

# OSF

## CompleteCare 55+



Lilly Hudson-Opengo and Annika  
Pastrana

The OSF CompleteCare 55+ campaign aims to introduce a unique hybrid healthcare model for individuals 55+ with two or more chronic conditions, specifically targeting the Southside of Chicago around Evergreen Park. This marketing strategy is designed to **drive demand for this innovative care model**, making it feel **fun, exclusive**, and **something everyone will want to be a part of**. By focusing on the emotional connection, we will encourage the audience to make the switch to OSF CompleteCare 55+ for their primary healthcare needs, showcasing the **program's flexibility, 24/7 care access, and personalized support**. With **direct consumer marketing**, we will **emphasize the significant benefits** of this new model, ensuring it resonates with those who may not realize they need it, but truly do.

## Adults Aged 55 Years and Older

Individuals managing two or more chronic conditions  
Individuals seeking consistent, personalized care  
Adults looking for accessible, coordinated health support  
Adults who want to stay independent, active, and informed



## Family Members and Caregivers

Children, spouses, or loved ones who help manage health and appointments  
Adults looking for a trusted, proactive care team  
Caregivers who benefit from knowing their loved one has access to care 24/7

## Employers and HR Managers

Valuable outreach for companies with older employees approaching retirement  
Looks to offer proper support and benefits to retain experienced staff  
Ideal for union reps, municipal agencies, or industries with long-serving employees

## Reannon Brant



**Age:** 65 years old

**Location:** Evergreen Park

**Income:** Fixed, Medicare

**Health Conditions:**

Diabetes and

Hypertension

**Values:** Convenience,  
proactive healthcare, and  
personalized attention

### Services Used

- Uses CompleteCare 55+ to get regular checkups.
- Uses CompleteCare 55+ to call the care team with urgent questions.
- Uses CompleteCare 55+ to use telehealth communication when she's on vacation with her family.

### Customer Retention Tactics

- Offer tech support for telehealth tools
- Provide annual checkups for loyal customers
- Host health seminars
- Notifications through email or text for seamless communication

### Customer Pain Points

- Difficult Navigating Digital Tools
- Skepticism About Remote Consultations
- Worried About Losing Independence
- Nervous About Having Rotating Medical Providers

### Benefits

- Hybrid Care Model
- 24/7 Medical Support
- Medication Management
- Health Tracking

OSF CompleteCare 55+ is a personalized primary care program designed specifically for adults aged 55 and older who are managing two or more chronic conditions. It **combines in-person visits, 24/7 virtual care, and digital health tools to provide flexible, coordinated, and ongoing support.** All with a dedicated care team that truly knows the patient. It's **healthcare that fits your life**, whether you're at home, on the go, or managing multiple appointments. It's not just about treating illness, but about **helping older adults stay independent, feel supported, and live life on their terms.**



Patients within Advocate Aurora Health system  
Digital platform to streamline health  
Health record access & appointment management  
Direct communication with doctors & virtual care  
Wellness resources  
Proxy access for family health information



Primary care network for older adults  
Primarily for those with Medicare  
Part of CVS Health, founded in 2012, 170 centers  
Comprehensive primary care  
Personalized care plans  
Integrated health services



In-home medical care  
For seniors with chronic conditions  
24/7 nurse hotline  
Mental health services  
Creates personalized care plans



Membership based with pay per visit options  
24/7 virtual care through mobile app  
Over 150 offices in the United States  
5 family member option for reduced rates

## Direct/Indirect Competition

### Direct:

- Advocate Health LiveWell Wellness App.
- Oak Street Health (focused on seniors).

### Indirect:

- Weiss Senior Care (WISE Program).
- Amazon One Medical.
- WellBe Senior Medical.

## Who is the Audience?

- Adults 50–65 with commercial insurance.
- Adults 65+ with Medicare or supplemental insurance.
- Retired first responders and civil servants.
- Residents in **Evergreen Park, Beverly, Mt Greenwood, Burbank, Oak Lawn.**
- **Snowbirds** needing continuous care across states.
- OSF patients and their networks.
- Companies (B2B)
- Employers in the area

## What is the Brand (Product)?

- **OSF CompleteCare 55+:** Hybrid healthcare combining in-person and virtual care for those 55+ with chronic conditions.
- 24/7 access to care, remote monitoring, and personalized care plans.

## How Best to Engage with the Audience (Touchpoints)

- **Website page** integrated into OSF site.
- **Direct mail** to 50+ households in core neighborhoods.
- **Email marketing** for updates and education.
- **Community events** and grassroots outreach.
- **Print ads** in local media (Beverly Review, Chicago Health).
- **TV & radio commercials** targeting seniors.
- **Social media** posts, community group engagement, and boosted content.
- **Patient brochures** and **waiting room posters**.
- **Local partnerships** (e.g., Dunkin Donuts) for brand awareness.
- **Bus stop signage** and **pole banners** in high-traffic areas.
- **Booth at marathon/walkathon** (sponsor or informational booth)

### Promo items:

- Wearables, first aid kits, chargers, stylus.

## Big Idea (Selling Argument)

- Peace of mind
- Stability
- More time to live life
- Living to your fullest
- Stay active and independent
- Be in control of your health
- New experiences
- Support specifically fit for you



## Live the Life You've Imagined

OSF CompleteCare 55+ gives individuals the **freedom** to live the life they've always dreamed of, more time for the things that matter most. With **24/7 care access**, **digital health tools**, and **personalized care**, we remove the hassle of healthcare so that you can focus on **maximizing your life** and experiences.

Whether it's **gardening**, **sports**, **reading**, or spending time with loved ones, OSF CompleteCare 55+ enables you to pursue passions you never thought you'd have the time for.

**Campaign Image Idea:** A person enjoying a hobby (gardening, sports, or reading), taking a break to **call their OSF care team**, seamlessly integrating health management with a fulfilling lifestyle. The flexibility of **virtual care** makes it possible, even for **snowbirds** on the go.

**Key Message:** More time, more freedom —**Care that fits your life 24/7**

# Logo Design

CompleteCare 55+

CompleteCare 55+

CompleteCare 55+



# Touchpoints



- Serves as the central hub for the 55+ campaign
- Educates visitors on OSF's hybrid care model
- Makes it easy for users to take action — schedule a visit, sign up for OnCall, or get help

Prototype:

<https://www.figma.com/proto/vF34qNIXx6lITPivXCDjqW/Mood-Board-Ideas?page-id=0%3A1&node-id=5-11&viewport=-133%2C-558%2C0.12&t=zZ97qVIYpvpUX6tB-1&scaling=scale-down&content-scaling=fixed>

## Using SEO to Build Awareness & Trust for OSF CompleteCare 55+

Implementing a **strategic SEO approach** can help OSF build long-term trust and visibility with adults 55+ and their caregivers. By creating optimized blog content that links back to the homepage and key landing pages, OSF can improve its Google rankings for common health-related searches. Targeting keywords around chronic condition management, virtual care, and Medicare options not only improves visibility, but aligns with Google's E-E-A-T standards (Experience, Expertise, Authoritativeness, Trustworthiness), helping position OSF as a credible, compassionate provider in both local and out-of-state markets (e.g. Florida/Arizona snowbirds).

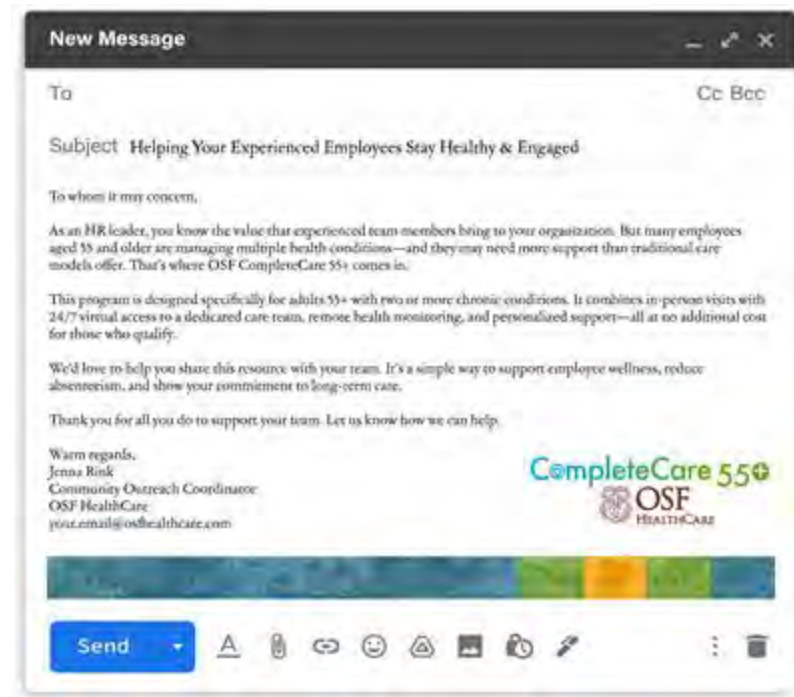
- **Target relevant keywords** like "chronic care 55+", "virtual care for seniors", "hybrid healthcare Chicago", and "Medicare virtual care"
- **Create blog articles** that answer real questions (e.g. "How can seniors manage chronic conditions virtually?")
- **Link blog content** back to OSF CompleteCare 55+ homepage and appointment scheduler to drive conversions
- **Use location-based terms** to appear in searches like "senior clinics near Evergreen Park"
- **Highlight care benefits for snowbirds** to reach patients in Florida/Arizona searching for care continuity
- **Incorporate E-E-A-T** by featuring medical professionals as authors or quoted experts in content
- **Add schema markup** and metadata for better search engine visibility and credibility



## Sent to Primary Audience

Image links to website homepage

Qualify button leads to a qualification page



## Sent to Outreach and Referral Audience

Logo links to website homepage

Beneficial for employers and HR managers



## Benefits of Physical Mail for Primary Audience:

78% of adults aged 55+ read direct mail  
day of delivery

Half of Americans aged 50+ prefer  
receiving offers through direct mail

89% of seniors expect and look for offers  
in the mail

65% of seniors report to enjoy checking  
their mail



## Benefits of Physical Mail for Outreach Audience:

Direct mail achieves higher response rates of 2.7% and 4.4%

Increased brand recall by 40%

Enhanced engagement rate of 95%



Explains the program clearly

Builds credibility and trust

Shareable with family and caregivers

Photos build emotional connection



# Chicago Health

Real Patients. Real Doctors. Real Healthcare.

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Q



## A New Kind of Care

How One Woman Found Health Support Without Leaving Home

Above photo: Through OSF CompleteCare 55+, Margaret, 68, chats with her doctor from the comfort of her kitchen—one of many virtual visits that have helped her stay on track with her health goals.

By Dylan Thomas Doyne, Loyola University

When Margaret Sanders turned 68, she never imagined managing her health would get easier. But after enrolling in OSF CompleteCare 55+, a new program from OSF HealthCare, she discovered a more personal, flexible way to stay healthy—without the stress of frequent clinic visits or long wait times.

OSF CompleteCare 55+ is designed for adults 55 and older who are living with two or more chronic conditions. The program offers a unique blend of traditional in-person care and modern virtual support, giving patients 24/7 access to a dedicated care team, digital monitoring tools and personalized care plans. For patients like Margaret, who manages arthritis and high blood pressure, that kind of access has been life-changing.

"It feels like they actually know me," Margaret says. "I can message my care team any time or schedule a video visit if something comes up. It's made a huge difference in how confident I feel about my health."

With a growing number of older adults looking for ways to stay independent and in

Enter Your Email Address

GET THE LATEST HEALTH NEWS DIRECTLY IN YOUR INBOX

First Name

Last Name

Email Address \*

Zip Code



## Health support that moves with you

by Jim Ross 21 hrs ago



**CompleteCare 55+**  
OSF  
HEALTHCARE

With OSF CompleteCare 55+, patients can get personalized care wherever they are, making it easier to manage their health. This program is designed to help older adults stay independent, informed, and proactive about their health. Unlike traditional care models, CompleteCare 55+ offers a more connected, personalized experience—ensuring that every patient has the support they need, when and how they need it. From managing chronic conditions like diabetes or



OSF HealthCare has launched a groundbreaking program designed to make managing chronic health conditions easier, more convenient, and more personal for adults aged 55 and older. Called OSF CompleteCare 55+, the new service blends in-person care with virtual visits, 24/7 access to a dedicated care team, and smart digital health tools—all tailored to meet the unique needs of older adults.

Whether at home or on the go, patients now have more control over their health care than ever before.

The program was created with the goal of empowering older adults to stay independent, informed, and proactive about their health. Unlike traditional care models, CompleteCare 55+ offers a more connected, personalized experience—ensuring that every patient has the support they need, when and how they need it. From managing chronic conditions like diabetes or

### Most Popular

Articles

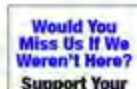
- Balanced attack lifts Br. Rice past St. Rita
- Katsirio starts powerlifting club at St. Rita
- Lefty duo lifts Br. Rice to win on new field
- St. Barnabas alumni star for St. Ignace
- Schultz
- Mena seeks input about renaming Rock/Island Line
- Hanson Wins 3rd state title
- Vandepool names Davis new principal
- Cherry ready to help lead Marist soccer
- Withers' return from injury sparks Marist in anniversary year

### Newsletters

#### News Updates

Would you like to receive our news updates? Sign up today!

Manage your lists



## Other Local Options:





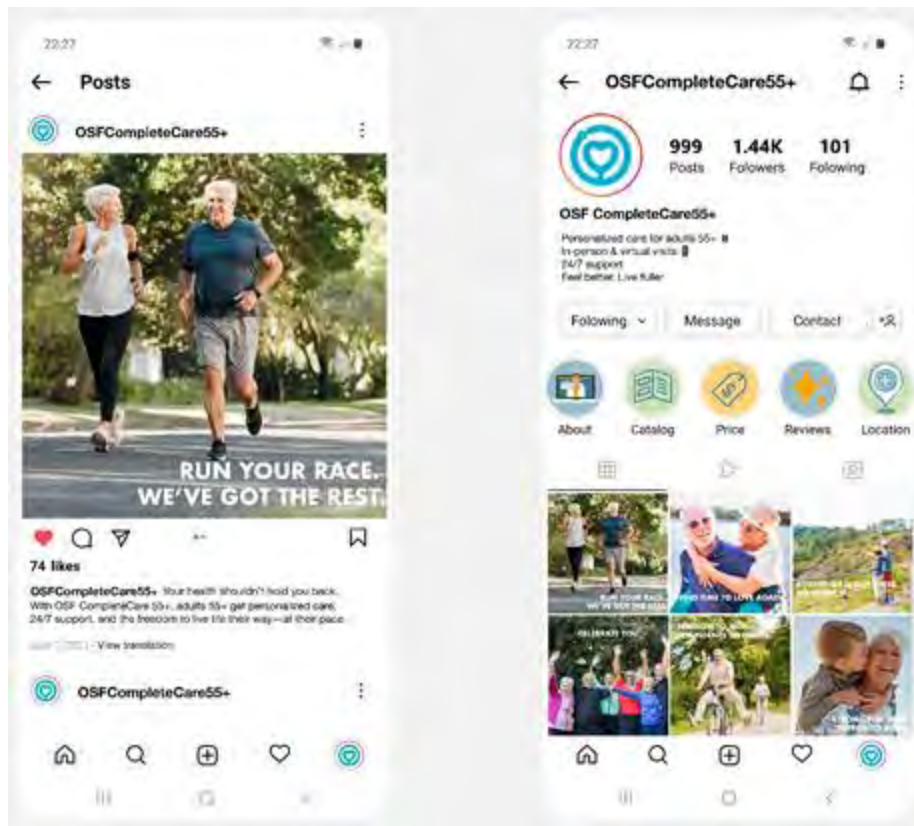




- **Targets adults 55+ and caregivers** where they're already active online
- **Visually engaging** with warm imagery and clear text
- **Optimized for shareability and engagement** within local communities









Visit [osfhealthcare.org](https://osfhealthcare.org)  
for more information!



**LIVE THE LIFE YOU'VE  
IMAGINED**

CompleteCare 55+

Live your life with those you love—  
freedom, support, and health that's  
always there!





CompleteCare 55+  
osfhealthcare.org



**LIVE THE LIFE  
YOU'VE IMAGINED**

Your health, your way. Care that fits  
into your lifestyle, wherever you are

CompleteCare 55+  
osfhealthcare.org



**CONVENIENCE FOR  
YOUR ACTIVE LIFE**

Wherever life leads, your health  
is in good hands.





Banners



Imagery portrays independence, vitality, and movement

Motivational message

Clear, benefit-focused messaging



Promotional Boards



The advertisement is split into two main sections. The left section has a dark blue background with white text. The right section features a photograph of an elderly couple smiling and raising their arms in a celebratory gesture outdoors, with sunlight filtering through the trees. The headline is overlaid on the bottom right of the photo.

**CompleteCare 55+**  
OSF  
HEALTHCARE

Health care designed  
for adults 55+ with  
chronic conditions. It's  
personalized, flexible, and  
at no extra cost.

See if you qualify today!

[osfhealthcare.org](http://osfhealthcare.org)

**CARE THAT FITS YOUR LIFE,  
NOT THE OTHER WAY AROUND.**

Emotionally resonant Imagery  
Powerful, Person-Centered Headline  
Warm, welcoming, and informative



Promotional Boards

An elderly couple, a man and a woman, are shown in a lush garden. The man is holding a yellow watering can and spraying water upwards, while the woman stands next to him, both laughing joyfully. They are wearing green overalls over their patterned shirts. The background is filled with green trees and a white house. The overall mood is bright and cheerful, with sunlight filtering through the leaves.

CompleteCare 55+  
OSF  
HEALTHCARE

**STILL MOVING.  
STILL LAUGHING.  
STILL COVERED.**

Personalized care for adults 55+  
with virtual + in person + 24/7 support.

Visit [osfhealthcare.org](https://osfhealthcare.org)  
for more information!

Joyful, active visual storytelling

Strong, rhythmic headline

Clear, straightforward benefits





Promotional Boards

# WALK STRONG. GIVE BACK.

Join us for a special walkathon benefiting the Firemen's Annuity and Benefit Fund of Chicago. Every step supports the health, retirement, and legacy of Chicago's bravest.

Saturday, September 21, 2025

Humboldt Park Boathouse  
1301 N. Humboldt Dr.  
Chicago, IL 60622

Check-in: 8:00 AM  
Walk Starts: 9:00 AM



Hosted By  OSF CompleteCare 550 

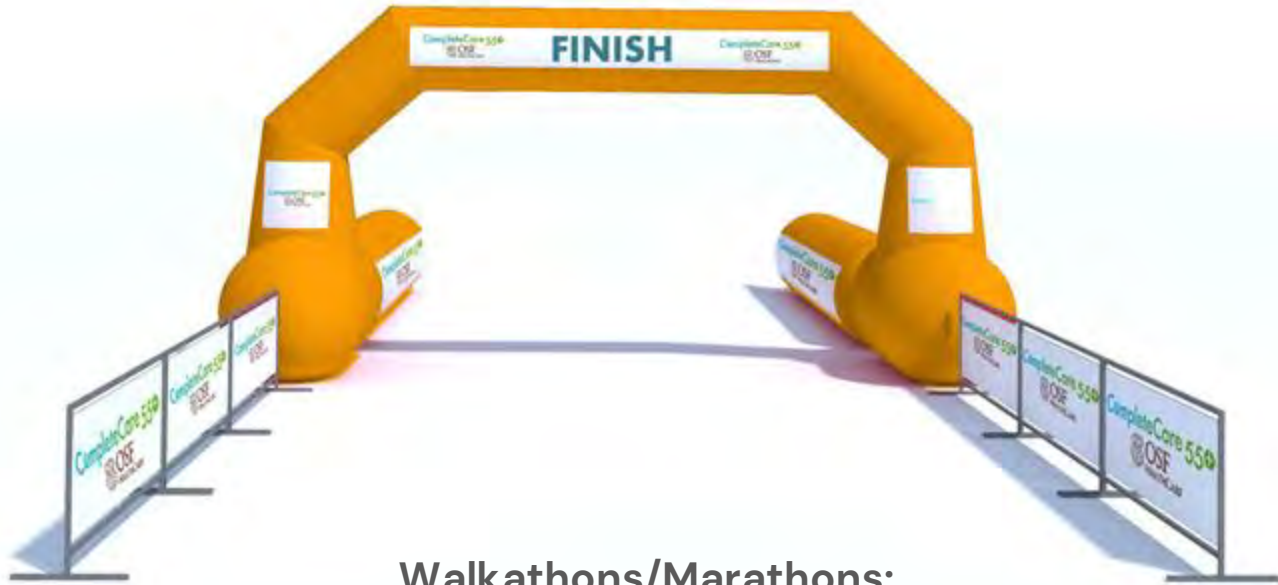
Strong, action-oriented headline

Meaningful and mission-driven

Warm, inspiring imagery



Promotional Boards



## Walkathons/Marathons:



Aligns with the Program's values while honoring local heroes and building trust



Water bottle stations at  
certain mile markers

Flags to mark miles or  
sponsored booths





OSF<sup>®</sup>  
HEALTHCARE  
CompleteCare 55+

**DUNKIN'**  
**YOUR HEALTH. YOUR WAY.**

SIGN UP FOR OSF COMPLETE  
CARE 55+ AND ENJOY A FREE  
COFFEE & DONUT ON US!

Modern, flexible care for adults 55+, in-person and online.

QR code

## Collaboration Ideas

### “Coffee & Care” Mornings

Host weekly or bi-weekly morning events at Dunkin’ (or even at the OSF Clinic with free Dunkin’ coffee) just for the 55+ crowd.

- Free coffee with OSF sign-up
- Short wellness chats or screenings
- Tech help for using the OSF OnCall app

### Your First Visit, Our Treat

Sign up for OSF Complete Care 55+ and receive:

- A **free donut & coffee voucher** from Dunkin’

OSF  
HEALTHCARE  
CompleteCare 55+



**DUNKIN'**

YOUR HEALTH. YOUR WAY.



**SIGN UP FOR OSF COMPLETE  
CARE 55+ AND ENJOY A FREE  
COFFEE & DONUT ON US!**

*Modern, flexible care for adults 55+, in-person and online.*



**A NEW KIND OF CARE IS BREWING**

**INTRODUCING OSF COMPLETE  
CARE 55+ – YOUR NEIGHBORHOOD  
CLINIC – HYBRID, FLEXIBLE, &  
MADE FOR YOU!**

*Visit • sign up • Free Dunkin' treat*

**9822 S Western Ave Chicago, Illinois**





Practical utility  
Durability and safety  
Promotes health and wellness  
Environmental Responsibility



### **Step Tracker:**

- Encourages physical activity
- Monitoring and goal setting
- Health awareness



### **First Aid Kits:**

- Immediate response to minor injuries
- Emergency preparedness
- Customization for individual needs



**Stylus** and **portable charger** to promote the usage of electronic devices

**Popsockets** to help ease arthritis





Apparel











- **Strong 55+** listenership, trusted personalities, wide Southside coverage



- **Classic Hits** – Appeals to nostalgic listeners, ideal for 55+ audience



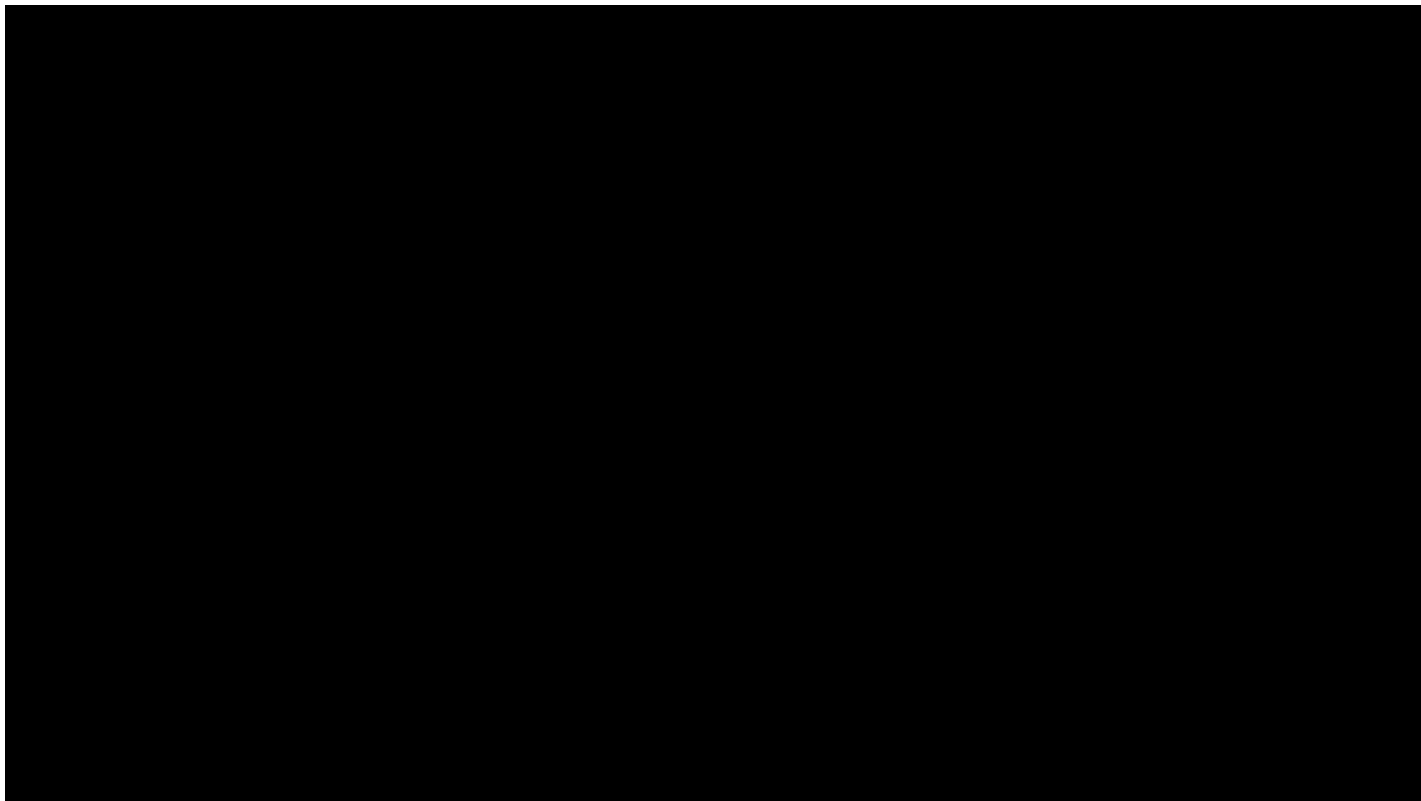
- **Talk Radio** – Engages 55+ with news and lifestyle content, local reach



- **Variety/Talk** – Mature audience, flexible ad spots, neighborhood-focused



- **Provides in-depth news**, cultural programming, and discussions that engage the 55+ demographic.



Video Commercial

At the heart of OSF CompleteCare 55+ is a simple promise: **care that fits your life—not the other way around.** Through personalized support, 24/7 access, and community-rooted engagement, we're not just offering a service—we're building a relationship that **supports independence, wellness, and dignity** for adults 55 and older. This campaign goes beyond awareness. It invites people to **feel seen, supported, and empowered**—because everyone deserves care that keeps up with who they are, and where they're going.

Our campaign stands out because **it doesn't just inform—it connects.** By centering real people, real stories, and meaningful community touchpoints, we've built a strategy that's not only tailored to the needs of adults 55+, but deeply **rooted in trust, visibility, and lasting impact.**

# Thank You!

Questions?