompletecare.org





Primary Care,
Your Way

Whenever you want,
wherever you want.
Access 24/7 care,
the simple way.

Healthcare fits
your lifestyle.
Find out more at
osfcompletecare.org

OSF Complete
Care 55+



Internal Bus Ads

Brazel & Castro

Primary Care, *Your Way*

Managing ongoing health conditions
doesn't have to feel overwhelming.

Visit osfcompletecare.org and find
out how to enjoy flexible and
easily accesible care.



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External Transportation Ads



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Healthcare made simple for



Primary Care, *Your Way*

OSF  Complete
Care 55+

Find out more at
osfcompletecare.org



Billboard

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Primary Care, *Your Way*

Healthcare made simple for you.



Find out more at osfcompletecare.org

OSF  Complete
Care 55+

Direct Mail/Postcard

Brazel & Castro



Who is it going to?

- Patients
- Supporters/Donors
- Partners/Collaborators
- Event attendees



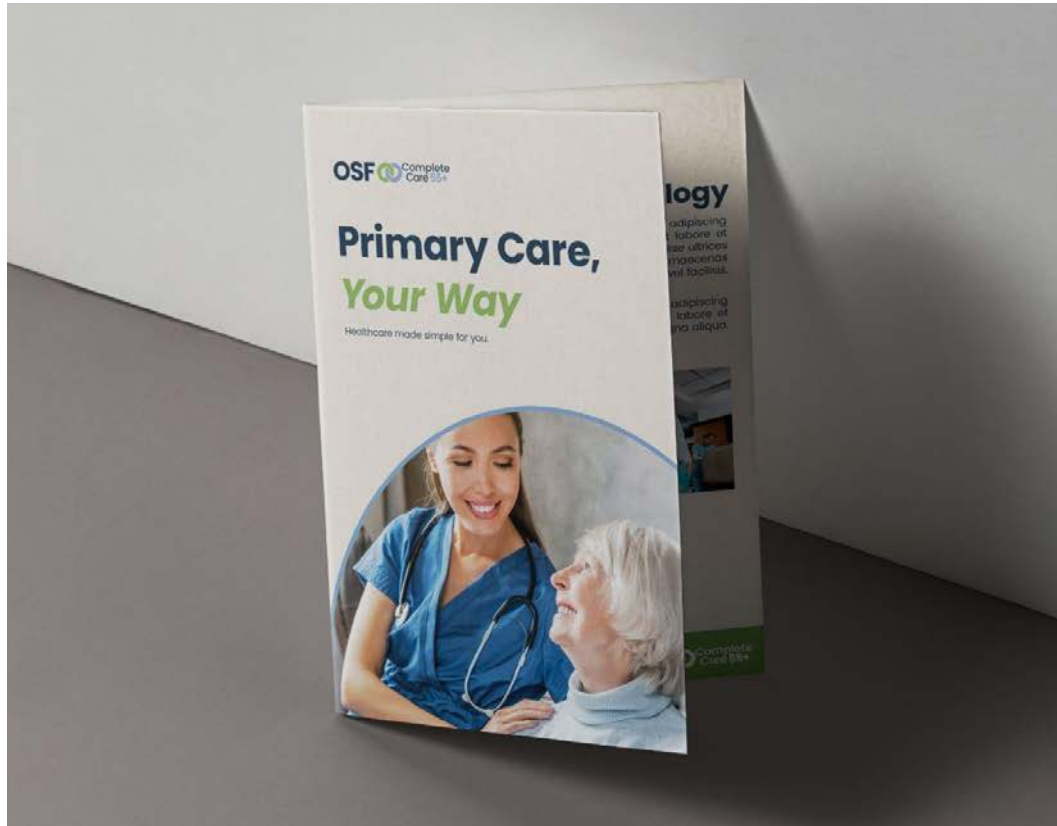
Magazine Print Ad

Brazel & Castro



What magazines does the audience read?

- The Chicago Tribune
- American Health Magazine
- The Healthy Nurse, Healthy Nation Magazine
- AARP The Magazine
- Family Circle
- Prevention
- Arthritis Today
- Heart Healthy Living



Where would this be found?

Patient brochures can be found in various OSF HealthCare locations, including waiting areas, patient rooms, and registration desks, as well as at Little Company of Mary Medical Center, where they are available in the lobby, patient care areas, and at designated information stations.



Where might these be handed out?

- Marathons
- Local Fairs
- Tabling



Instagram & Facebook Page

Brazel & Castro

Primary Care for



WE WILL HELP YOU



STAY ACTIVE

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MANAGE YOUR HEALTH

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ACCESS 24/7 CARE

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SERVICES

LOREM IPSUM

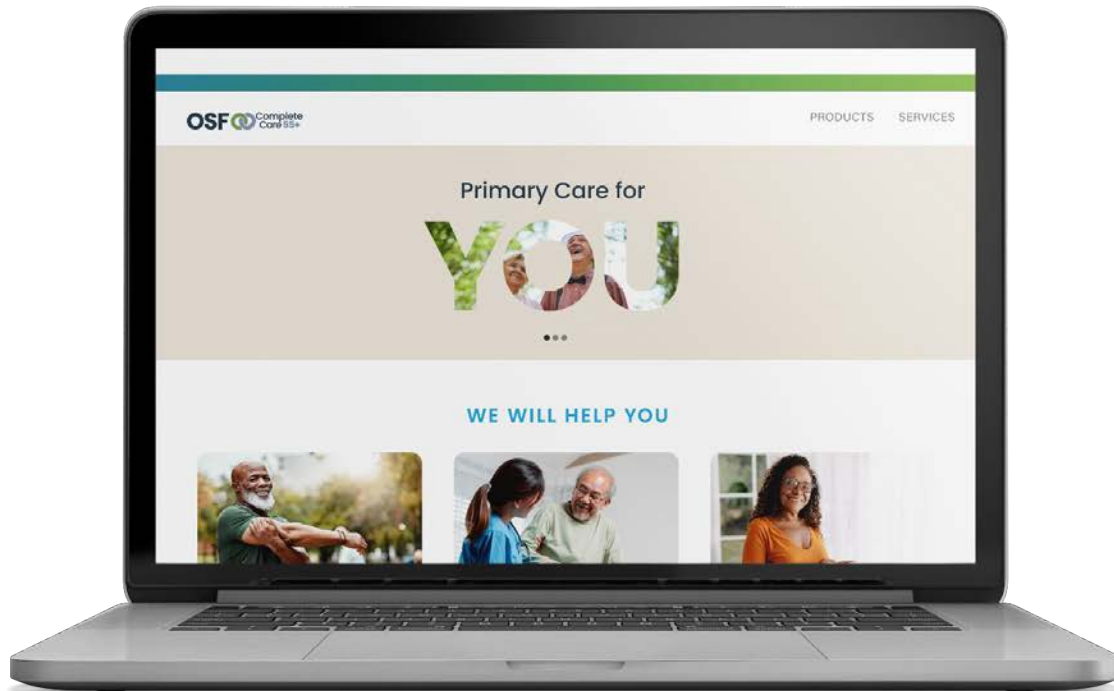
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CONTACT





Alternatively, a printed cup sleeve
can be used to advertise



Why is this the best way forward for OSF Complete Care 55+?

- Primary Care *Your Way* emphasizes that OSF Complete Care 55+ is designed to tailor to each individual's specific needs. (Takes into account their lifestyle and preferences)
- Chronic pain often involves multiple factors, but this program simplifies that by emphasizing comprehensive care models that focus on coordination.
- Taking this personalized approach fosters a stronger relationship between OSF Complete Care 55+ and its patients.
- The emphasis on *Your Way* places control in the hands of the patients.
- This approach emphasizes that chronic pain and conditions don't define someone's life, and they can have easy access to the support they need.