

OSF CompleteCare 55+

By: Rebecca Golde & Suly Siet



Objective

The objective is to create a campaign with a united big idea for OSF's new program CompleteCare 55+ that shows consumers why they should use it. This will be done through a series of touchpoints. The end goal is that consumers realize their need for CompleteCare 55+.

What is the brand? (Product)

- OSF CompleteCare 55+ is a hybrid way to get healthcare. It is an in-person clinic with virtual care options.
- It is for patients who are 55+ with at least two chronic conditions. Patients under 65 have commercial insurance.
- Once patients are 65+ they will carry Medicare (and/or supplemental insurance).

What is the brand? (Product)

- OSF CompleteCare 55+ is a personalized primary care program designed for individuals aged 50 and older with at least two chronic conditions. It offers flexible in-person and virtual care, 24/7 access to a dedicated care team, remote monitoring, and health education to empower patients in managing their well-being. This modern approach simplifies care with streamlined coordination, ensuring convenience and efficiency. It is ideal for snowbirds, as it allows for continuous care across multiple states. The program primarily targets existing OSF patients and those familiar with the health system, addressing a significant population in key neighborhoods while expanding access to comprehensive, patient-centered care.

Who is the audience?

- The target audience consists of adults aged 50-65 with commercial insurance and seniors 65+. These patients have a mix of commercial insurance and Medicare. This includes retired first responders and civil servants. They reside within five core neighborhoods and three submarkets in the local community.
- Additionally, the profile includes external referral sources and employers in the area who may seek healthcare services for their workforce. OSF will also engage with local media to enhance visibility and credibility.
- They are also targeting snowbirds, which are people who travel in winter to other states (currently Florida and Arizona, and they will add additional states as the program grows).

Consumer Profile



- Age: 50+
- Likes: Biking, walking, outdoors, vacationing in warmer states, being active, family, playing pickleball, reading, gardening, sewing, cooking, fishing, nature, religious places (churches, temples, mosques, synagogues)
- Dislikes: cold weather, wasting time, service that takes a long time
- Preferred Channels: national geographic, the news, newspapers, email, messages, facebook

Where is the competition? (Direct)

Direct

- Oak Street Health (801 W Lake Ave, Suite 200, Peoria, IL)
 - Specializes in caring for older adults on Medicare
 - Able to find clinics and doctors near you
 - Able to check your Medicare, Medicare advantage plans, and check your coverage
 - Includes articles about exercise, tips to protect yourself, your heart from cold weather, and transitional care management
- Advocate Health Live Well
 - Virtual Healthcare: Message your doctor, manage your appointments, practice guided meditation, pay your bills, and find healthy recipes
 - Manage your family's accounts

Where is the competition? (Indirect)

Indirect

- WISE Senior Program
 - Free Wellness Program
 - For adults aged 60 and older
 - Entitled to a wide variety of benefits, discounts, and services
 - Education programs, exercise classes, therapeutic groups, oil & watercolor classes, dance classes, free health screenings, support groups, VIP members lounge access, and WISE Newsletter

Where is the competition? (Indirect)

Indirect

- Amazon One Medical
 - Flu season (book flu shot)
 - One medical kids (healthy school year)
 - Amazon pharmacy (delivery)
 - Family orientated
 - Able to explore lab services, find a provider, in person & virtual appointment, longer appointments, cares for physical, chronic care, and mental health

Where is the competition? (Indirect)

Indirect

- WellBe
 - In-home mental and physical health services
 - 24/7 nurse hotline
 - Telehealth mental health services

Weaknesses of Competition

- None of these are for under 65 adults who have commercial insurance or say they offer health services for adults who travel.

What is your big idea? (Selling Argument)

Taking care of your health so you can —

- Take care of your grandchildren
- Take that trip
- Take that hike
- Take that win
- Take on that new path
- Take back your time

Big Idea - Expanded

The big idea is that OSF CompleteCare 55+ is taking care of its patients (their health) and doing so in a timely manner. This is because they are hybrid, and patients can make appointments online. This means that patients can travel during winter and still get healthcare. This big idea also explains that patients can do other things with their time because of the time that CompleteCare 55+ is saving. That way, patients can spend time doing other things they enjoy like spending time with family, their hobbies, going on a trip, doing new things, catching up with friends, etc.

Connected care, wherever life takes you

WELL / SET

Color 04

Sand

WELL / SET

Color 01

Green

WELL / SET

Color 06

Iris

WELL / SET

Color 02

Foam

WELL / SET

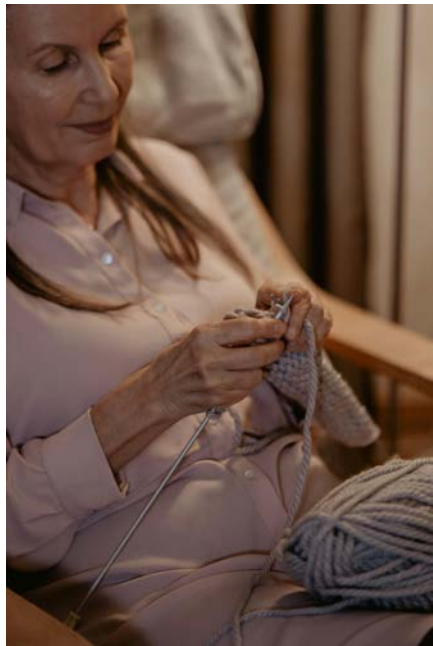
Color 07

Tan

WELL / SET

Color 08

Charcoal



Moodboard



Moodboard

CompleteCare



CompleteCare







FaceBook Ad - Target Market Ages 50-65



FaceBook Ad - Target Market Ages 50-65

 **CompleteCare55+**
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At OSF CompleteCare 55+ we take care of you and your health so you can have more time wit



CompleteCare 55+
connected care, wherever life takes you

Taking care of your health
so you can take care of them
Visit us: www.osf.com/osf/osf55plus

CompleteCare55+.com
Find out more here!

Learn more

   Joe Soap and 15 other

1 comment 1 share

 Like

 Comment

 Share

Bus Stop Billboard - Target Market Ages 50-65



Taking care of your
health so you can
take on that new
activity

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Find out more at CompleteCare55+.com

CompleteCare  55+

Touchpoints

Bus Stop Billboard - Target Market Ages 50-65



National Geographic Magazine - Target Market Ages 65+



National Geographic Magazine - Target Market Ages 65+



Community Park District Playbook - Target Market Ages 65+



Taking care of
your health so
that you can
take that win

Find out more at CompleteCare55+.com

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Community Park District Playbook - Target Market Ages 65+

online.flippingbook.com/view/839303131/92/

2025 Spring Digital Program Guide Pages: 92 - 93 / 126

ADULT TENNIS

EARLY BIRD REGISTRATION SAVE \$10 ON OR BEFORE MARCH 15

ADULT BEGIN/ADV TENNIS

This class is geared towards adults AGED 18+ who have little to no experience with tennis. It will focus on introducing the six strokes of the sport, as well as getting students to progressively rally a ball from an increasing distance from the net. Best play will also be allotted here. Advanced beginner classes are for players who can rally a ball back and forth and possess basic tennis knowledge. PDHA (ps)

SESSION: APRIL 6 - JUNE 28
Location: OC Recquet, Fitness & Gymnastics Center

Class	Days	Time	Cost
Adult - Adv	Tu	5:15-7:00P	\$100 (1st & 2nd)
Adult - Adv	Th	5:15-7:00P	\$100 (1st & 2nd)
Adult - Adv	Th	7:00-8:30P	\$100 (1st & 2nd)
Adult - Adv	Th	8:30-10:00P	\$100 (1st & 2nd)
Adult - Adv	Th	10:00-11:30P	\$100 (1st & 2nd)

ADULT ADVANCED TENNIS

This adult 2-hour class is geared towards higher-level players with 3+ years of experience. Players can consistently use forehands and backhands when rallying a ball 10-15+ times while playing. These players are working on improving their cover while hitting the ball, getting consistent with serves, and learning a lot of strategy. Players are playing 2 to 3 edges a week and should have at least an NTRP rating of 3.0. If you are unsure if this class is for you, you may ask an instructor and they will get you into the appropriate class. PDHA (ps)

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HIGH SCHOOL TENNIS

EARLY BIRD REGISTRATION SAVE \$10 ON OR BEFORE MARCH 15

JUNIOR VARSITY DROP-IN (HIGH SCHOOL PLAYERS ONLY)

Drop-in \$20/This class is a level above Teen Level 3. This class is a level below the Varsity Drop-in. This class is geared towards 30 high school team players and younger players with OLPD instructor's approval who are familiar with the game of tennis. The player should be participating in extra tennis activities each week, such as Sunday Walk-On Drills and/or private lessons with a coach. Junior Varsity Drop-in will introduce more competitive tactics and solidify some consistency and foot step. If you would like to add credits onto your account to use towards the drop-in fee, please see the front desk. PDHA (ps)

Location: OC Recquet, Fitness & Gymnastics Center

Class	Days	Time	Cost
Junior Varsity	Tu	5:00-6:00P	\$20/Player
Junior Varsity	Th	5:00-6:00P	\$20/Player

VARSITY LEVEL TENNIS (HIGH SCHOOL PLAYERS ONLY)

Drop-in fee \$20/Participation in a High School Tennis Team and younger players with OLPD instructor's Approval Required. This is a drop-in varsity level is tournament training that is geared for varsity level high school players. Like JV, it further players competitive tactical knowledge. Players in this class should already be able to rally the ball 10-20 times in the full court with depth. This player already has a good working knowledge of all six strokes and is able to direct the ball to all areas of the court. Many participants are already competing in USA sanctioned tournaments and/or playing matches at least twice per week. If you would like to add credits onto your account to use towards the drop-in fee, please see the front desk. PDHA (ps)

Location: OC Recquet, Fitness & Gymnastics Center

Class	Days	Time	Cost
Varsity	Tu	6:00-8:00P	\$20/Player
Varsity	Th	6:00-8:00P	\$20/Player

Taking care of your health so that you can take that win

Find out more at CompleteCare55+.com

CompleteCare55+
www.completecare55+.com

OLPARKS.COM

TENNIS SPRING 2025 93

Oak Lawn
park district

Local Newspaper - Target Market Retired First Responders & Civil Servants



CompleteCare 55+
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Taking care of your health
so you can take care of them
Find out more at CompleteCare55+.com

Local Newspaper - Target Market Retired First Responders & Civil Servants

- The Beverly Review for Beverly and Mt. Greenwood
- Burbank leader for Burbank
- The Reporter for Oak Lawn and Evergreen Park



ABC7 News Commercial - Target Market Retired First Responders & Civil Servants



Taking care
of your
health so that
you can take
back your
time

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Find out more at [CompleteCare55+.com](https://www.CompleteCare55+.com)

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Touchpoints

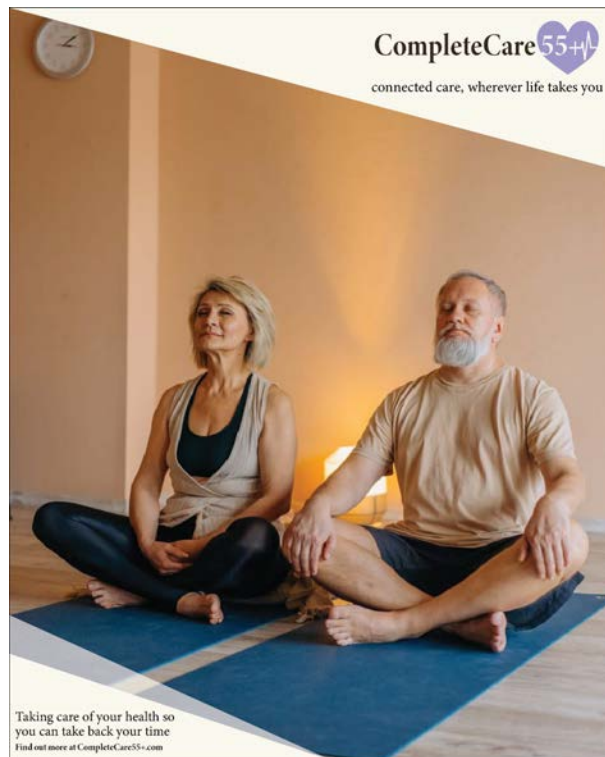
ABC7 News Commercial - Target Market Retired First Responders & Civil Servants




Business to Business Flyer

Businesses List

- Evergreen Smiles Dental (in Evergreen Park)
- Smith Village (in Beverly)
- Walmart (in Burbank)



AARP Travel Website Banner Ad - Target Market Snowbirds, External Referral

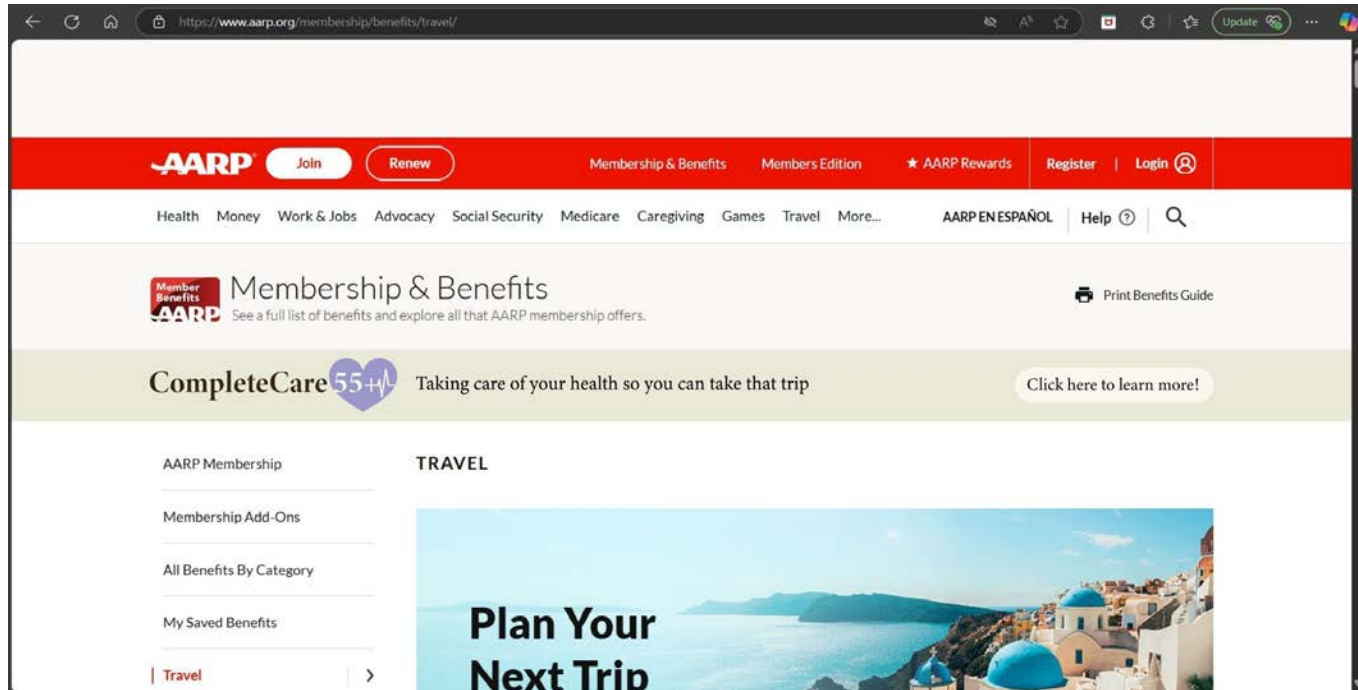
CompleteCare  Taking care of your health so you can take that trip

[Click here to learn more!](#)

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Touchpoints

AARP Travel Website Banner Ad - Target Market Snowbirds, External Referral



Touchpoints

Airport - Target Market Snowbirds



Taking care of your
health so you can
take that trip

CompleteCare 55+ 

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Find out more at CompleteCare55+.com

CompleteCare 55+ 

Touchpoints

Airport - Target Market Snowbirds



Dunkin' Flyer - Target Market External Referral

Dunkin' by
CompleteCare 55+
location on 9800 S
Western Ave, Evergreen
Park, IL 60805



30-Second Local Radio Ad - Target Market Media

Local radio ad - 94.7 (classic hits radio)

“Do you wish you could have everything you need for your healthcare in the palm of your hand? OSF CompleteCare 55+ offers both remote and in-person options for adults 50 and up that have both commercial insurance and Medicare! At CompleteCare 55+ we take care of your health, so you can take back your time. With CompleteCare 55+, you can spend less time on healthcare and spend time doing the things you love like spending time with family, friends, hobbies, and more! Visit CompleteCare55+.com and take back your time today!”

Conclusion

We believe that our big idea will be successful because there are a lot of touchpoints that have different ideas and use different platforms, yet still have one united idea behind it. Our big idea communicates to the consumer that with OSF CompleteCare 55+ they will save time. With that extra time that CompleteCare 55+ saves, consumers can do what they enjoy like spending time with family, friends, hobbies, and more. They can do healthcare how they choose, whether that is in-person or remotely.

The use of the different images of people living and enjoying their lives shows that healthcare does not need to stop or completely disrupt people's lives. We also used colors that communicate to the consumer that they're in good hands by using blue to represent trust, green for a balance between what things are offered with CompleteCare 55+, and purple to represent luxury for hybrid appointments and health education.

This campaign will represent the brand well because it shows who it aims to represent in a positive light, as it shows them going out and living their lives. It shows their lives not being disrupted by healthcare, but going on with their lives and having fun while doing so. This is why we think our big idea will work, as we think consumers are ready to take back their time.

Thank You!

CompleteCare