



UCFSHealthcare (Annual Report, Unique Direct Mail and Video)

The Challenge:

A community health center is more than a provider... it's a lifeline. From pediatrics to geriatrics a community health center surrounds a family providing trusted, compassionate care. But, in an era of "doc in the box" or "urgent care" solutions, it's challenging to convey why families will be better served (for generations) if they create a medical home with an accessible, affordable community health center.

The Solution: *Their story. Our Video.*

With a budget of less than \$20,000, UCFS Healthcare wanted to share multi-media messaging, focusing on the development of a long-form video that followed one family and one "favorite hat." The hat is initially much too large for the infant, but as the child grows, accessing UCFS' robust network of services along the way, he begins to grow into the hat – until one day, he hands over the hat to his grandfather staying at a UCFS residential care center. The now-teen replaces the worn-in UCFS hat with an ECSU hat – implying the lifelong care he has received has prepared him for the transition to adulthood.

The video was featured on social media, YouTube bump ads, and distributed, along with a hard-copy annual report via a mini-tv direct mail piece.





Direction: Meet our “family.” A black/brown, multi-generational family. Our focus will be on the journey of one child (likely male) and his relationship to UCFS as a patient. Through his experiences, his entire family benefits from the resources of UCFS, as well.



Scene: Coming home! Mom and newborn are coming home. We see the dad grab “everything” ... car seat, overpacked diaper bag, and another bag... and more. With one last spare hand he grabs a hat from the hook, car keys and is out the door. They walk in the door together as a family... doing a selfie.. hat goes back on the hook.



Direction: A word about our “lucky hat” ... it would be the same hat, from scene to scene, but would show wear and tear over time. Likely the hat will be neutral (ie, khaki) with JUST the embroidered icon, no full name, which will be too obvious for the tone of this message.



Scene: Baby's first pediatric appointment with a care providers at UCFS Healthcare. Fun family scene... which ends with the doctor putting dad's hat on the newborn. The journey begins.



Scene: Is that a fever? Dad, alone and just after work is concerned about his now pre-school child having a fever. Good thing that “Nightlight” is now available. Hat would be subtle in the scene... maybe hanging over the edge of the couch.



Scene: While dad is with the doctor, mom is able to walk over to the on-site pharmacy and get the necessary Rx/advice.



Scene: Father and son show sharing a fun memory, could be a local baseball game, time in park... or ideally the **sunflowers at Buttonwood**. Smile is drawn on the face of the flower... we zoom in on the smile... allowing us to cut away to...



Scene: The great dental team at UCFS Healthcare. Following the appt, jumps off the seat... the little one walks (new) down the hall of the Center... and we see over his shoulder, Mom in consult with HER provider... (GYN services on door?)



Scene: Mom, maybe with some grey at her temples, is talking to her PCP or GYN provider... finished conversation and then walks out the door with her son... puts hat on him backwards... and we NEXT meet as a adolescent...



Scene: Now wearing dad's lucky hat, backwards and worn. He walks into the school-based health center... looking like he would like to “talk” to someone (BHS). Most appropriate example would be shown. Maybe mom comes to pick him up/get a consult.



Scene: Mom walks past a picture frame, it shows her younger son with older man. Mom picks up the keys, boy picks up the hat... no faces, scene focuses on hands only.



Scene: We follow mom and son as they get out of the car, and it's a brick building. We walk past Shelter Arms sign with family. People are waved at... care team points out side with a smile. There is “abuelo” working in the garden. Grandson comes over, taking his hat off and putting in on his grandfather to shade his eyes/head... while they work on the garden bed, together.



Closing Scene One: It's time to take a break for some ice tea. The hat gets taken off and placed on the table, where mom's keys are. On the keychain, is a picture of her son, as a baby... taking us back full circle. Fade to logo — **UCFS Healthcare: your family, our mission.**



Closing Scene Two: It's time to take a break for some ice tea. The hat gets taken off and placed on the table. The son takes out a new hat (and school jersey), proudly portraying that he has been accepted to college and his adulthood begins — **UCFS Healthcare: your family, our mission.**



UCFS Healthcare
Well-Being Redefined.
UCFShealthcare.org

**Your Health.
Our Mission.**

Each year, **UCFS Healthcare** meets the needs of more than 16,000 of our families, friends, and neighbors. Scan the QR code and tune in to one family's healthcare story, from pediatrics to geriatrics.

Insert, designed to sit the small "TV" frame.

Your Health. Our Video.

UCFS Healthcare
Well-Being Redefined.

This year, we're sending you a **SNEAK PREVIEW** of our **annual message**. It's a unique, story-telling video that follows one young family from their first selfie to the first generation going to college.

Scan the QR code to view this preview, and then enjoy this fun iPhone holder for your next streaming video streaming binge. — *The Community of UCFS Healthcare.*

Adhesive label applied to the existing packaging.

A fun, \$3.00 iPhone stand (from Target) was made into a direct mail piece that held an insert/QR code inviting recipients to view the video and learn more about the impact UCFS Healthcare has through the story of one family.