Miranda Creative

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.





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



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



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



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



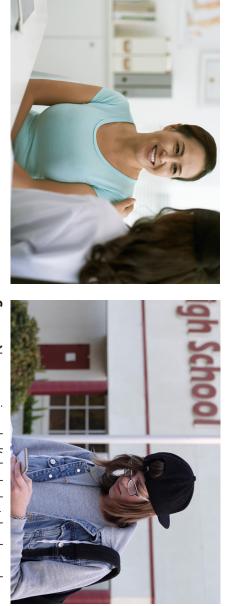
to walk over to the on-site pharmacy and get the Scene: While dad is with the doctor, mom is able necessary Rx/advice.



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



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



we NEXT meet as a adolescent... with her son... puts hat on him backwards... and finished conversation and then wal ples, is talking to her PCP or GYN Scene: Mom, maybe with some gr ks out the door ey at her temprovider...



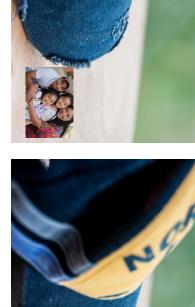
focuses on hands only. the keys, boy picks up the hat... no faces, scene her younger son with older man. Mom picks up Scene: Mom walks past a picture frame, it shows



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

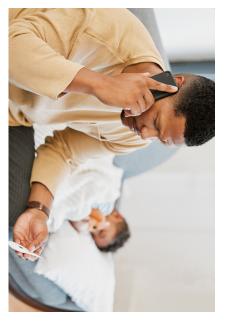


the table, where mom's keys are. On the keychain, full circle. Fade to logo — UCFS Healthcare: your family, our mission. is a picture of her son, as a baby... taking us back some ice tea. The hat gets taken off and placed on Closing Scene One: It's time to take a break for



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





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

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

UCFS Healthcare Well-Being Redefined.





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.



UCFS Healthcare

Your Health. Our Video.

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*.

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.

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

> Adhesive label applied to the existing packaging.