



OSF<sup>®</sup>  
HEALTHCARE

# OSF Complete Care 55+ Project

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## Mind Map: Product Goals

- Offer modern, convenient hybrid healthcare to those 55+
- Make healthy care easy and accessible for those 55+
- Save people time
- Have 24/7 personalized primary care
- Care that works around your schedule

## Mind Map: Target Audience

- Potential patients from within the local community
- Adults 50+ with commercial insurance and Medicare
- Retired first responders and civil servants
- External referral sources
- Employers in the area
- Media (local and national)

## OSF CompleteCare 55+ Benefits

- **Easily accessible**
  - 24/7 access to primary care services
  - Extended clinic hours for more convenient access to care
  - Fully integrated digital care options
- **Care coordination that saves you time**
  - Pre-visit coordination allows the patient to skip registration and maximize time spent with the provider
  - Access to a care navigator via text, phone or OSF MyChart for assistance with care coordination for things like scheduling an appointment, lab work, referrals and medication refills.
- **Care the way you want it**
  - Choice of in-person or virtual visits
  - Access to labs in-clinic or at home
  - Remote exam kits for patients to complete a visit from anywhere
- **Proactive prevention, support and education**
  - Personalized care plan and goals
  - Access to continuous monitoring for ongoing health conditions
  - Technical support for the use of digital care options
  - Interactive group sessions combining health education and support to help you manage ongoing health conditions.

# Mind Map: The Competition

## Direct:

### Advocate Health Live Well

- Features:
  - Message your doctor, manage appointments, practice guided meditation, find healthy recipes, family health management, virtual care (video or e-visits), health quizzes (find out your level of risk for common conditions), anyone over 18 can sign up even if they aren't a Advocate Health Care or Aurora Health Care patient, and insurance can cover costs.

### Oak Street Health

- Features:
  - Primary care, wellness & preventive care, specialty care referrals, specialty care. They also offer clinical programs such as mental healthcare, advanced care planning, disease management, mail-order Rx, and over-the-counter delivery service.
- Mission
  - Quality healthcare should be available to everyone regardless of income or background

## Indirect:

### Weiss Senior Care

- Features:
  - Education programs, Exercise classes and therapeutic groups, Oil & watercolor classes, Dance classes, Free health screenings, Support groups, VIP members lounge access, WISE Newsletter
- Can walk in, fill out online form, or call them to sign up
- Mission:
  - Provide access to compassionate, individualized, quality care to everyone

### Amazon One Medical

- Features:
  - Same/next-day appointments, in person or over video, longer appointments so you don't feel rushed, drop-in lab services, covering everything from physicals and chronic care to mental health, primary care offices in a variety of US cities, and providers who are compassionate and are at experts at medicine.
  - Mobile App:
    - Get 24/7 on-demand care nationwide via Video Chat or Treat Me Now at no extra cost, send and receive secure messages with a provider, easily access your health records and care plans, request prescription refills and renewals, book an in-person or remote visit in a state where we have offices.

# Consumer Profile



**Name:** Gerald Boggs

**Age:** 57

Gerald has lived in the Evergreen Park neighborhood for 30 years. He works as a bank teller, and likes to play golf in his free time. He has been having problems with his diabetes, and his knees are starting to feel stiff. He has been having trouble with his doctor because his doctor's office isn't open when he needs them, and he hates how they rely more on video calls. He feels like he isn't getting the help he needs as wants to have a more personalized goals towards him.

# Our Big Idea

**Tagline:** Care that fits your life

## Campaign Focuses

- Easily accessible
  - 24/7 access to primary care services
  - Extended clinic hours for more convenient access to care
  - Fully integrated digital care options
- Proactive prevention, support and education
  - Personalized care plan and goals
  - Access to continuous monitoring for ongoing health conditions
  - Technical support for the use of digital care options
  - Interactive group sessions combining health education and support to help you manage ongoing health conditions.

# Moodboard

## Color Palette:



## Typography:

**Display/Header: PT Serif**  
(Font they use for brand consistency)

**Body/Text: Nunito**



# Moodboard Reasoning

## Color Palette:

- Brand consistency
- Comforting, welcoming & friendly
- Blue = Reliability, trust & medical
- Creme/Yellow = Comfort & happiness

## Typography:

- Brand consistency
- Body font is listed as one of the most calming fonts

## Moodboard Images:

- Represents medical aspects
- Represents active aspects
- Blend between healthcare and patient activeness
- Showing patients being active reinforces that we are not focusing solely on the elderly
- Inclusive and avoids being ageist

# Chosen Logo Design





# Direct Mail Design



These direct mail pieces will be:

- Mailed to households recorded to have inhabitants of the age of 55 or higher
- Handed out or displayed in corporate offices as well as primary care doctor offices

# Patient Brochure Design



These brochures will be:

- Mailed to households recorded to have inhabitants of the age of 55 or higher
- Handed out or displayed in corporate offices as well as primary care doctor offices
- Displayed and available to take in hospitals

# Physical Advertisement Touchpoints



A report from the United States Postal Service found that:

- “Results of [the] study showed that regardless of age, physical ads were more effective than digital in leaving a lasting impression”
- “For younger participants, the ads designed to elicit an emotional response were generally more effective than the ads that focused on describing a product's function... this was not the case for older adults, for whom the functional appeals were more effective, especially when presented in physical format”

Source: [Advertising Effectiveness and Age](#)

# Radio AD

## Radio Ad

"Life doesn't slow down after 55, and neither should your health care! OSF 55 Plus is here to keep you active, healthy, and connected—with personalized care, wellness programs, and expert support tailored just for you."  
OSF 55 Plus— Care that fits YOUR life!

## Possible Radio Station:

93.3 The Drive

95.5 GLO

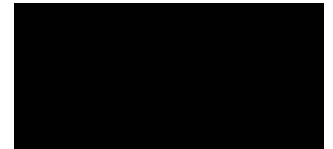
KZ 102.3

90.3 WEJF-FM

I heart Radio

( all of these stations are the most popular with 55+)

Audio for ad



# TV AD

This ad effectively targets the 55+ demographic by highlighting OSF HealthCare commitment to personalized, compassionate care tailored to older adults. It strikes an emotional tone, showing real people in everyday, relatable moments—emphasizing dignity, independence, and trust. The warm visuals, soothing narration, and clear messaging build a sense of security and community. The branding is subtle but consistent, and the call to action is clear without being pushy. Overall, the ad fosters a feeling of reassurance and respect, making OSF 55+ feel like a thoughtful choice for healthcare in later life.



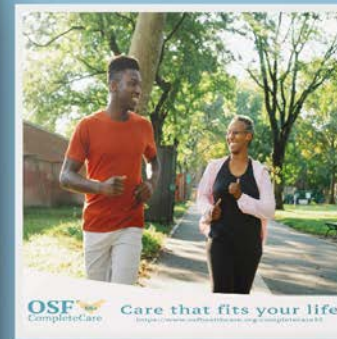


# Community Ad

For this ad we thought a collaboration between OSF and the YMCA would be smart since there are multiple locations in Chicago ( and staying active is important for health). 52% of pickleball players are 55+ so a tournament targeted for those in this age group is the perfect idea!



# Touchpoint - Facebook



# Touchpoint - Billboard





# Touchpoint - Paper Media



- Can be used in paper media such as:
- Chicago Tribune
  - Daily Herald
  - Chicago Health
  - Chicago Magazine

# Poster Ads



# Merchandise



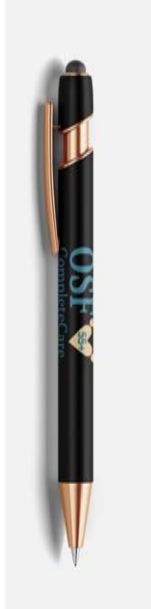
**Fridge Magnet:** these would play as a reminder for those who see it, that doctors visits can be easier!



**Pickleball Paddle:** To go with the YMCA collab special paddles would be made!



# Merchandise



# Conclusion

In conclusion, our campaign centers on accessible, personalized care to effectively engage adults aged 55 and older. By highlighting the aspects of OSF Complete Care that resonate most with this demographic—namely, ease of access and tailored healthcare plans—we aim to connect with their needs rather than relying on age-based messaging. Our approach integrates physical, digital, and event-based marketing strategies. Research indicates that physical and event marketing are particularly effective for older audiences, while our digital efforts are carefully targeted to platforms popular among this age group. Overall, the campaign strikes a thoughtful balance between showcasing healthcare for aging individuals and promoting active lifestyles, ensuring we resonate with the full spectrum of the target audience without alienating those on the younger end.