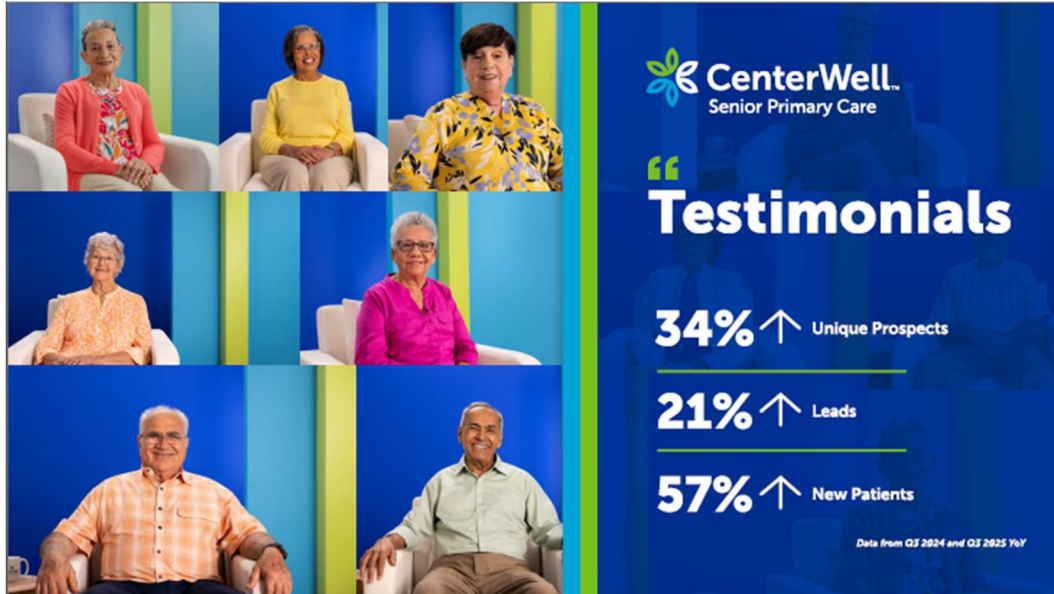


CenterWell's Testimonials Campaign



Campaign Summary

CenterWell is a leading provider of primary care services in the U.S. for seniors 65+, delivering value-based care through dedicated teams of primary care doctors, care coaches, clinical pharmacists and behavioral health specialists. CenterWell supports not only medical needs but also everyday challenges seniors face, including food security, transportation, social connection, and emotional health.

In an increasingly crowded marketplace, CenterWell partnered with Rain the Growth Agency to drive qualified new patient leads to CenterWell primary care locations and to build stronger brand awareness in emerging markets.

Campaign Platform: It's About Time

Rain launched CenterWell's brand positioning platform, *It's About Time*, in September 2023.

The insight was simple yet powerful:

In today's healthcare system, seniors often feel rushed, dismissed, and unheard.

It's about time for a primary care provider that truly takes the time to listen, understand, answer questions, and build a personalized care plan around the whole person – so patients can spend more time doing what they love.

Research confirmed the positioning resonated strongly:

- Seniors valued the feeling of being respected and understood
- The message of “not being dismissed” was deeply motivating
- CenterWell was seen as trustworthy, high-quality, and innovative

Testimonials: The Heart of the Campaign

To bring the It's About Time campaign promise to life, CenterWell introduced real patient testimonials as the core creative engine of the campaign.

Rather than relying on brand claims, testimonials allowed CenterWell to demonstrate its impact through lived experiences—making the message more human, credible, and emotionally resonant.

This approach directly addressed another key audience truth:
Seniors trust real stories more than scripted advertising.

Testimonials helped CenterWell:

- Build trust and rapport quickly
- Create emotional connection
- Reinforce that CenterWell genuinely takes time with patients

Creative Strategy: Storytelling Through Real Voices

The campaign prioritized storytelling and emotional connection by allowing patients to speak directly to camera about their experiences with CenterWell.

Performance and focus group learnings showed testimonial-led creative delivered the highest memorability when it felt personal, sincere, and grounded in real environments.

Key creative principles included:

- **Following one patient** throughout each spot to build continuity
- Anchoring stories **inside actual CenterWell centers** for credibility
- **Tying key benefits**—time, attention, quality care—**directly to visuals and supers**
- Highlighting the **welcoming, high-quality center experience**, a key component of the quality of the patient experience

Audience Profile

- **Geography:** Within 10 miles of a CenterWell Senior Primary Care Center
- **Demographic:** Medicare beneficiaries age 65+
- **Income:** HHI \$75K or less (varies by market)
- **Ethnicity:** Multi-cultural indexes by geography
- **Mindset:** Actively seeking a new primary care doctor due to changing health needs, dissatisfaction, provider departure, or life transitions

Media Plan and Activation

In Q3 and Q4 of 2025, CenterWell launched an integrated full-funnel campaign in English and Spanish, with testimonials at the forefront.

Channels included:

- Linear TV & Connected TV/Streaming Video
- Paid Search
- Direct Mail
- Paid Social
- Programmatic Display & Native
- Print & OOH
- Website

All channels were found to influence the buying journey of the senior citizen target audience. Our tactics aligned with key pillars of our brand and messaging platform to move prospects along the decision journey to become a new patient.

Our key “reasons to believe” went through testing to determine the importance and priority of different attributes. Activation tactics were then tested for audience, messaging, creative format, channels, CTA, and channel interactions and then optimized between quarters.

Campaign Results

CenterWell delivers on the campaign promises by providing a patient experience with 50% more time spent on average with your doctor and a 30% decrease in avoidable hospital admissions.

All key metrics have increased year over year when observing metrics from July to December 2025, when our testimonial creative launched, compared to the same period year over year.

- Contacts up by 34%
- Leads up by 21%
- New Patients up by 57%