

CREATIVE STRATEGY

# 2017 Year-in-Review



MASSACHUSETTS

who we are

# We're Creative.

We are the team of imaginative, out-of-the-box thinkers behind the Blue Cross Blue Shield of Massachusetts brand. We're dedicated to breaking through the uniformity of health care, making it easy for members and accounts to manage their plans and live healthier.

We're brand storytellers, collaborating with our partners across the company to convey clarity and spark connections in all Blue Cross communications. We make it easy for members to understand their coverage and navigate the complex landscape of today's health care system.

what we do

## 1. Ideate

Our goal is to find the perfect balance between creativity, effectiveness, and simplicity—done through hours of strategizing, drafting, and brainstorming.

## 2. Collaborate

Our team of designers, writers, proofreaders, and strategists work together and alongside our partners to identify client needs and deliver branded content that makes a powerful impact.

## 3. Deliver Value

Everything we do revolves around one purpose: connecting the dots for members while building lasting relationships with the Blue Cross brand. From print pieces to presentations, websites to videos, we create to tell our brand story.

how we do it



clocked in  
**32,000**  
hours



completed  
**9,814+**  
jobs



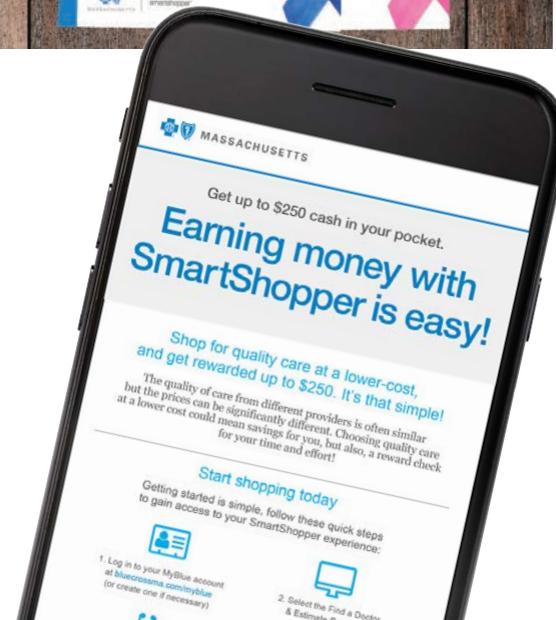
while drinking  
**6,095**  
cups of coffee



### SmartShopper®

**Challenge:** To raise awareness of the program and drive engagement through targeted messaging. SmartShopper also came with a 12-month engagement program for members and accounts, which needed to be reworked to align with our brand.

**Creative Solution:** We updated each piece of the 12-month engagement program to the Blue Cross brand, while also developing a full suite of deliverables to showcase SmartShopper's value to members and accounts.



### Biometric Screening Program →

**Challenge:** To motivate accounts to take an active role in their employees' health while raising awareness about prediabetes and helping to prevent the development of type 2 diabetes.

**Creative Solution:** We created marketing materials to showcase the benefits of an in-house screening for employers, as well as a comprehensive campaign accounts could use to boost employee wellness and drive engagement internally.



The every day challenge.  
**you vs. you**

You make important decisions every day. Get rewarded when you make the healthy ones.\*

**What:** NEW ahealthyme Rewards program kickoff  
**When:** <Date> and <Time>  
**Where:** <Location>

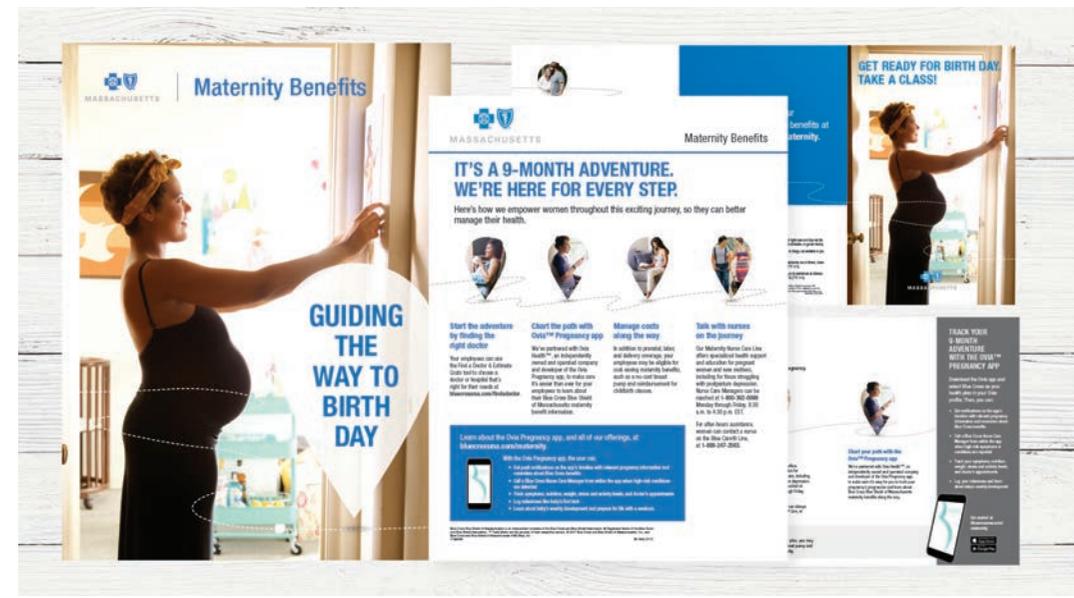
[ahealthymerewards.com](http://ahealthymerewards.com)



← **ahealthyme® Rewards**

**Challenge:** To motivate accounts to take a more active role in their employees' health by providing them with a program to challenge members to make healthier decisions and reward them when they do.

**Creative Solution:** We created marketing collateral to showcase the benefits of the program, as well as an easy-to-implement package including everything employers need to educate, onboard, and keep employees engaged.



**Ovia Health™ Pregnancy App**

**Challenge:** To partner with our brand agency to integrate a third-party service's program into our offerings for members and accounts. We also needed to identify Ovia as a separate company and clarify our partnership.

**Creative Solution:** Working with Ovia and our partner A&G, we aligned marketing materials and updated digital assets on MyBlue, producing a suite of branded communications to educate accounts, members, sales, and brokers.

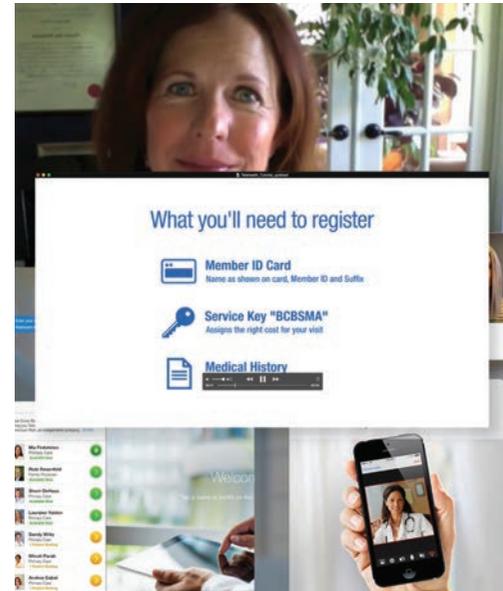
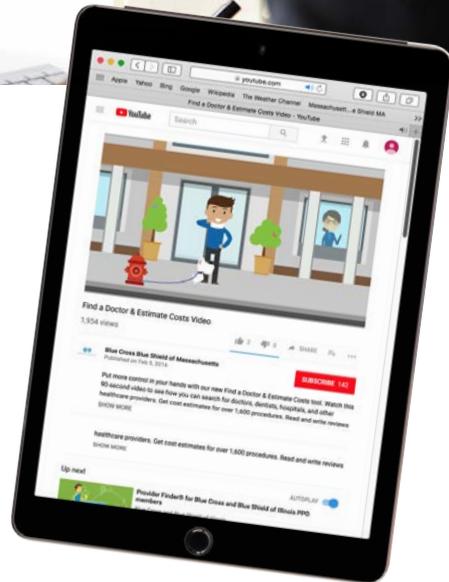




### Find a Doctor & Estimate Costs

**Challenge:** With the addition of the Estimate Costs functionality to our Find a Doctor tool, our goal was to educate members and accounts about the newest addition, while also teaching them on how to use the tool.

**Creative Solution:** We created a narrative-based explainer video, taking viewers through the Find a Doctor & Estimate Costs tool step-by-step. The video helped educate viewers on how, why, and when to use the tool, while also raising awareness of the new feature and name.



### Telehealth Tutorial & Promo →

**Challenge:** To educate members and accounts about Telehealth as a benefit, while also helping them understand where it's located and how to use it.

**Creative Solution:** We developed a two-part tutorial video and promotional campaign. To drive usability, the tutorial video focused on a high-level overview as to what Telehealth is and its value for members. A promotional campaign was also created to raise awareness and drive engagement.



“We have a compelling value proposition: Blue Cross provides health care that works better, is easier to understand, and offers the lowest total cost. The Power of Blue—the materials and the underlying message—relays that in a meaningful, tangible way for our customers.”

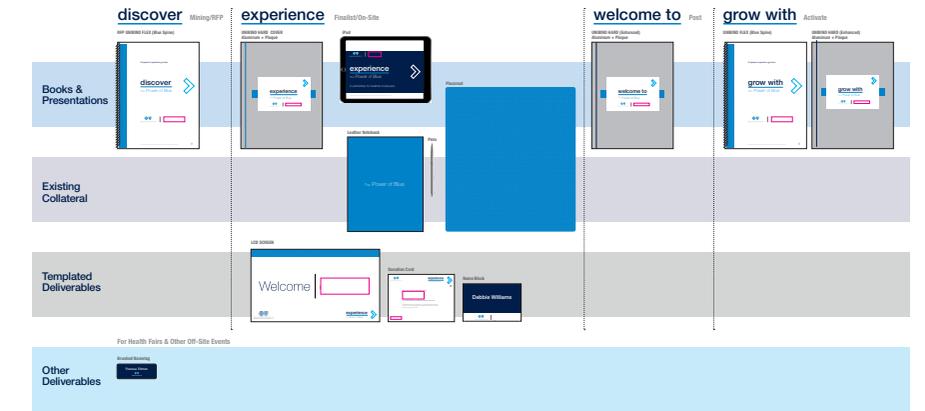
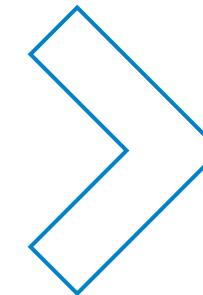
Debbie Williams



### The Power of Blue

**Challenge:** To improve sales and marketing collateral to better impact national prospects and customers. We also aimed to unify collateral design and messaging into one unique experience.

**Creative Solution:** Our solution was “The Power of Blue.” We streamlined information for accounts, gave the experience a consistent look, feel, and tone, and produced a customizable formula for easy segmentation.





### MyBlue® Member Portal

**Challenge:** To create a modern, improved user experience for members, providing them with a single go-to hub for the information and resources needed to manage their plans.

**Creative Solution:** Working with both our digital strategy team and site vendor, we ensured that the MyBlue Member Portal had a functional and fluid user experience, offering easy navigation and improved site design. We also updated the aesthetics showcasing engaging imagery that captures “moments in-between moments.”



### Indigo Website Refresh

**Challenge:** To increase usability of the Indigo Insurance Services website, helping improve ease-of-use for members and connect them with sales executives faster.

**Creative Solution:** Working with our digital strategy team, we updated content and design to a mobile-friendly model. We also updated the layout to improve the user experience, including streamlining the product pages for faster access for carriers.



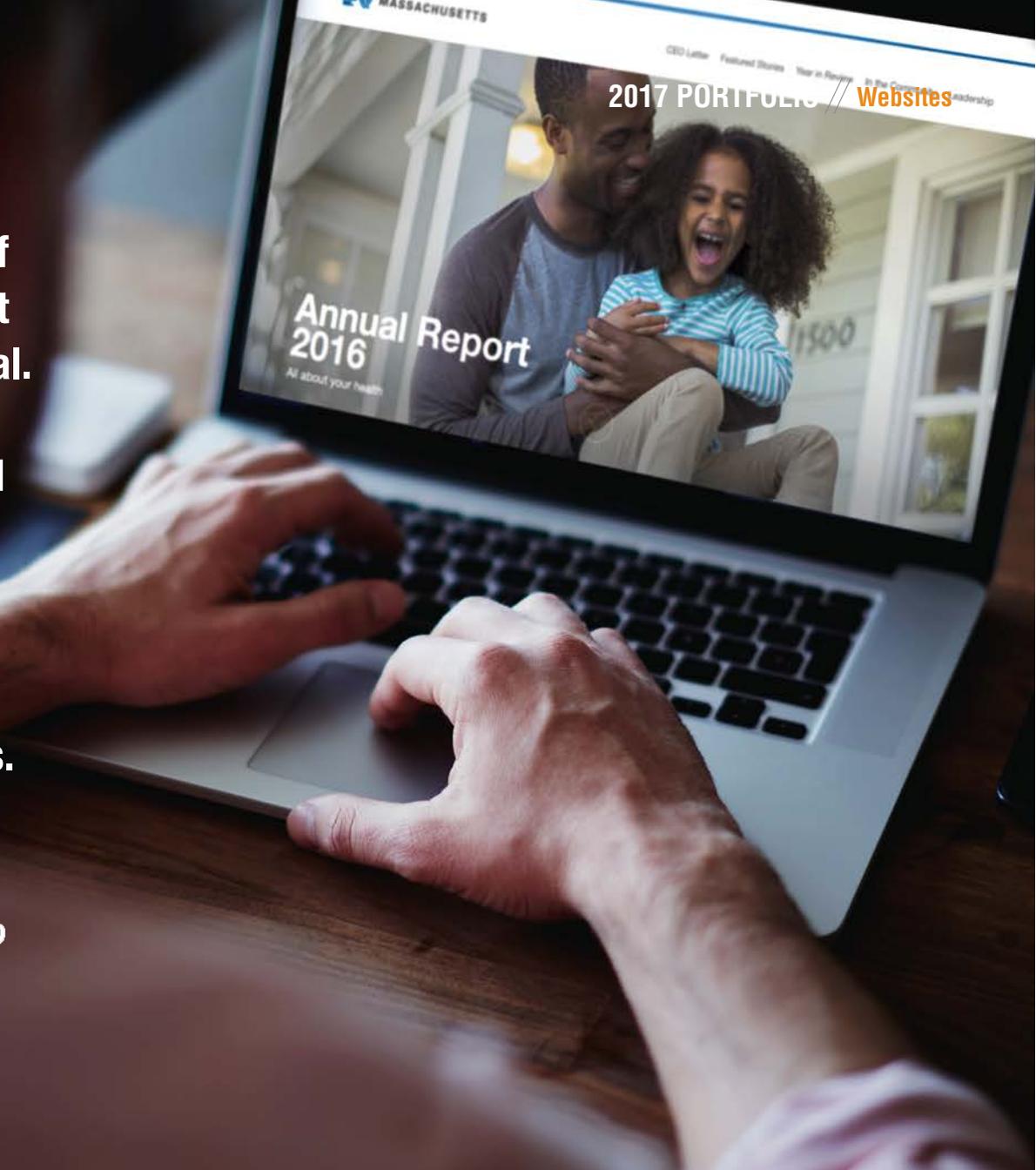
### 2016 Annual Report →

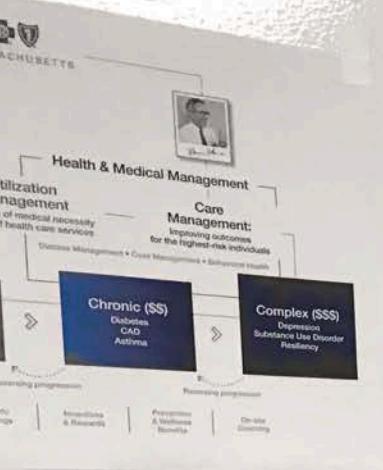
**Challenge:** To strengthen our brand values while also highlighting the unique story behind our accomplishments in 2016 through an interactive digital experience that features engaging content and a contemporary design.

**Creative Solution:** A modern web page designed with user experience in mind, showcasing the report with a balance of interactive elements, unique visuals, and quality storytelling.

“  
Team: All I can say is wow!  
You’ve done a masterful job of capturing the essence of what makes our company so special. I know it’s the result of an incredible amount of time and effort by this cross-functional team. I was excited that we were able to design and build the report in-house this year and the outcome really shows. Great job.”

Andrew Dreyfus





**Diabetes**  
diabetes mellitus

Diabetes is a disease in which blood glucose levels are above normal.

**In 2015 22M** Americans were diagnosed with diabetes

Diabetes Cost the United States an Estimated \$245 Billion in 2012.

How can you help prevent:

**Pre Diabetes**  
BIOMETRIC SCREENING

LARGE NATIONAL ACCOUNTS

HEALTHY/LOW-RISK \$

UNKNOW/INCENTIVE

CADENCE OF COMMUNICATIONS

HIGH-RISK \$\$\$

HEALTHY/LOW-RISK \$

HIGH-RISK \$\$\$

\* DO NOT ERASE \*

\* ON-SITE SCREENINGS

\* RECOMMENDED 1 MONTH CONSULT

\* THANK-YOU EMAIL

\* IN-BOUND COACHING SUPPORT

\* ON-SITE LIFESTYLE/COACHING

\* 1 MONTH 1 CONSULT

\* TARGETED EMAIL

\* TELEPHONE CALL

\* CARE MANAGEMENT REFERRAL

\* RECOMMENDED SAME DAY 1

\* 911 PHONE CALL

\* NURSE PHONE CALL 2 DAYS

FAST CONVENIENT EFFICIENT SIMPLE PERSONALIZED SEGMENTED

NO TIME? WE COME TO YOU (10 MINUTES) IS ALL IT TAKES. (SPECIAL PROMOTION) KNOW YOUR NEEDS YOUR UNUSUAL, TRADITIONAL

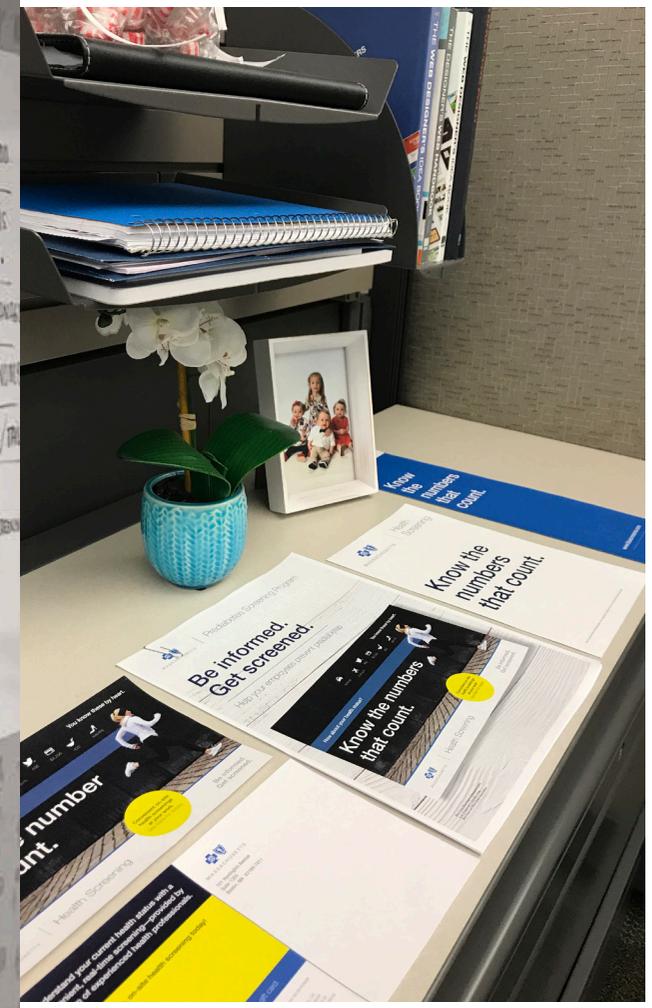
WHY/EXPAND

GET SCREENED TAKE ACTION REGISTER ON A HEALTHY WE

HUMANIZES CHALLENGES PERCEPTIONS WE ACTUALLY CARE! MEMBERS FIRST! CREDIBILITY/QUALITY INNOVATION - PARTNERSHIPS IN THE CORE - PRO-ACTIVE BRAND AWARENESS

INCENTIVE

CTA



John & James  
NOW FUTURE  
7.10.2017

WE ARE BREAKING PERCEPTIONS

"Holistic not shiny new objects"

POWER OF INNOVATION

BALANCING NEEDS

WE ARE BREAKING PERCEPTIONS

"Holistic not shiny new objects"

WE ARE BREAKING PERCEPTIONS

"Holistic not shiny new objects"

the power of BLUE

grow with

CONSISTENCY EASIER

HEAR



THE POWER OF INNOVATION

John Hancock

NEW FUTURE

7.10.2017

44 WE ARE BREAKING PERCEPTIONS

45 Holistic not shiny new objects

BALANCING NEW

117 IN MIN

TO LIFE AND

WE ARE TAKING

WHE



MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association. © Registered Marks of the Blue Cross and Blue Shield Association. © Registered Marks of Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO, Inc. ® , TM , Registered Marks and Trademarks are the property of their respective owners. © 2017 Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.