



Remedy

PROPOSAL / 01

Intro

We work in sprints to create more value in less time. We've structured our Phase I engagement as a five week continuous sprint, wherein we will discover, produce and launch a set of foundational deliverables.

GOALS

1. **Lead a revolution.**
 2. **Build internal culture.**
 3. **Launch a world-class brand.**
-

Our Process

1 / DISCOVERY

We are digital anthropologists, strategists and storytellers. We embed with clients in order to build strong relationships with key leadership, and better understand the current nature of their work. This enables us to craft communications that strike the heart, that employees can truly champion. Through structured discovery sessions with founders and ethnographic interviews with employees and customers, we document and collect a snapshot of your company's current zeitgeist and create the fundamental building blocks that will inform the subsequent phases of our work, and yours.

1. Discovery Process

1. Why does Remedy exist? What are we for? Why now?
2. What is our story? Who started it? Why did they care?
3. Industry Context (ACA / CMS Innovation / Obama)
4. What is the future of Remedy? What trends are playing out?
5. Stakeholder Interviews, Audio, Writing, Maps, History, Quotes.

2 / HERO FILM

The most powerful medium we have to tell one of the most important stories of our day. We'll create a captivating, character-driven short film that embodies the heart and soul of the brand, to communicate across boundaries to stakeholders, partners, customers, and employees, what Remedy is all about.

The story will be simple, human and emotional; evocative before educational. It's really about empathy, focusing on why Remedy matters on a micro / human level. We can allude to the macro in closing, to give a sense of the scale and magnitude of the issues we address, but we start small. We'll shoot with natural light and soft focus, for a feeling of simplicity and intimacy to warm the heart and inspire the mind.

I. Hero / Manifesto

- a. Micro Story: track one patient through an episode of care. Showcase the seamless experience of coordinated care. Show that there is a better way for patients and doctors both. Show that this is already happening. Make it inevitable.
- b. Macro Story: We're at the dawn of a new era in the history of Healthcare. Technology is finally bringing light to the Healthcare industry, increasing efficiency through better communication, data analysis, and Human Centered Design.
- c. Synthesize Micro and Macro, focus on the future, on the positive, on solutions.

3 / CULTURE & BRAND

As Remedy is growing rapidly, it is important for internal culture to create a strong brand. Our discovery phase will result in a beautiful, interactive microsite designed for Remedy's current and future employees and partners to gain perspective and connect emotionally with the context and purpose of the brand. The site will showcase curated material from our discovery process, which will form the backbone of the brand DNA, providing a core framework for all new marketing materials. And we'll even host a great event to launch it with your team.

I. Integrated Microsite

- a. Video interviews with key leadership, patients, care coordinators, and doctors.
 - b. Photography: employee photos, care-in-action, etc.
 - c. Written content, transcriptions, phrases, stories, readings.
 - d. Immersive storytelling format, designed to engage and inspire.
-

TIMELINE

Week 1 - Kickoff / Pre-Production (Darien, CT)

Milestone: Discovery, leadership interviews, alignment around goals, vision, history. Plan first production sprint. Location scouting. Casting. Script. Storyboards. Create and Document Cultural artifacts / Internal ethnography.

Week 2 - Production + Photography (CT & NYC)

4-day shoot. Hospital. Skilled Nursing Facility. Insurance provider. Character-Driven. Care coordinators, Doctor, Nurse, Patient, Family. Chronicle an Episode of Care.

Weeks 3-4 - Post-Production (SF & NYC)

Finalize Hero Edits. Finalize Culture Videos. Write / Build / Edit Microsite.

Week 5 - Team Dinner / Microsite Launch (CT or NYC)

Gather internal / external stakeholders & influencers to launch the work & story.

Budget

Metapattern Fee / Phase I: ~~\$34,500~~

Phase II: Preview

We've planned for a second production sprint to follow our initial engagement, which will build on the foundational discovery process and brand DNA of Phase I. This will be composed of an identity development and brand strategy phase, coupled with a second round of video production.

Phase 2(a)

4 / BRAND VOICE & VISUAL IDENTITY

Remedy is a profound, timely, and important movement in the history of healthcare. It's visual, verbal, and interactive communication should embody the wisdom, innovative thinking, and cutting edge use of technology that constitute the company's foundation. We're here to understand the essence of Remedy, and evolve the company's voice, through brand identity and video, to match its achievements and impact, and lead it into the future.

Phase 2(b)

5 / STAKEHOLDER FILMS

1. **Patients** – Humanity
2. **Providers** – Empathy
3. **Policy Makers** – Responsibility
4. **General Public** – What is the ACA?
5. **Feature Documentary (footage)**
 - d. *Remedy is making history. But History is only what is written.*
 - e. *We'll be shooting everything with an eye for a future full-length documentary.*