



Hartford HealthCare Experiential Marketing

Life is busier than anyone would like to admit. So, what better way to bring care to an on-the-go community than by placing a CareStation in one of the most hectic environments—the airport. Acting as a true, strategic media partner, we worked with Hartford HealthCare (HHC) to negotiate a first-in-the-nation, OnMed virtual care experience at Bradley International Airport.

The category-exclusive installation provides busy travelers, airline crew members, and airport staff with access to real-time, high-tech virtual care—reflecting HHC's commitment to meeting people where life happens. The ambitious endeavor gained media attention from local, regional, and national press and ultimately inspired OnMed to look at implementing their CareStations at other airports throughout the country.