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WYLLIE

CREATIVE TEAM
LEADERSHIP +
VISUAL DESIGN

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ART DIRECTION for creative teams

VISUAL DESIGN for digital & print

EVENT campaign marketing

BRAND DEVELOPMENT & strategy

STRATEGIC PROCESS & workflow design

B2B & B2C communications

NEW MEMBER WELCOME TOOLKIT

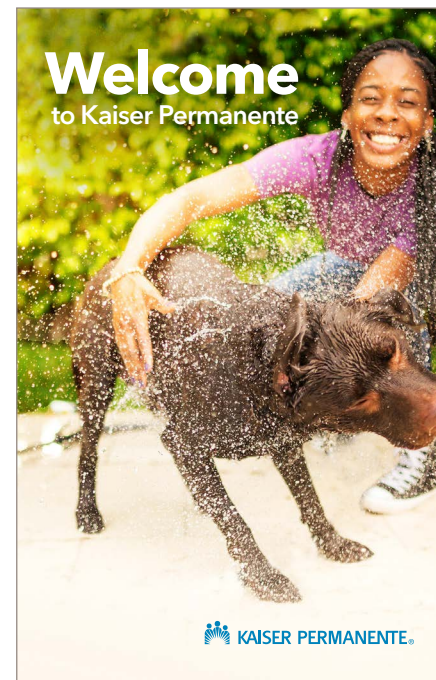
Kaiser Permanente

Story
Welcome communications for new KPWA members

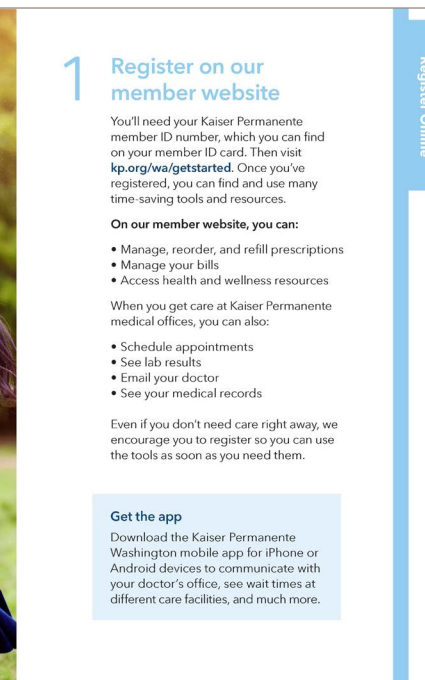
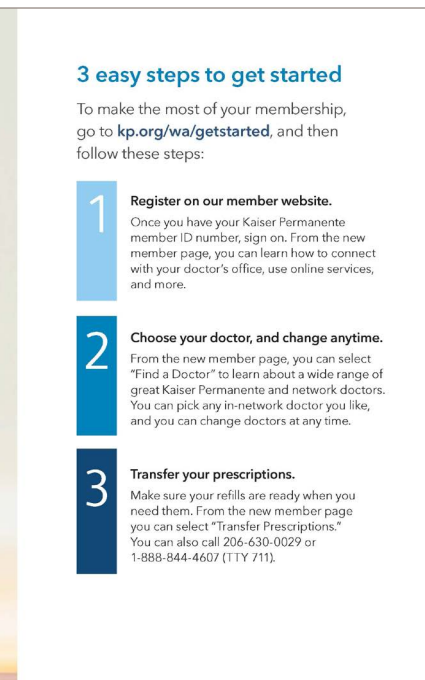
Strategy
As a first-touch piece for new members, the instructions for getting the most out of their health plan need to be simple and friendly. Playful photography demonstrates a healthy life. Step-by-step instructions are easy to follow with tabbed pages.

Role
ACD, concept, design

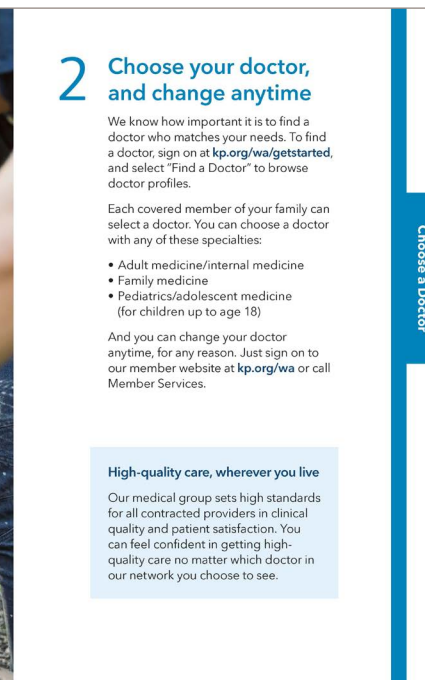
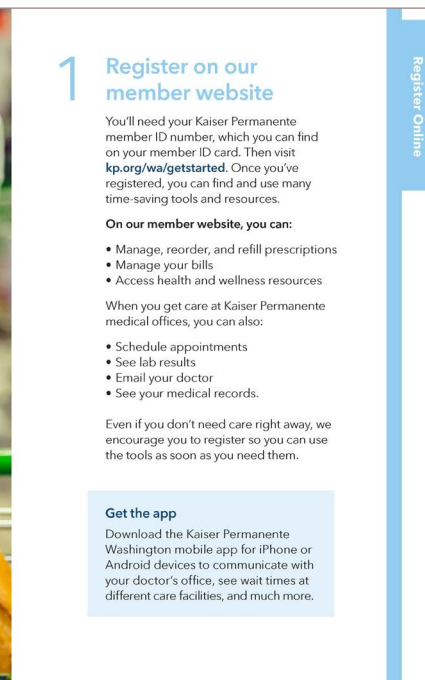
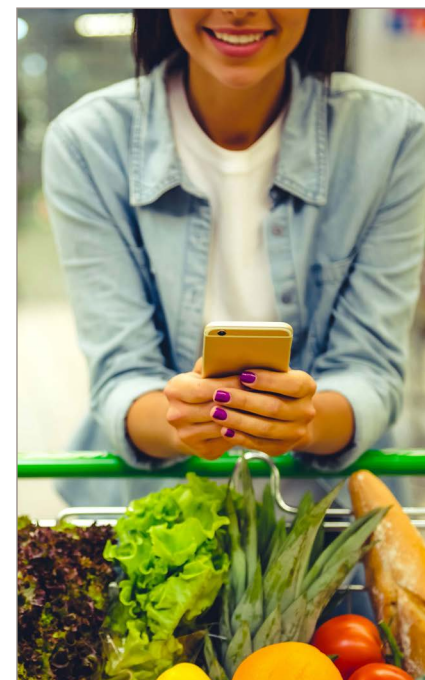
Deliverables
Printed brochure for a split audience. (Cover and two spreads shown).



Audience 1: Cover, 2 interior spreads



Audience 2: Cover, 2 interior spreads



Register Online

Choose a Doctor

NEW MEMBER WELCOME ID CARD CARRIER

Kaiser Permanente

Audience

Welcome communications for new KPWA members

Strategy

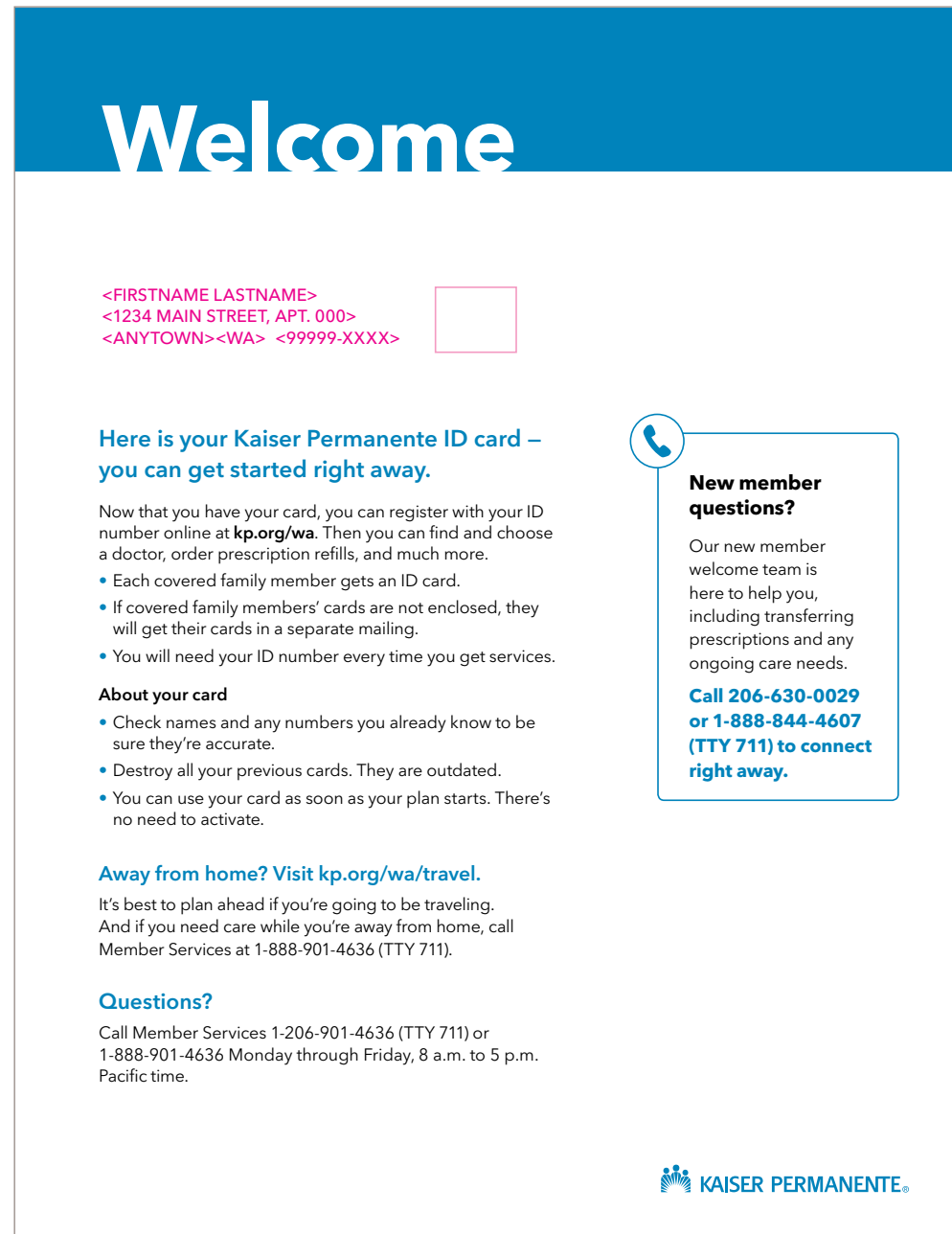
This piece delivers the patient ID cards to new members. Details first steps to engaging with their health plan, and a key to what the items on their ID cards signify.

Role

ACD, concept, design

Deliverables

Single-page card carrier, with variable data. Envelope.



NEW MEMBER WELCOME EMAIL SERIES

Kaiser Permanente

Audience

Brand new KPWA members

Strategy

Help this audience through a seamless process of getting started with using their health care benefits

Emails are spaced out with actionable steps to get the member engaged with the KPWA online experience.

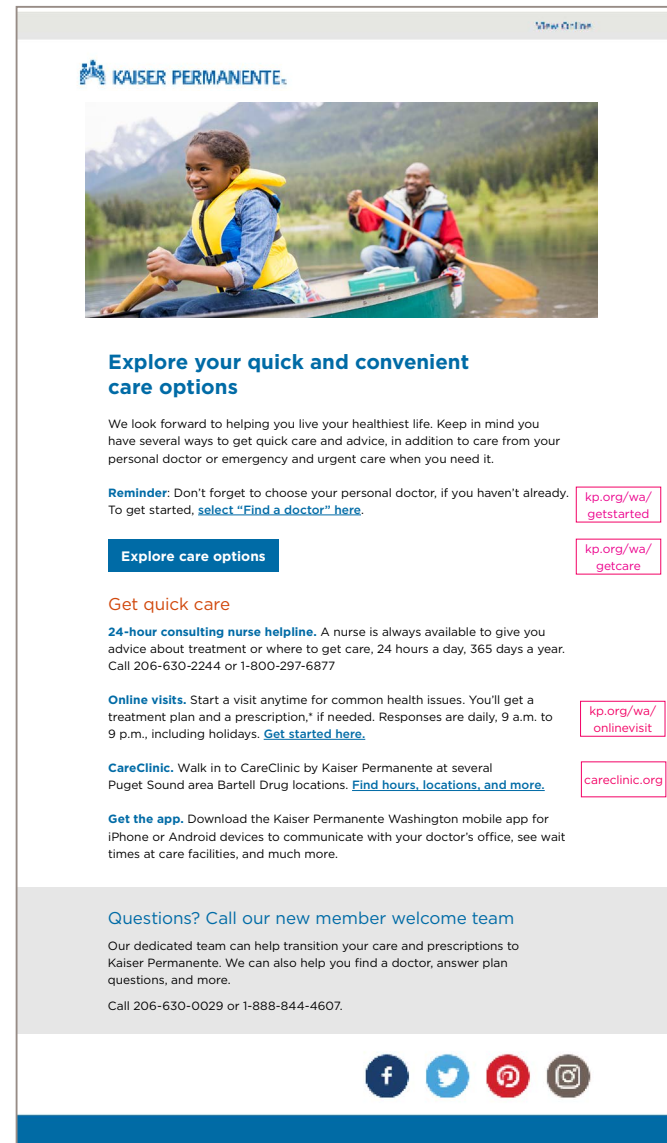
Role

ACD, concept, design

Deliverables

Printed brochure, email, landing page, transition of care materials.

30-day email:



Explore your quick and convenient care options

We look forward to helping you live your healthiest life. Keep in mind you have several ways to get quick care and advice, in addition to care from your personal doctor or emergency and urgent care when you need it.

Reminder: Don't forget to choose your personal doctor, if you haven't already. To get started, [select "Find a doctor" here](#).

[kp.org/wa/getstarted](https://wa.kaiserpermanente.org/html/public/services/provider-directory)

[kp.org/wa/getcare](https://wa.kaiserpermanente.org/html/public/services/provider-directory)

Explore care options

Get quick care

24-hour consulting nurse helpline. A nurse is always available to give you advice about treatment or where to get care, 24 hours a day, 365 days a year. Call 206-630-2244 or 1-800-297-6877

Online visits. Start a visit anytime for common health issues. You'll get a treatment plan and a prescription,* if needed. Responses are daily, 9 a.m. to 9 p.m., including holidays. [Get started here](#).

CareClinic. Walk in to CareClinic by Kaiser Permanente at several Puget Sound area Bartell Drug locations. [Find hours, locations, and more](#).

kp.org/wa/onlinevisit

careclinic.org

Get the app. Download the Kaiser Permanente Washington mobile app for iPhone or Android devices to communicate with your doctor's office, see wait times at care facilities, and much more.

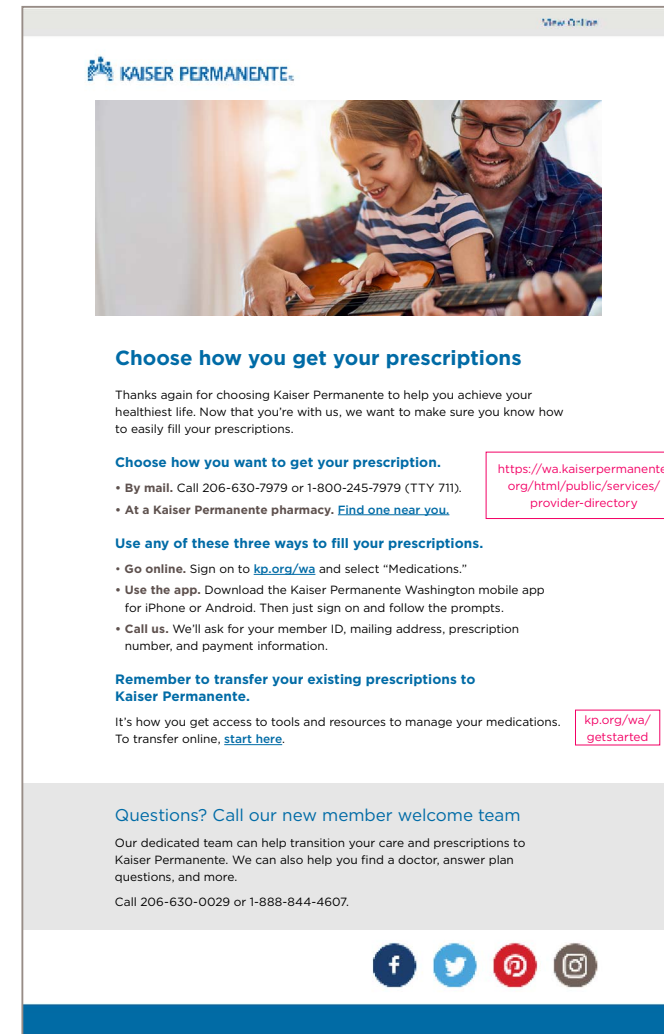
Questions? Call our new member welcome team

Our dedicated team can help transition your care and prescriptions to Kaiser Permanente. We can also help you find a doctor, answer plan questions, and more.

Call 206-630-0029 or 1-888-844-4607.

[f](#) [t](#) [p](#) [i](#)

60-day email:



Choose how you get your prescriptions

Thanks again for choosing Kaiser Permanente to help you achieve your healthiest life. Now that you're with us, we want to make sure you know how to easily fill your prescriptions.

Choose how you want to get your prescription.

- By mail. Call 206-630-7979 or 1-800-245-7979 (TTY 711).
- At a Kaiser Permanente pharmacy. [Find one near you](#).

<https://wa.kaiserpermanente.org/html/public/services/provider-directory>

Use any of these three ways to fill your prescriptions.

- Go online. Sign on to [kp.org/wa](https://wa.kaiserpermanente.org/html/public/services/provider-directory) and select "Medications."
- Use the app. Download the Kaiser Permanente Washington mobile app for iPhone or Android. Then just sign on and follow the prompts.
- Call us. We'll ask for your member ID, mailing address, prescription number, and payment information.

Remember to transfer your existing prescriptions to Kaiser Permanente.

It's how you get access to tools and resources to manage your medications. To transfer online, [start here](#).

[kp.org/wa/getstarted](https://wa.kaiserpermanente.org/html/public/services/provider-directory)

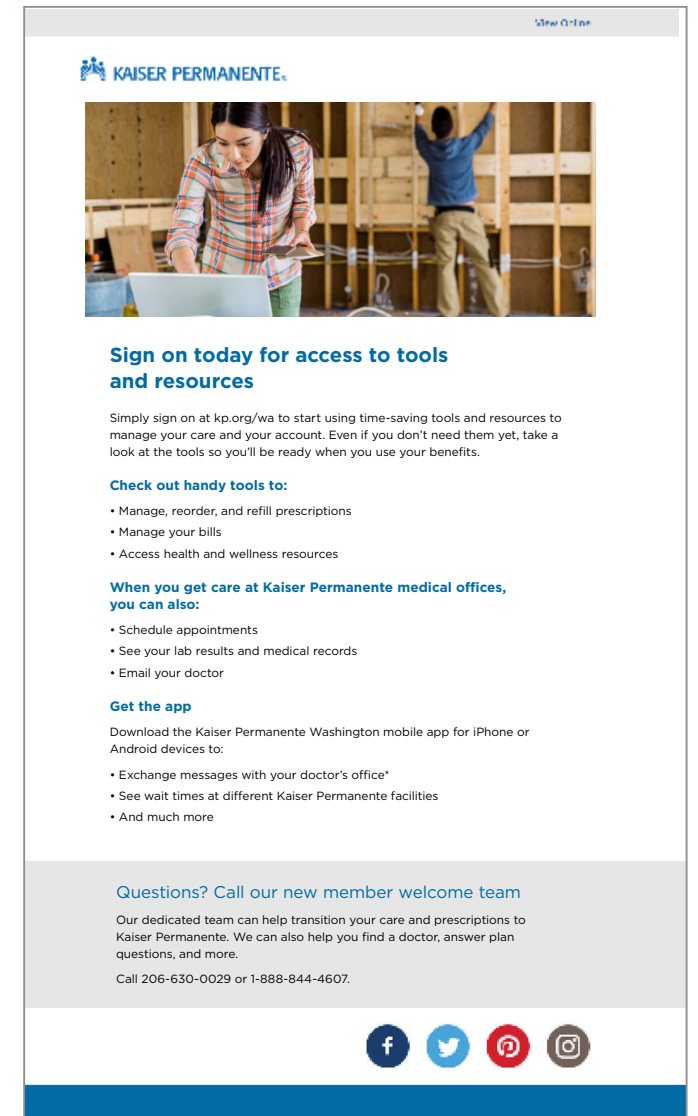
Questions? Call our new member welcome team

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Call 206-630-0029 or 1-888-844-4607.

[f](#) [t](#) [p](#) [i](#)

90-day email:



Sign on today for access to tools and resources

Simply sign on at [kp.org/wa](https://wa.kaiserpermanente.org/html/public/services/provider-directory) to start using time-saving tools and resources to manage your care and your account. Even if you don't need them yet, take a look at the tools so you'll be ready when you use your benefits.

Check out handy tools to:

- Manage, reorder, and refill prescriptions
- Manage your bills
- Access health and wellness resources

When you get care at Kaiser Permanente medical offices, you can also:

- Schedule appointments
- See your lab results and medical records
- Email your doctor

Get the app

Download the Kaiser Permanente Washington mobile app for iPhone or Android devices to:

- Exchange messages with your doctor's office*
- See wait times at different Kaiser Permanente facilities
- And much more

Questions? Call our new member welcome team

Our dedicated team can help transition your care and prescriptions to Kaiser Permanente. We can also help you find a doctor, answer plan questions, and more.

Call 206-630-0029 or 1-888-844-4607.

[f](#) [t](#) [p](#) [i](#)

RENEWING MEMBER WELCOME TOOLKIT Kaiser Permanente

Story

Retention communications for renewing KPWA members

Strategy

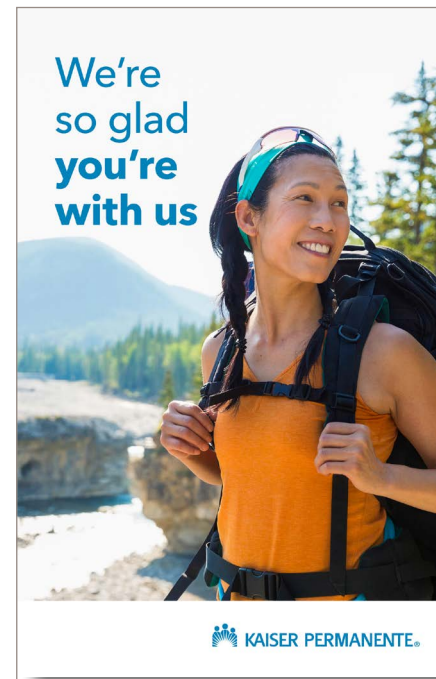
This audience may or may not be engaged with their healthcare, this communication serves as a reminder of all the perks and benefits available to members. It further reinforces the brand, which is new in the region. Playful photography demonstrates a healthy, engaged life.

Role

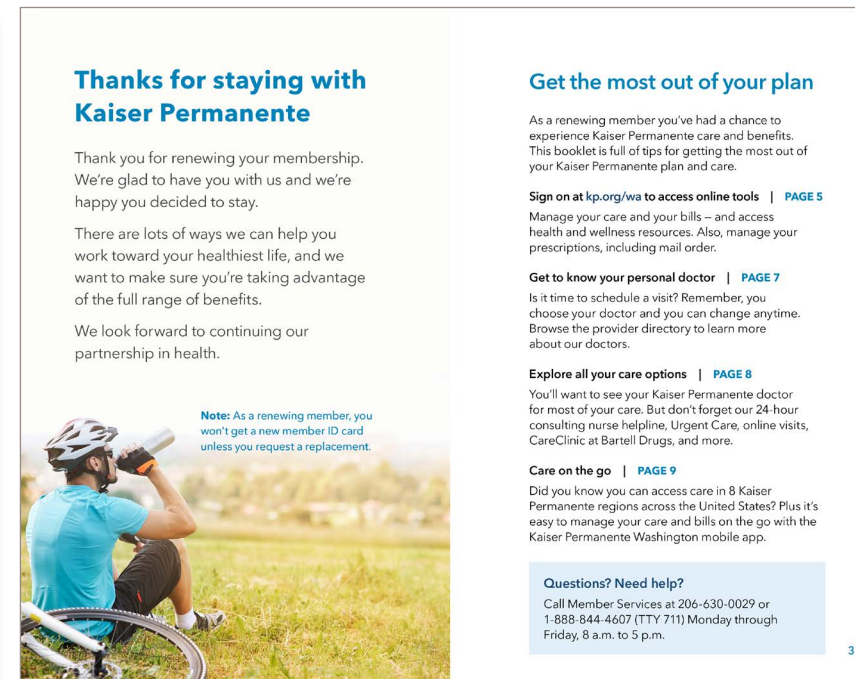
ACD, concept, design

Deliverables

Printed brochure for a split audience. (Cover and two spreads shown).



Cover, interior spreads



Your personal doctor is key to your care

If you've already chosen your doctor, is it time for vaccinations, an annual checkup, or other preventive care? To make an appointment with a Kaiser Permanente doctor, sign on at kp.org/wa.

To choose a doctor, sign on at kp.org/wa and select "Find a doctor" to browse doctor profiles. Or call Member Services.

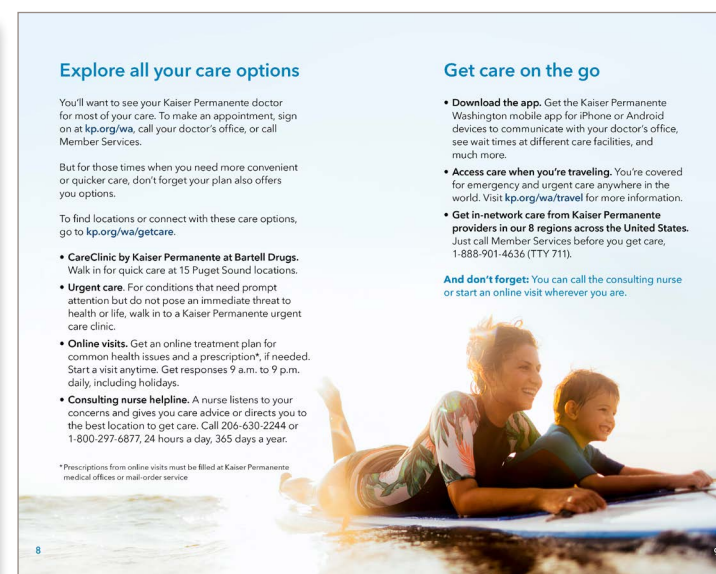
Remember, you can choose a doctor with any of these specialties:

- Adult medicine/internal medicine
- Family medicine
- Pediatrics/adolescent medicine (for children up to age 18)

Expect great care

When you choose a Kaiser Permanente doctor, you get your care from the highest-ranked medical group in the state*. You also get access to our coordinated care, with doctors, nurses, pharmacists, therapists – a whole health care team – working together for your health.

*Washington Health Alliance, 2017 Community Checkup
www.wahealthalliance.org. Ranking applies to Kaiser Permanente Washington's medical group, Washington Permanente Medical Group, P.C.



Explore all your care options

You'll want to see your Kaiser Permanente doctor for most of your care. To make an appointment, sign on at kp.org/wa, call your doctor's office, or call Member Services.

But for those times when you need more convenient or quicker care, don't forget your plan also offers you options.

To find locations or connect with these care options, go to kp.org/wa/getcare.

- **CareClinic by Kaiser Permanente at Bartell Drugs.** Walk in for quick care at 15 Puget Sound locations.
- **Urgent care.** For conditions that need prompt attention but do not pose an immediate threat to health or life, walk in to a Kaiser Permanente urgent care clinic.
- **Online visits.** Get an online treatment plan for common health issues and a prescription*, if needed. Start a visit anytime. Get responses 9 a.m. to 9 p.m. daily, including holidays.
- **Consulting nurse helpline.** A nurse listens to your concerns and gives you care advice or directs you to the best location to get care. Call 206-630-2244 or 1-800-297-6877, 24 hours a day, 365 days a year.

*Prescriptions from online visits must be filled at Kaiser Permanente medical offices or mail-order service.



It's easy to manage your care online

If you haven't already, register at kp.org/wa and then sign on anytime to:

- Manage, reorder, and refill prescriptions.
- Access health and wellness resources.
- Manage your bills. See the status of your deductible, if you have one. Check your balance and pay bills.

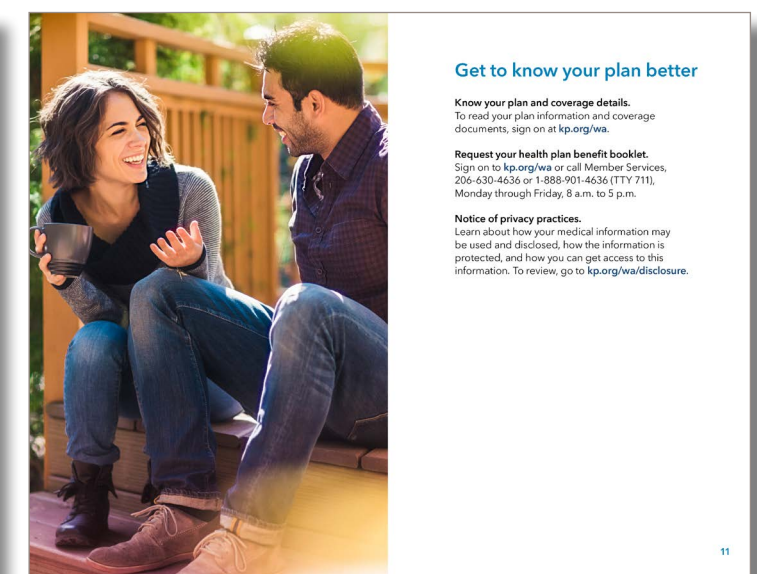
When you get care at Kaiser Permanente medical offices, you can also:

- Schedule appointments.
- Email your doctor.
- See your lab results and medical records.

Mail order prescriptions

Sign on to kp.org/wa to transfer your prescriptions to Kaiser Permanente, if you haven't already. Then you can order your prescriptions online and get your refills by mail order.

Need more information or help with changes to your account or care?
Call 206-630-0029 or 1-888-844-4607 (TTY 711).



Get to know your plan better

Know your plan and coverage details. To read your plan information and coverage documents, sign on at kp.org/wa.

Request your health plan benefit booklet. Sign on to kp.org/wa or call Member Services, 206-630-4636 or 1-888-901-4636 (TTY 711), Monday through Friday, 8 a.m. to 5 p.m.

Notice of privacy practices. Learn about how your medical information may be used and disclosed, how the information is protected, and how you can get access to this information. To review, go to kp.org/wa/disclosure.

PRODUCER KICKOFF

B2B launch of Kaiser Permanente into the Washington Region

Story

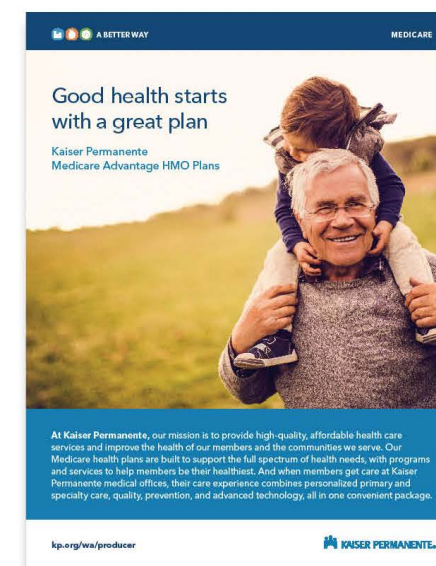
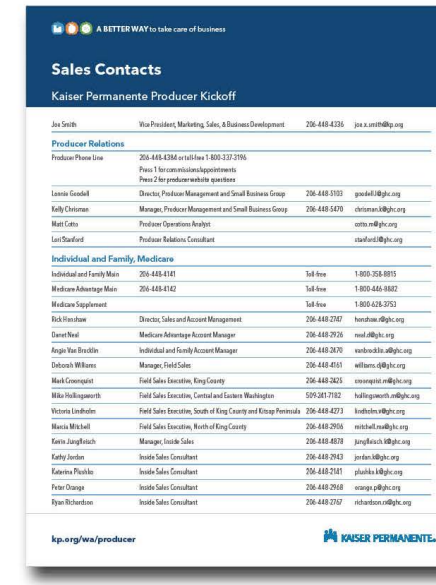
Seminar event to celebrate the transition of Group Health to Kaiser Permanente to a B2B sales audience.

Role

Concept, art direction, design, production

Deliverable

TBD



PRODUCER KICKOFF

B2B launch of Kaiser Permanente into the Washington Region

Story

Seminar event to celebrate the transition of Group Health to Kaiser Permanente to a B2B sales audience.

Role

Concept, art direction, design, production

Deliverable

Signage and table tents



PRODUCER KICKOFF

B2B launch of Kaiser Permanente into the Washington Region

Story

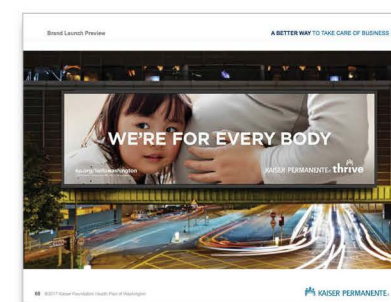
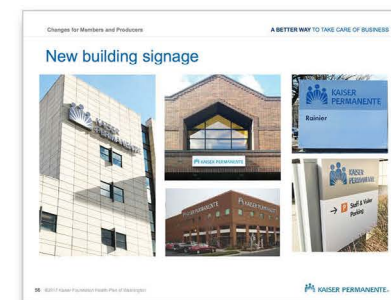
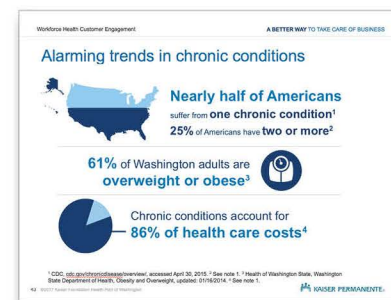
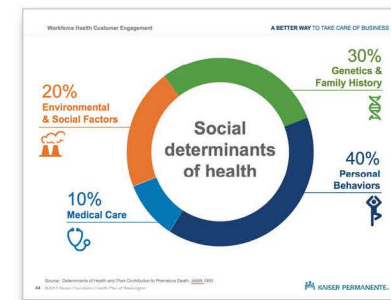
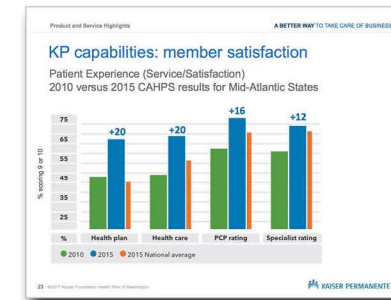
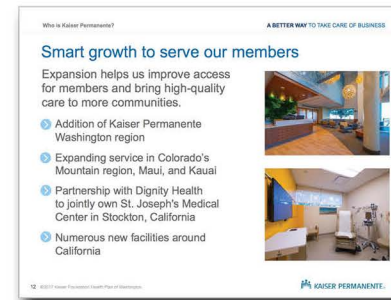
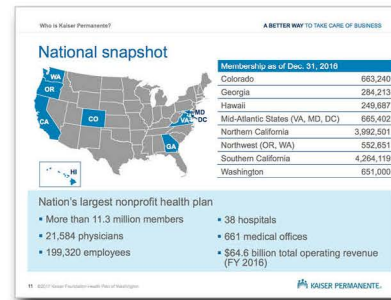
Seminar event to celebrate the transition of Group Health to Kaiser Permanente to a B2B sales audience.

Role

Concept, art direction, design, production

Deliverable

PPT presentation



CONTOUR

An alternative care pilot for especially vulnerable patients

Story

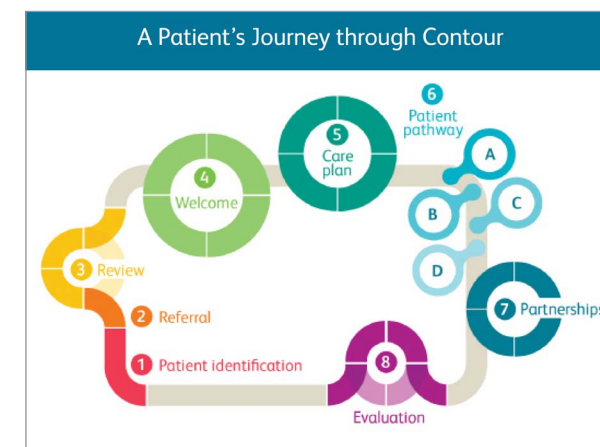
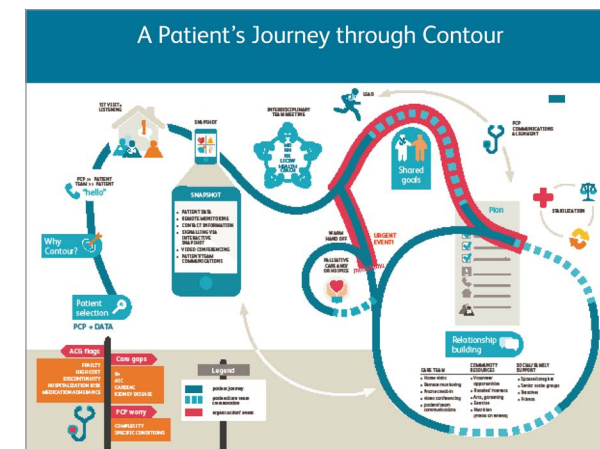
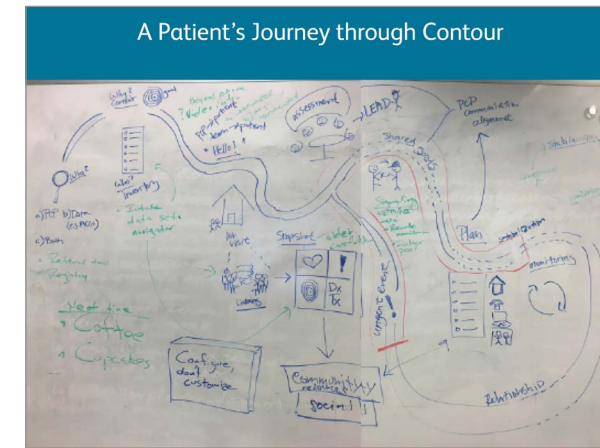
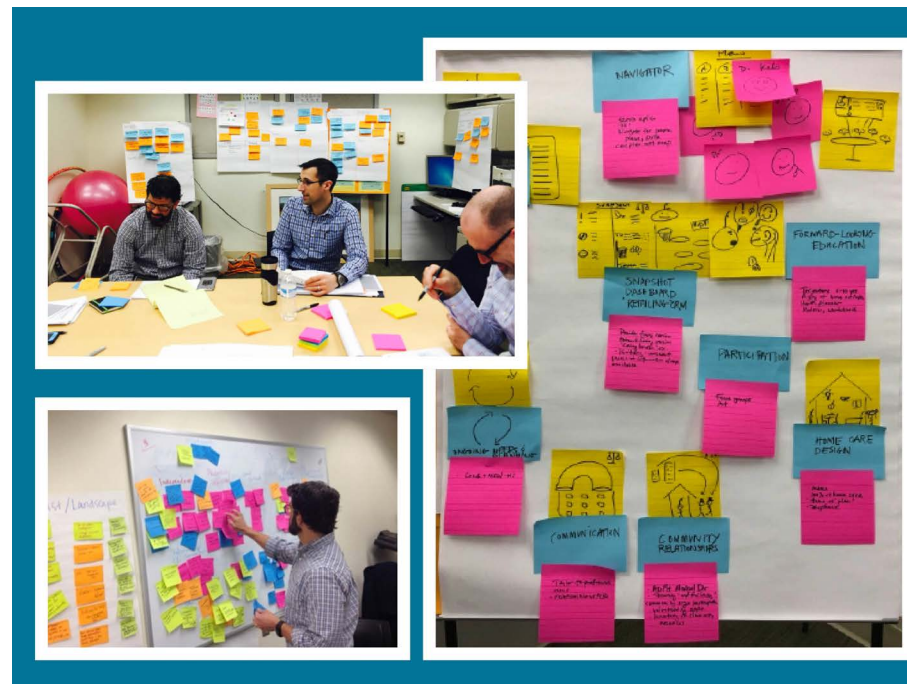
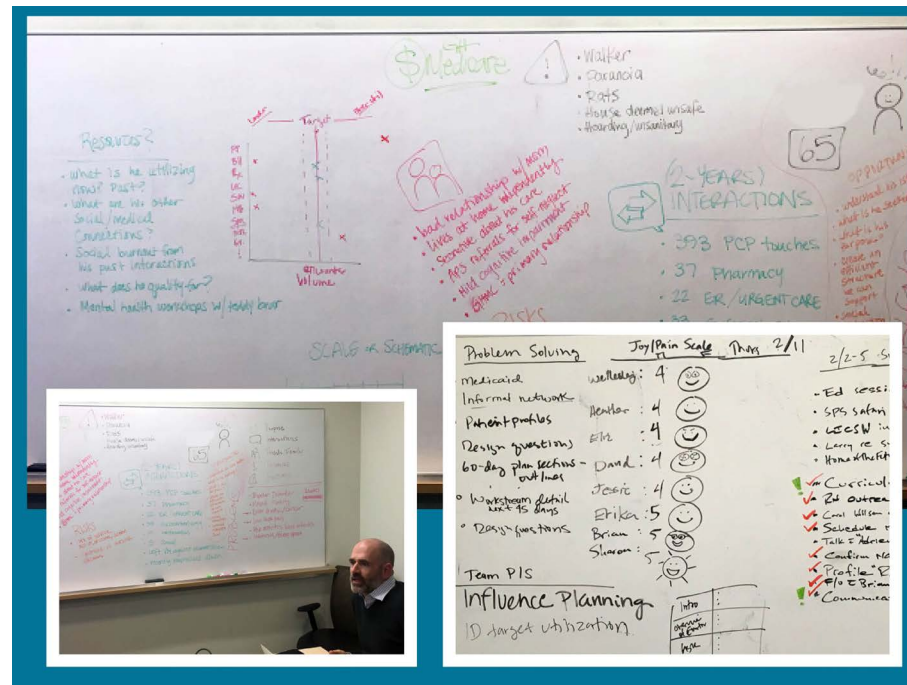
Create a communications plan and execution for the Group Health Product Innovation team. The main goal was to document the development process, and update stakeholders with progress about the pilot.

Role

Concept, design, execution

Deliverables:

Patient journey PPT presentation, WordPress blog, HTML email, Prezi presentation, 9 videos, fact sheet



CONTOUR

An alternative care pilot for especially vulnerable patients

Story

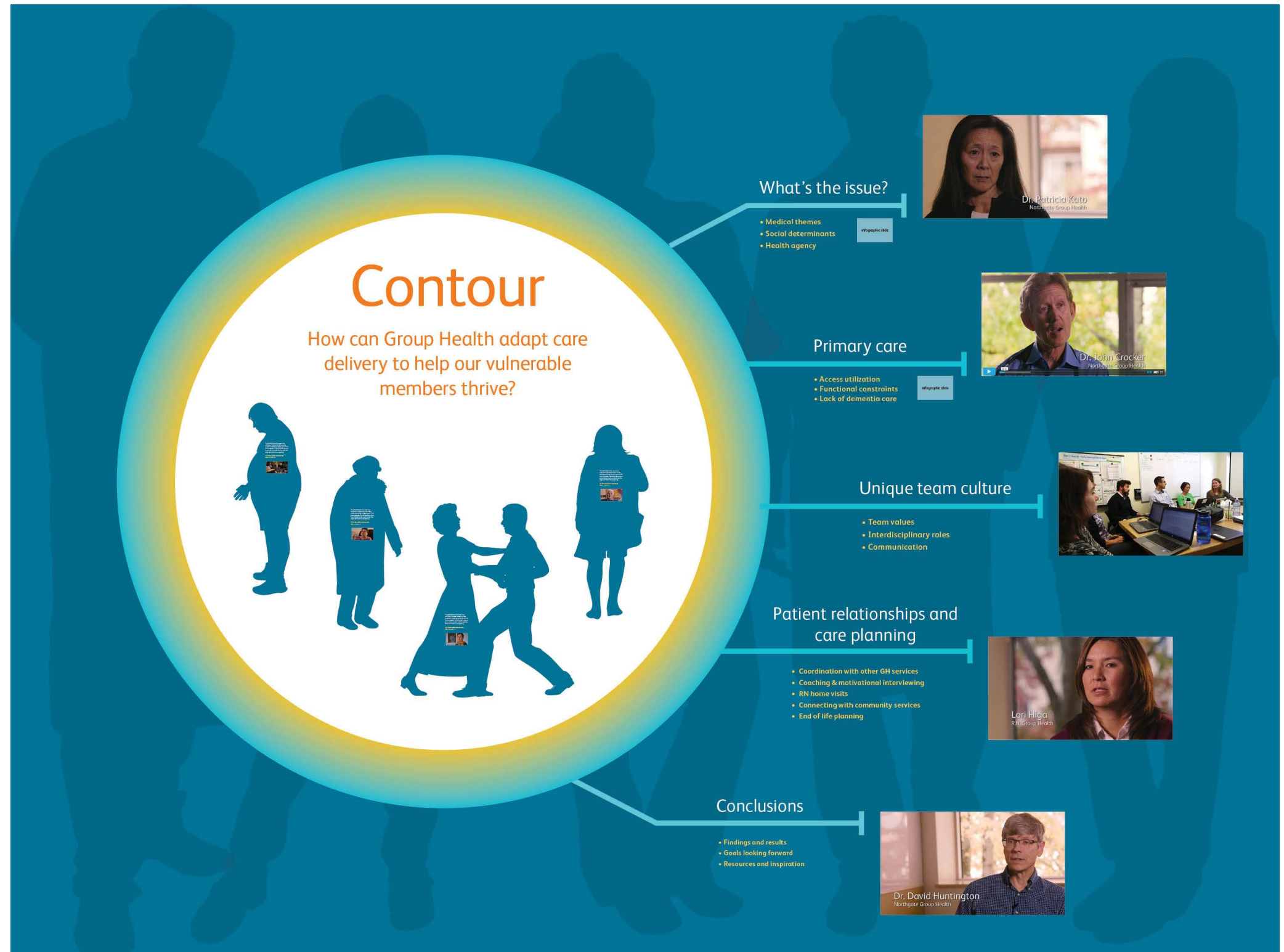
Roadshow presentation for industry leaders, influencers and providers.

Role

Concept, design, execution

Deliverables:

Modular Prezi presentation,
9 videos



US FIGURE SKATING CHAMPIONSHIPS

Group Health

Story

Group Health was the Official Medical Sponsor of the 2010 USFS Championship

Role

Art direction, design, production

Deliverables

Shown: Zamboni wrap, VIP invitation suite, print ad.



*** 2010 ***
Seattle ADDY Award Winner:
Vehicle Wrap



SUMMIT IN THE CITY EVENT

Group Health

Story

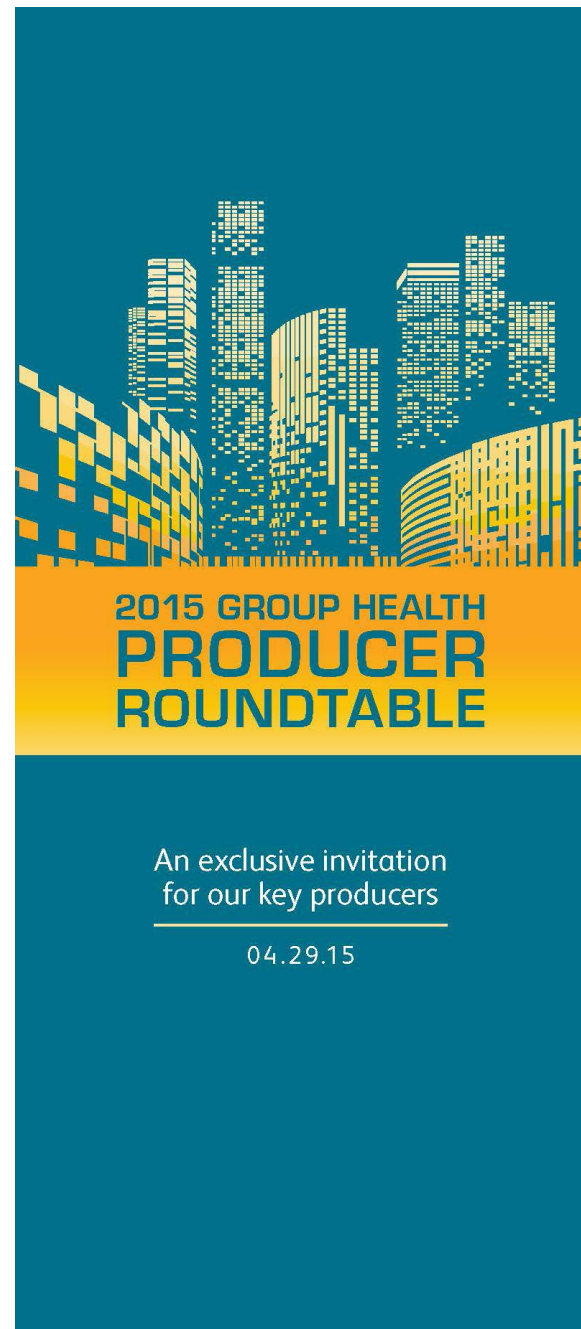
The broker/producer audience is an extension of the sales team. This event is for the top-performing brokers and C-level business audiences.

Role

Art direction, concept, design, production

Deliverables

Shown: print invitation, signage, giveaway items. Other campaign elements included an HTML email, PPT presentation, folder of print collateral, table tents.



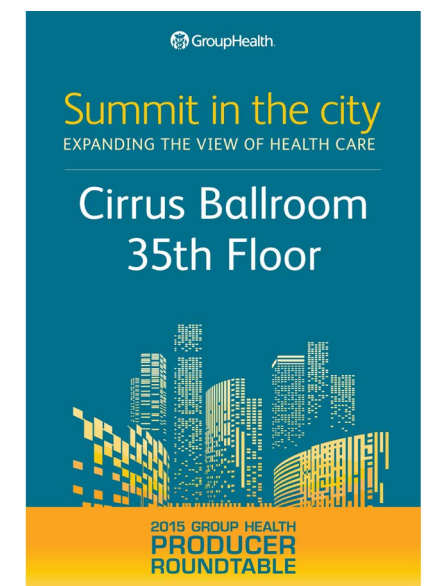
Print invitation - front



Print invitation - reverse



Backdrop signage



Wayfinding signage



Branded gift - charger