

SUBJECT: BRANDING & ADVERTISING

INDUSTRY:

FILE# HLT

PROBLEM/OPTION

ORTUNITY: Health care is a crowded category where it's tough for brands to compete. Whether it is preventative or urgent care, we've found that the majority of healthcare brands tend to communicate their message in a very clinical and technical voice. At WORK we took a different approach when working with clients in this category, producing work that speaks to healthcare consumers with a friendlier, more human voice-as if a trusted friend is talking to them about their health. Most of the following work is geared at increasing awareness and getting the audience to consider the brand when future need arises.

COMMON

- REQUESTS:**

 1. Can you help get all the Doctors on the same page?
 2. We need help with our identity.
 3. We need a personality and voice for our brand.

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Limp-ins
welcome.

URGENT CARE FOR BONE & JOINT INJURIES

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URGENT CARE FOR
BONE & JOINT INJURIES

ADVANCED
ORTHOPAEDICS

MANY SPECIALISTS
ONE FOCUS - YOU

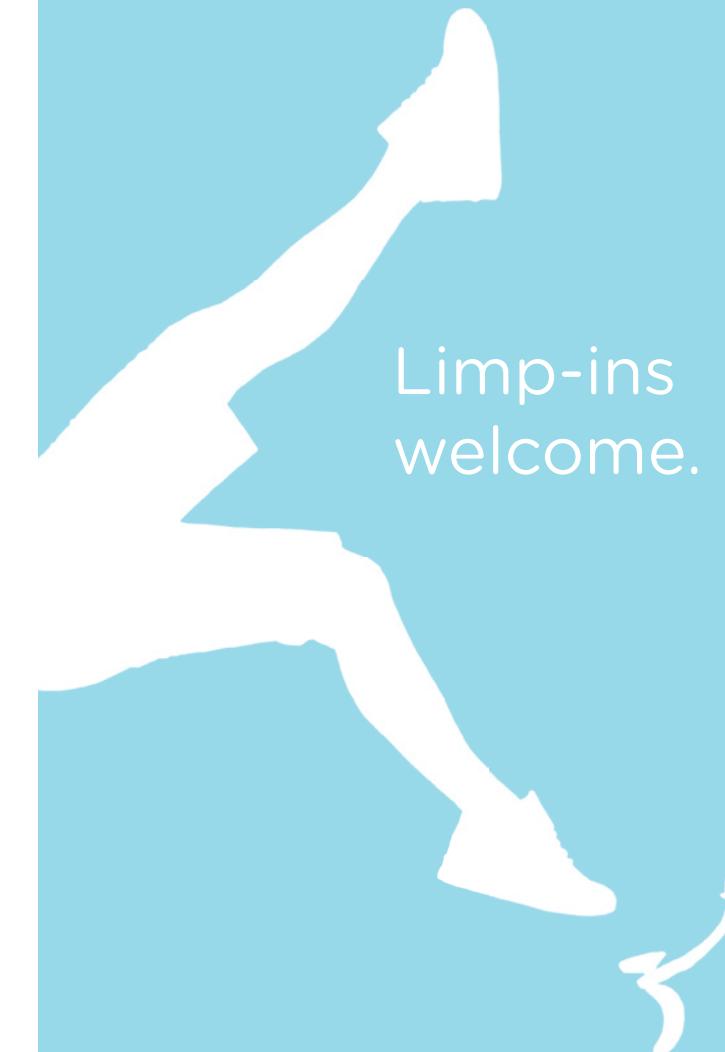


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ADVANCED
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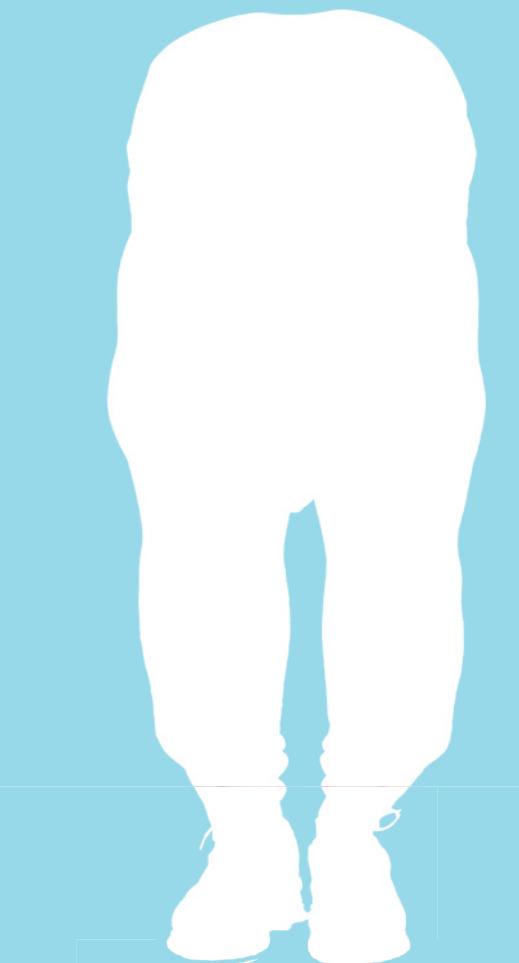
After a certain level
of training, our doctors
develop X-ray vision.

MANY SPECIALISTS, ONE FOCUS - YOU



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Prepare yourself
for the Alter G Zero
Gravity Treadmill



ADVANCED
ORTHOPAEDICS

MANY SPECIALISTS
ONE FOCUS - YOU

Low impact, pain free rehabilitation and
training with up to 80% body weight reduction.
Ask a physician today.

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URGENT CARE FOR
BONE & JOINT INJURIES



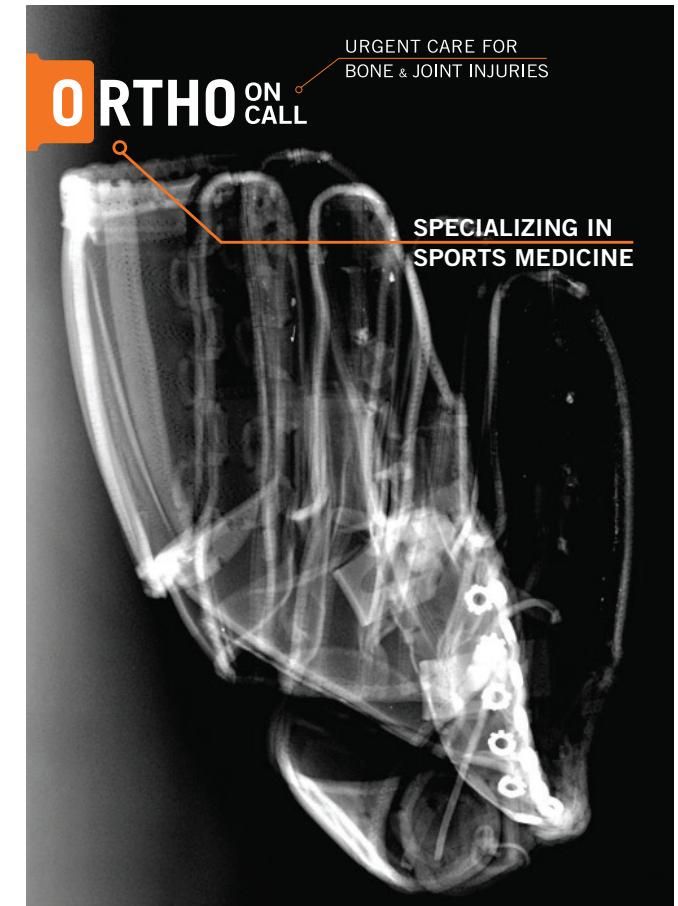
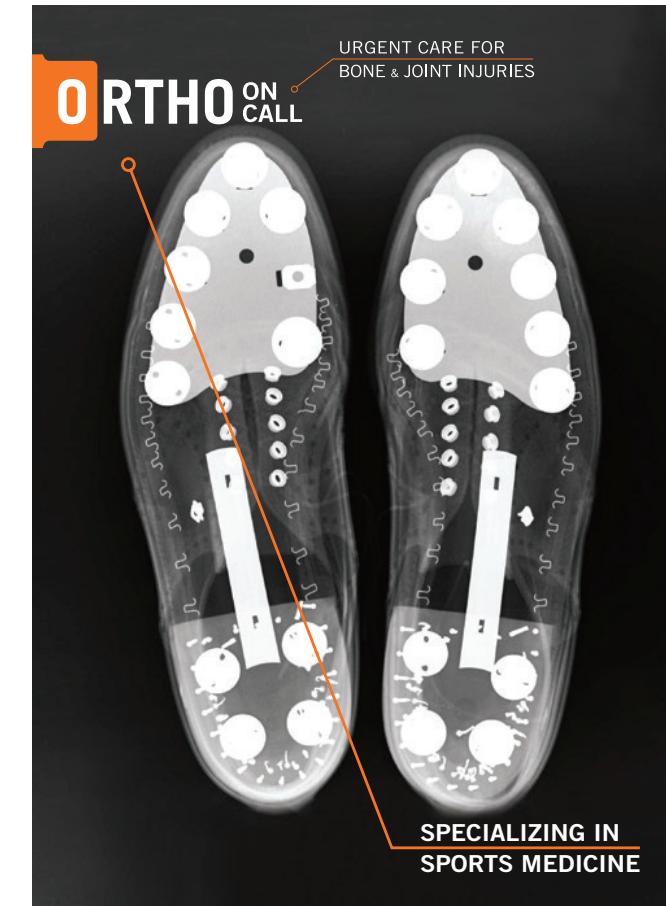
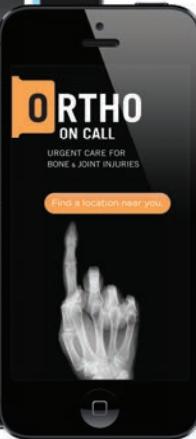
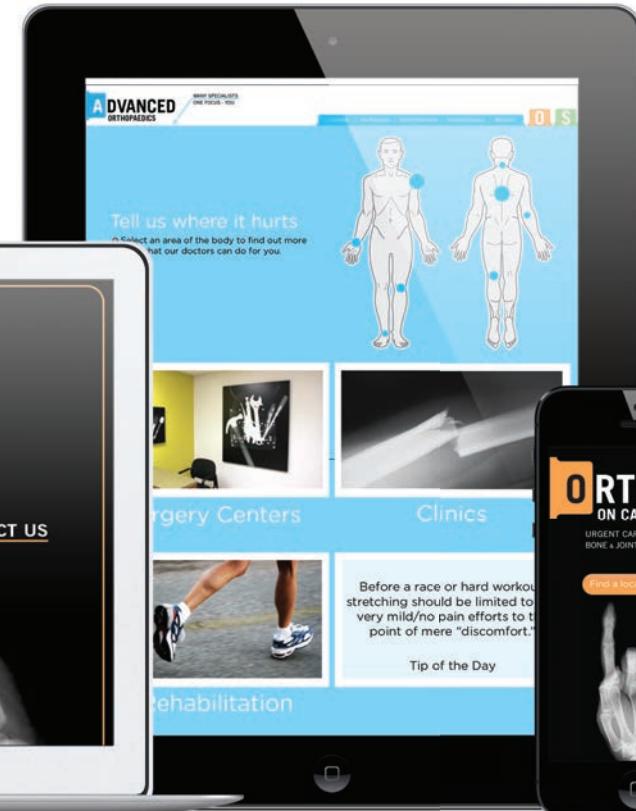
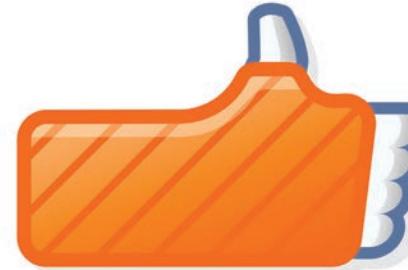
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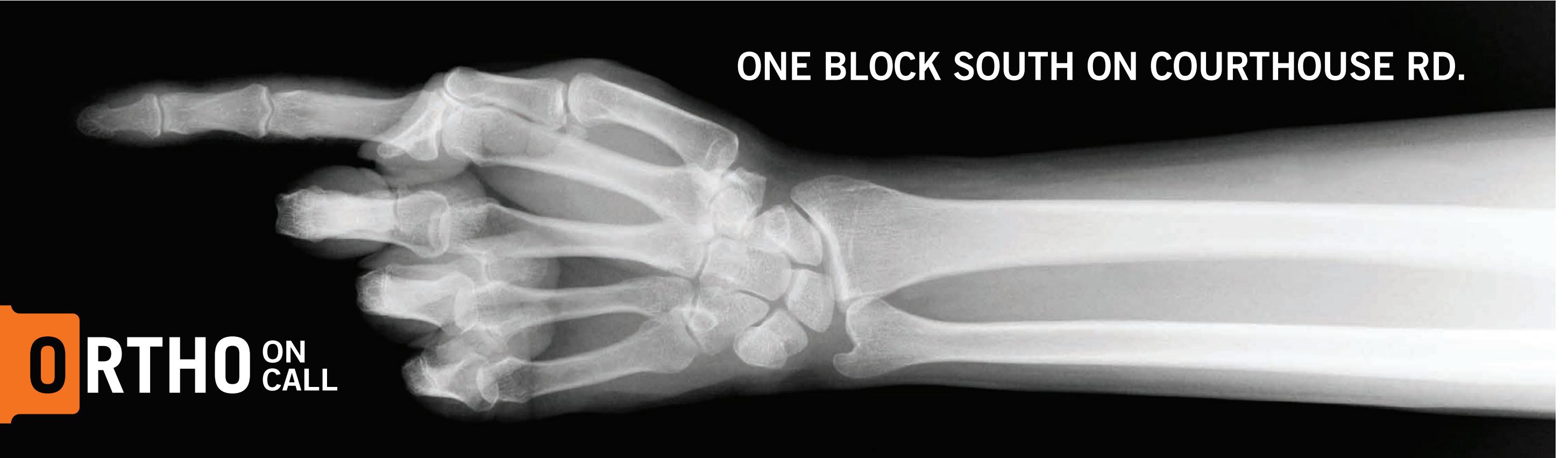
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URGENT CARE FOR
BONE & JOINT INJURIES



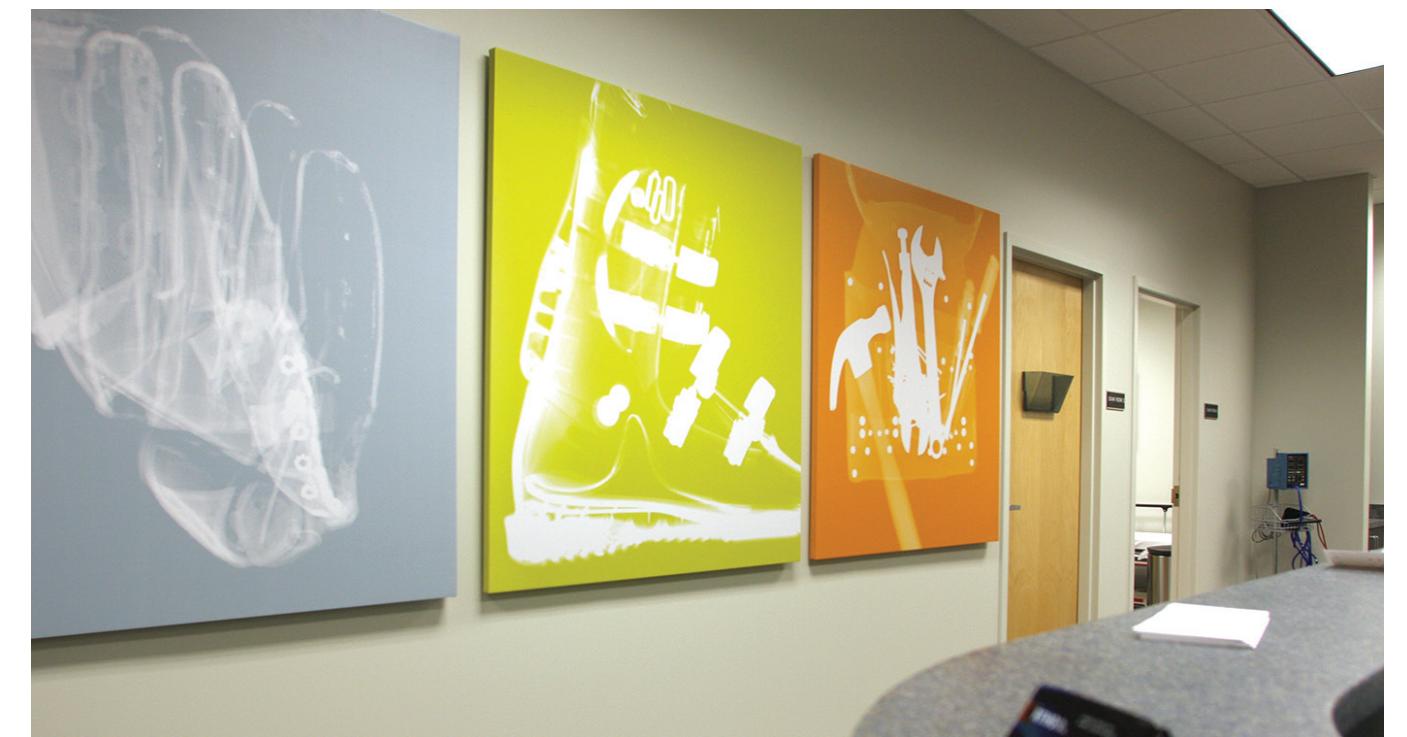
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ONE BLOCK SOUTH ON COURTHOUSE RD.

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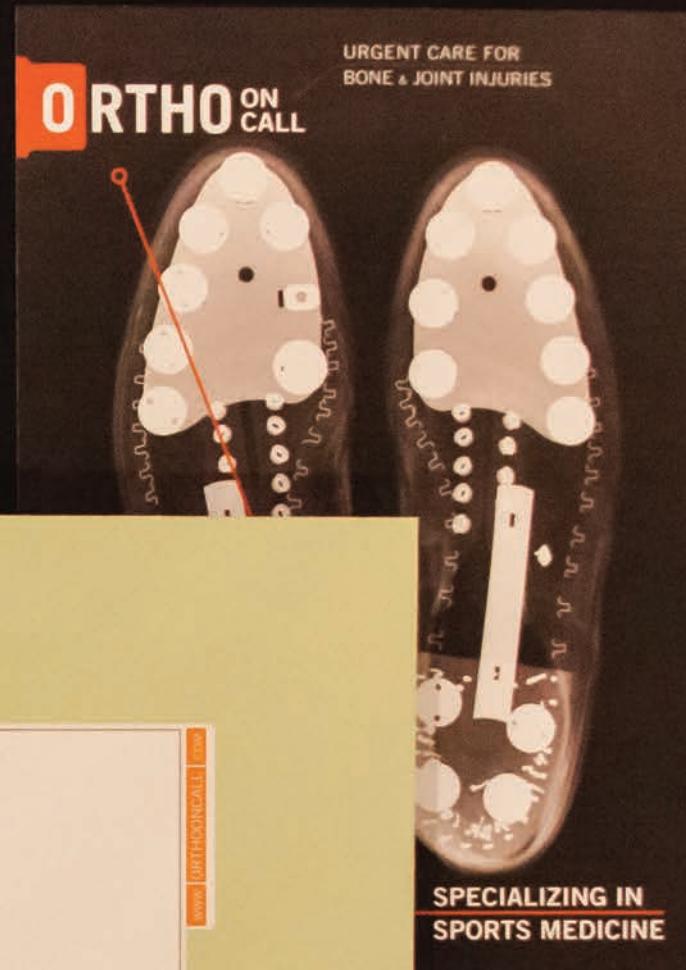
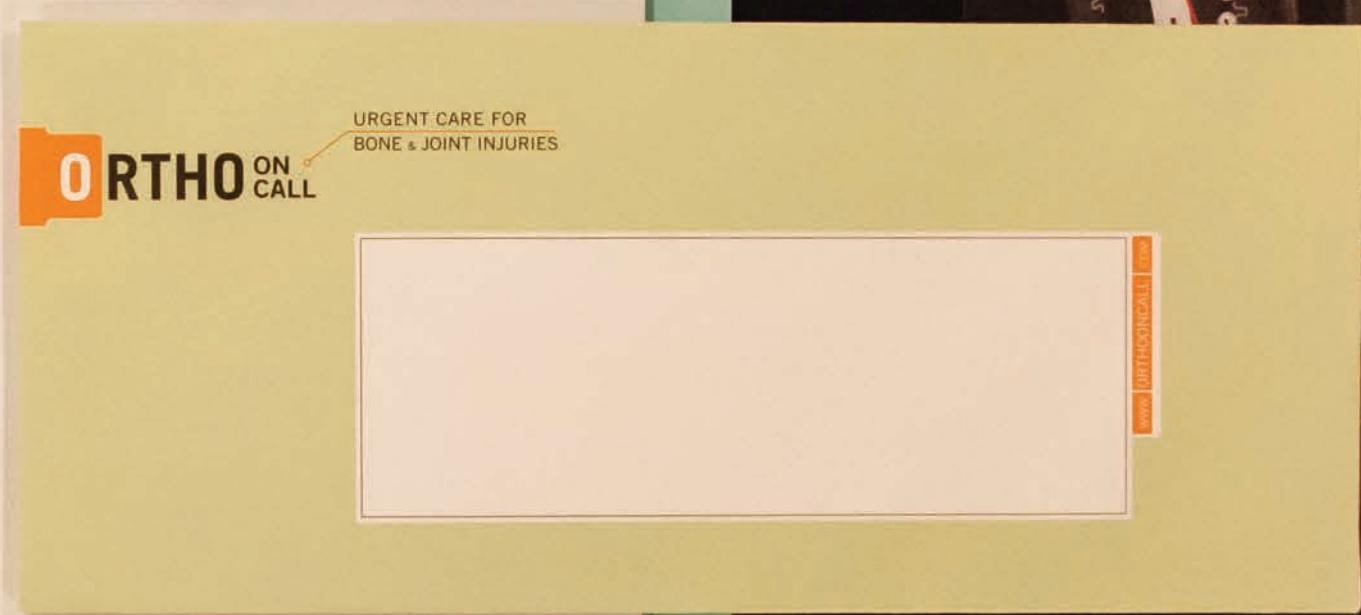




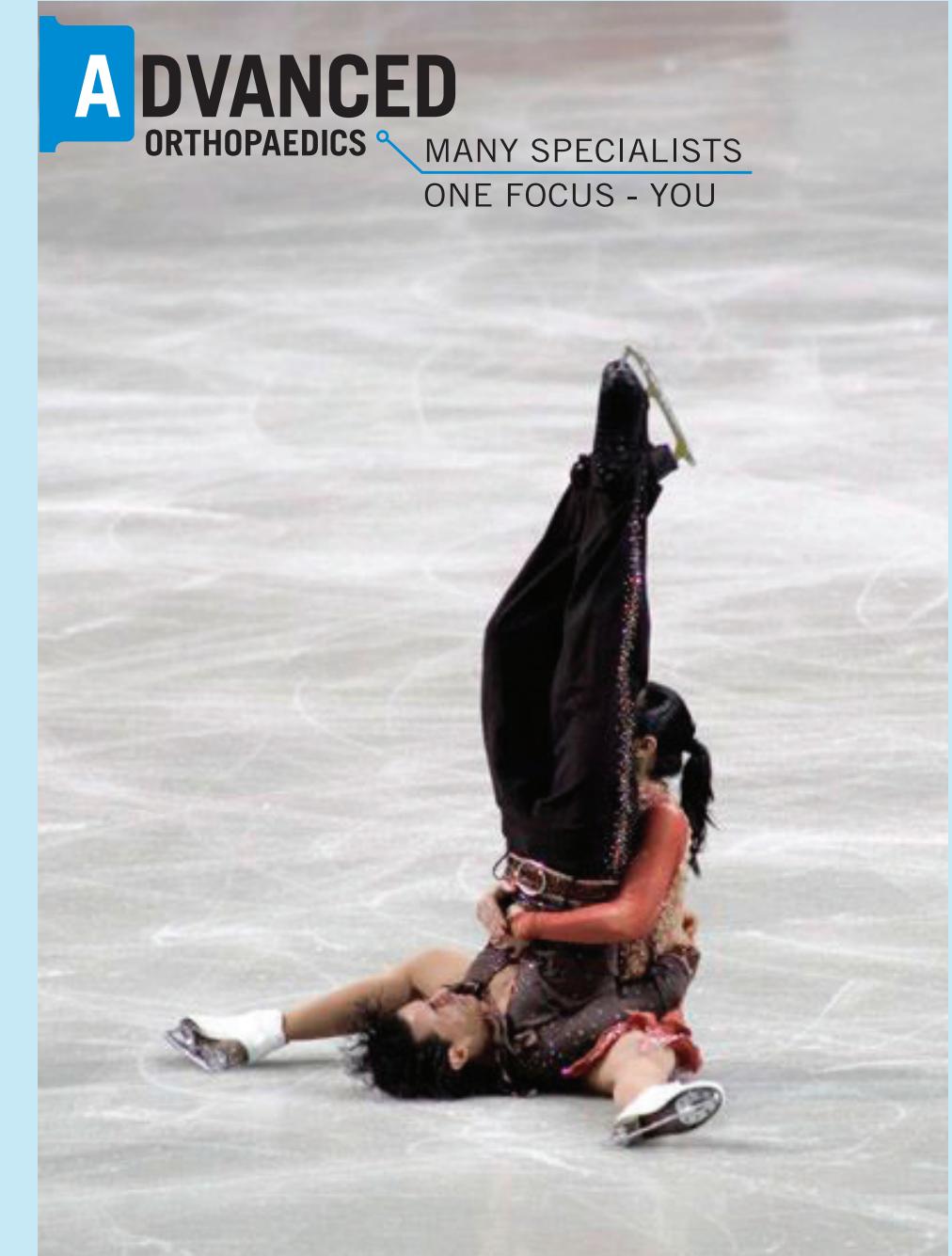
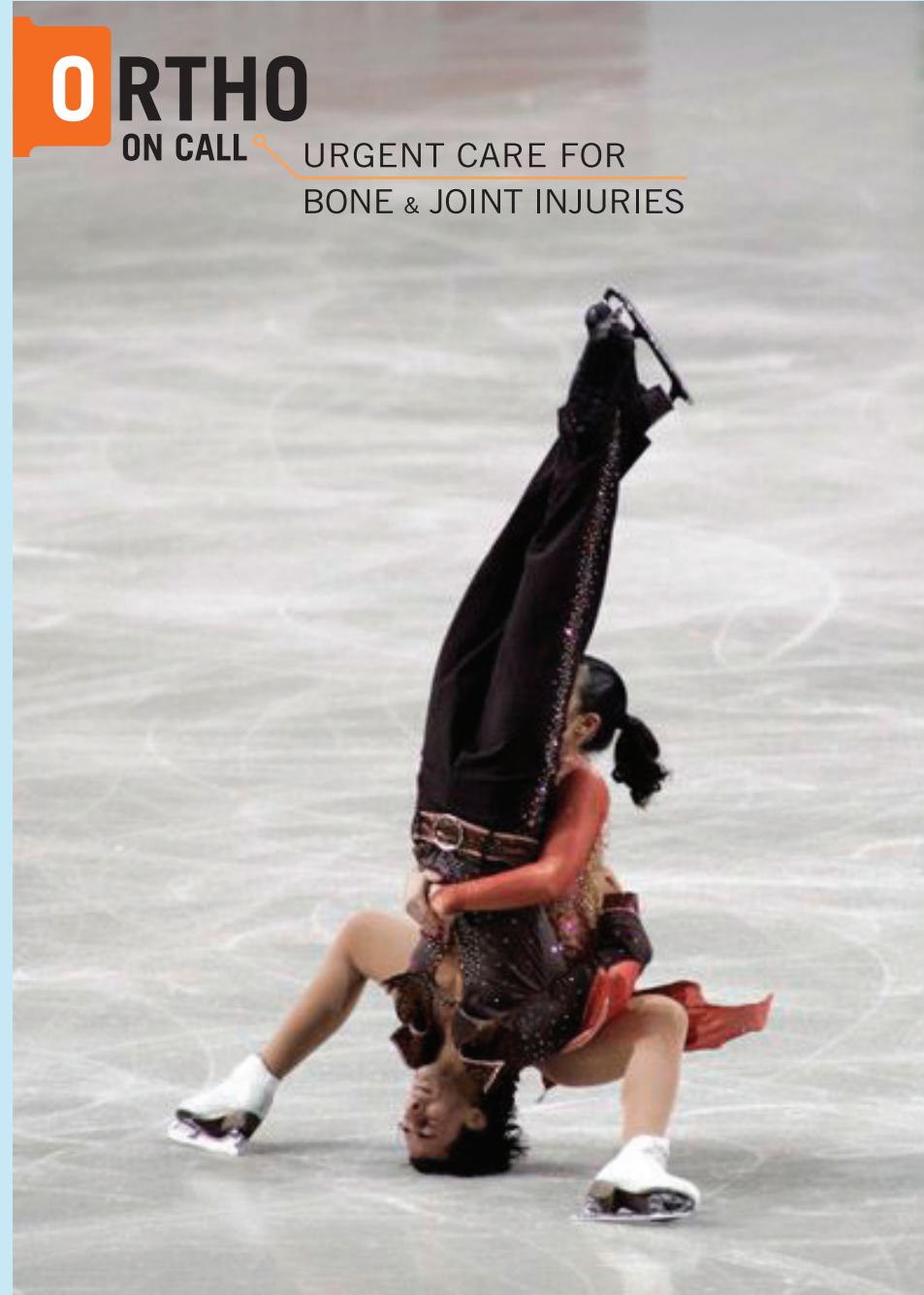
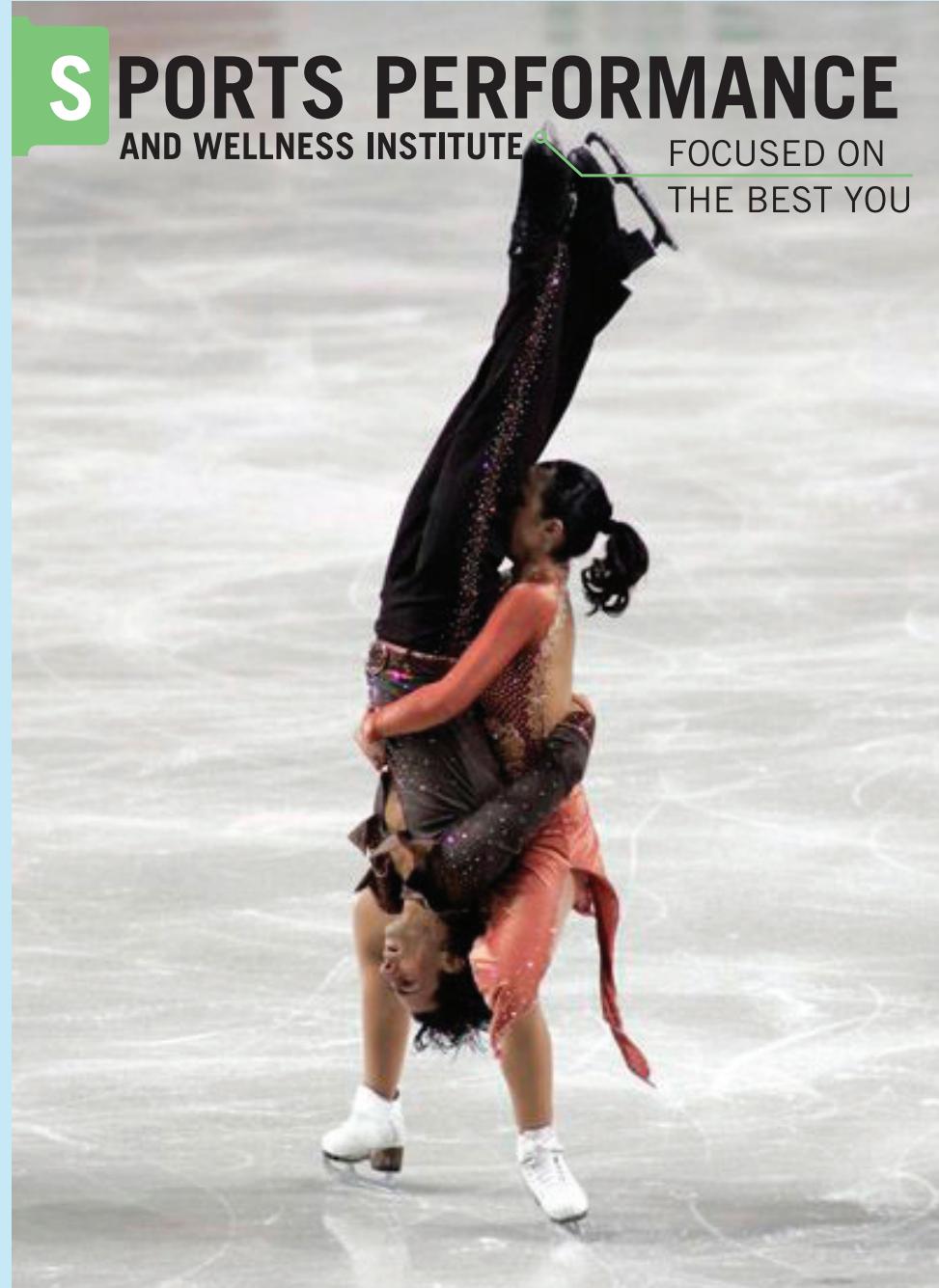
Happy
Thanksgiving



Happy
Thanksgiving



EVERYTHING YOU NEED TO KNOW ABOUT ADVANCED ORTHOPAEDICS IN THE BLINK OF AN EYE.



1. Our new Sports Performance and Wellness Institute helps individuals reach the next level.
2. Ortho On-Call clinics have walk-in urgent care for orthopaedic conditions.
3. Advanced Orthopaedics brings you subspecialty care from 17 world-class orthopaedic physicians.

SPORTS PERFORMANCE

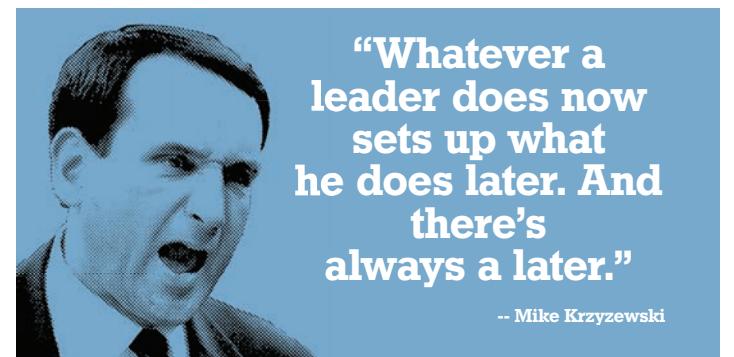
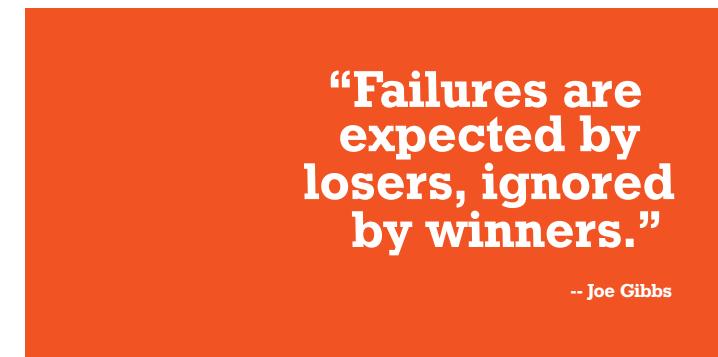
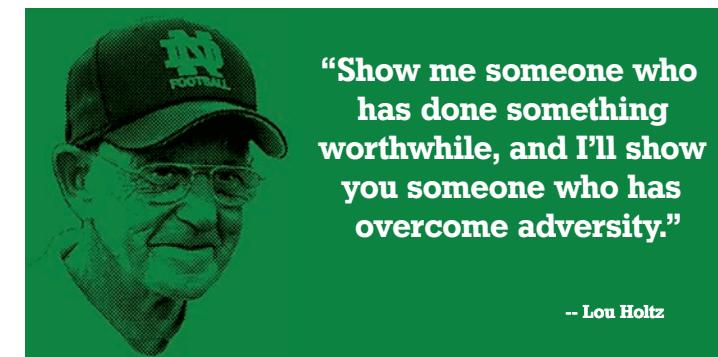
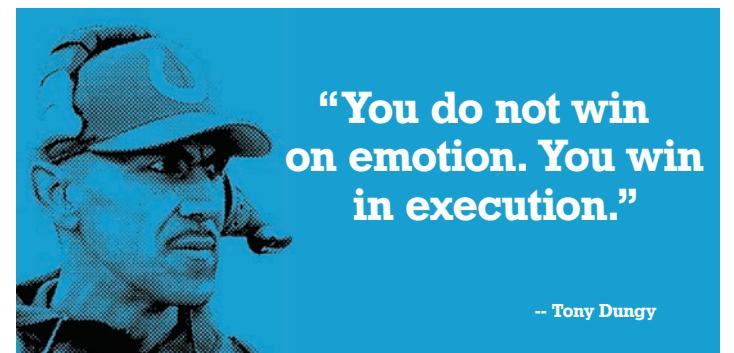
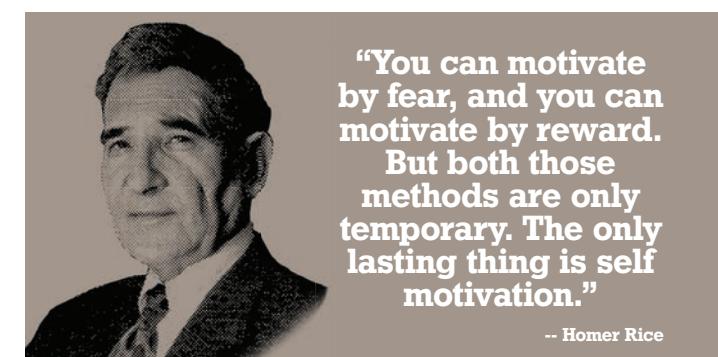
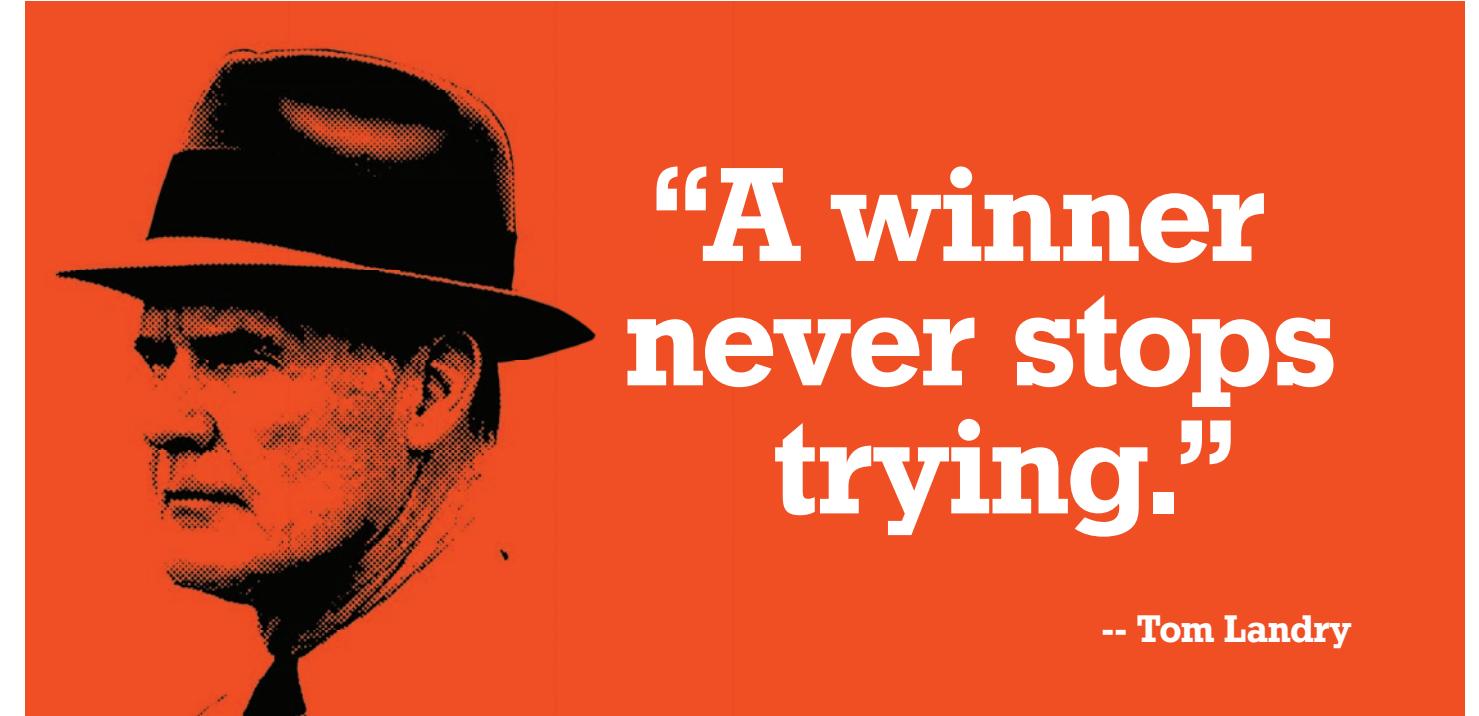
AND WELLNESS INSTITUTE

FOCUSED ON
THE BEST YOU

THE SPECIALISTS OF
ADVANCED ORTHOPAEDICS
DEDICATE THIS SPACE TO THE
PURSUIT OF EXCELLENCE AND
THE LOVE OF THE GAME.







At one time or another everything in your office has broken down. Why should you be any exception?

"It'll never happen to me." "I don't know anyone who's ever needed it." "I think I'm covered at work."

It's easy to come up with reasons why you shouldn't have long-term disability insurance. It's even easier to come up with reasons why you should.

After all, disability insurance isn't just for people who have lost a limb. The fact is, most cases involve people whose problems are far less tangible.

And yes, it could happen to you. If you're not convinced, just sample some of these recent disability statistics.

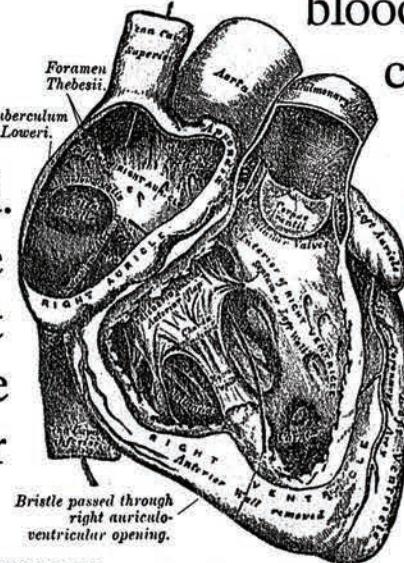
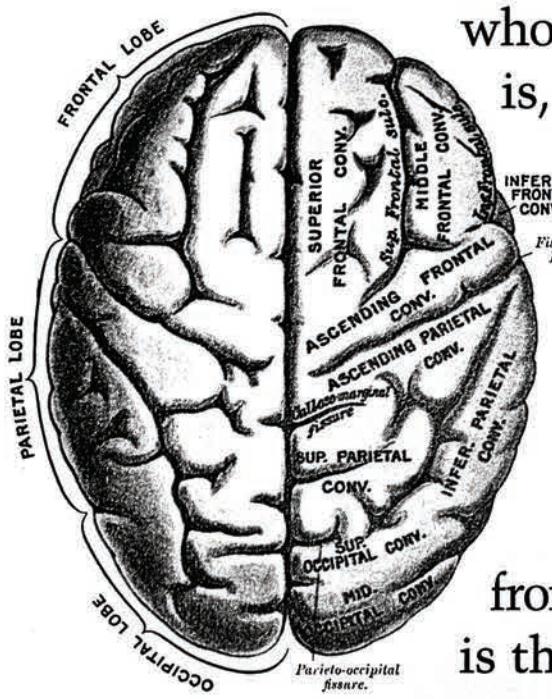
One out of five people suffers from a mental/nervous disorder, which is the leading cause of disability.¹ And

which, along with heart disease and high blood pressure, is often brought on by common stress.

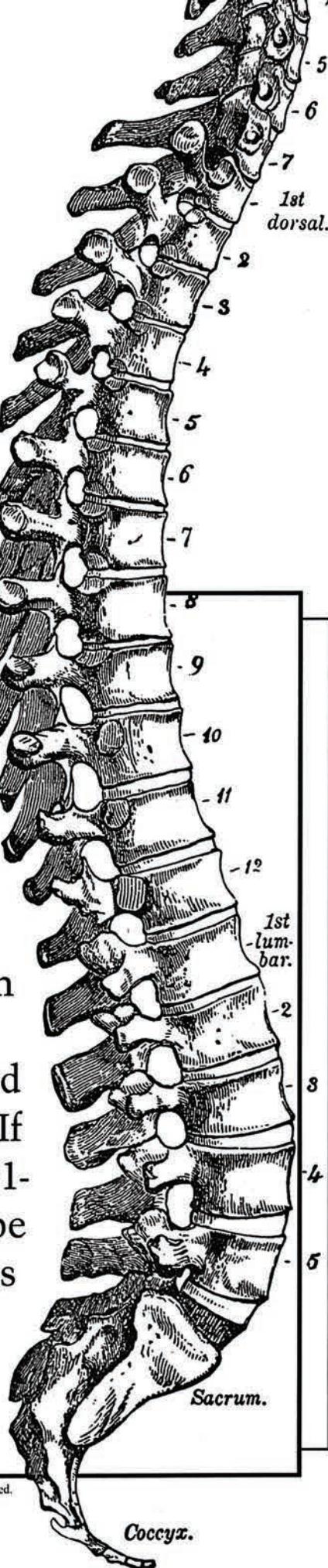
One out of seven people will be disabled *for more than a year* by the time they're 65.²

And to top it off, less than 20% of employees have group long-term disability coverage.³

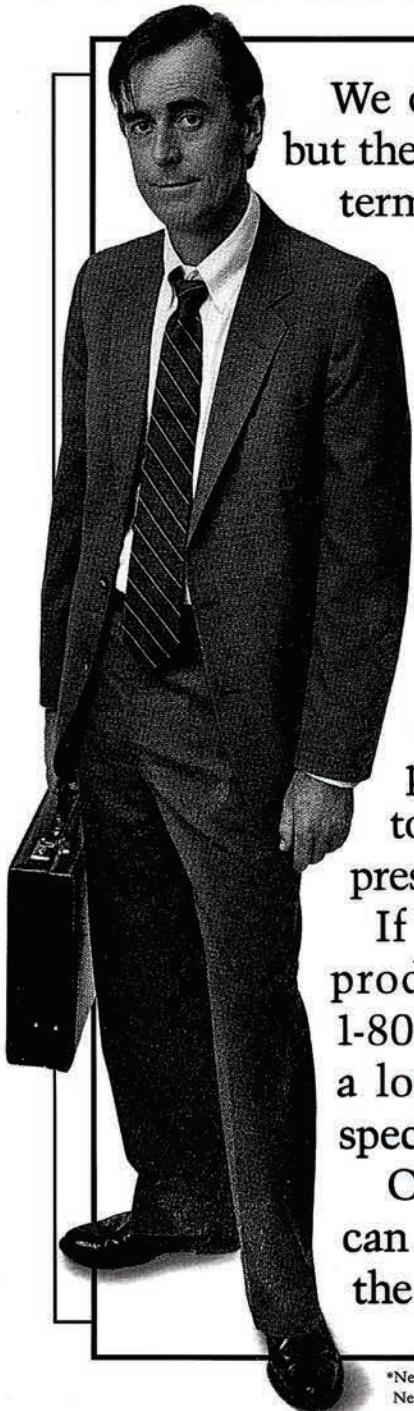
Starting to reconsider your need for long-term disability coverage? If so, simply call New York Life at 1-800-331-7622 for more information. We may not be able to help you when your copier breaks down, but if anything ever happens to you, we'll be there.



The Company You Keep.[®]



1 out of 315 disability cases involves someone falling off a ladder. 1 out of 5 involves someone climbing up.



We don't want to cause you any undue stress, but there's something you should know about long-term disability insurance.

It's not just for industrial accidents anymore. As a matter of fact, emotional/nervous disorders have now become disability's leading cause—ahead of back pain, broken bones, high blood pressure, and heart disease.*

At New York Life, we anticipated this trend. We recognized that there are any number of ways a person can become disabled. So we designed our products to protect you—whether your disability is due to pressure in your lower back, or simply the pressures of everyday life.

If you'd like to learn more about these products, simply contact New York Life at 1-800-331-7622. We'll work with you to tailor a long-term disability plan that meets your specific needs.

Once that's taken care of, you can concentrate on reaching the next few rungs.



The Company You Keep.[®]

*New York Life Claim Reserve File of policies issued since 1983. ©1990 New York Life Insurance Company, 51 Madison Avenue, New York, N.Y. 10010. All rights reserved.

Get well cards aren't the only things disabled people receive in the mail.

If you become disabled, and lose your source of income, how long would your money last?

Two years? One year? Six months? Six weeks?

Many Americans are just a few paychecks away from financial disaster. And yet the majority of us continue to live on the edge, failing to consider the consequences of becoming disabled.

At New York Life, we're getting more of our customers to think seriously about long-term disability insurance.

After all, according to recent statistics, 1 out of 7 people will be disabled *for more than a year* by the time they're 65.¹ And a large percentage of those will be individuals who suffer from such common problems as hypertension and lower back pain.

To learn more about long-term disability insurance, and how we can custom design a policy for you, contact New York Life at 1-800-331-7622.

We can help you feel a lot more secure about what the future—or your mailman—may bring.



The Company You Keep.[®]

1. 1985 Commissioners' Individual Disability Table A (people ages 25-40). ©1990 New York Life Insurance Company, 51 Madison Avenue, New York, N.Y. 10010. All rights reserved.

Most disability cases involve people who work around heavy machinery.

You don't have to be a forklift operator or an automobile mechanic or a lumberjack to need disability insurance.

The fact is, more and more disability cases involve people who wear pinstripes to work, and whose most physically dangerous activities consist of pouring hot coffee, or leaning backwards in their chairs.

If that sounds suspiciously like your job, we suggest you look into long-term disability insurance from New York Life. After all, what your occupation may lack in physical risk, it may also make up for in emotional wear and tear.

According to New York Life statistics, 20% of all disability cases consist of mental/nervous disorders. And the next two leading causes—back pain and heart disease—also afflict a large percentage of the white-collar population.¹

But perhaps the most compelling statistic is this: one out of seven people will be disabled *for more than a year* by the time they're 65.²

Consider, for a moment, the financial implications of that fact. If you became disabled for more than a year and lost your primary source of income, how might that impact your standard of living?

If you have a car, would you be able to make payments? If you have a mortgage on your home, would you be forced to sell? If you have children, would you be able to pay for their education?

Once you start asking yourself these very basic questions, the idea of not having long-term disability insurance seems virtually unthinkable. A more viable alternative, and one which we strongly recommend, is that you call New York Life, toll-free, at 1-800-331-7622.

We think you'll find us to be a very helpful and very understanding group of people. After all, we work around heavy machinery, too.



The Company You Keep.[®]

What millions of disabled Americans rely on as their sole means of support.

When you become disabled, and you're not insured, life as you know it ceases to exist.

First you lose your job. Then you figure out how long you'll be receiving sick pay. And then you start calculating the amount of time your savings will last.

And how long it might be before you're forced to sell your car. Or for that matter, your home.

When you become disabled, and you *are* insured, life as you know it—at least from a financial standpoint—continues along pretty much as it was before.

Your benefit payments arrive punctually every month. You can continue to deposit money into your savings account.

And chances are, you'll still get to drive the same car, and park it in the same driveway, in front of the same home.

At New York Life, we hope you'll never have to deal with a disability. But the odds are surprisingly high that you will.

How high? According to recent statistics, one out of seven people will be disabled *for more than a year* by the time they're 65.³

And we're not just talking about industrial accidents. In fact, most long-term disability cases involve problems that are far less tangible.

Like back pain. And high blood pressure.

The kinds of disabilities, in short, that can happen to anyone. Whether you make your living inside a huge executive office tower, or you make your living by designing huge executive office towers.

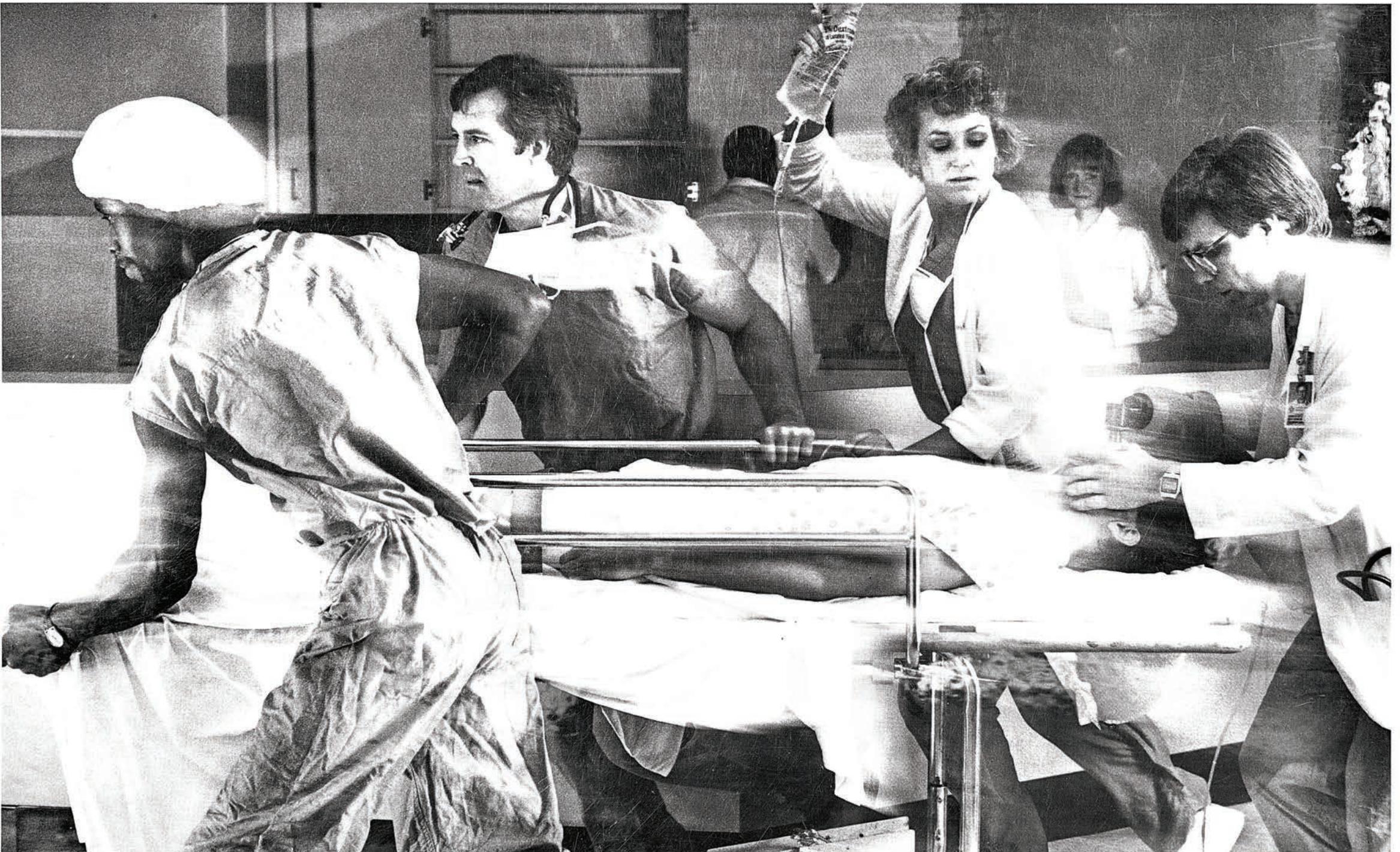
If you'd like to learn more about disability insurance, New York Life is ready to talk when you are. Just call us, toll-free, at 1-800-331-7622.

We can tell you everything you need to know. Like the difference between long-term disability and the short-term coverage you may be receiving at work. Or how we can custom design a plan that's right for you.

That way, no matter what should ever happen, you'll always have a leg to stand on.



The Company You Keep.[®]



While You're Relaxing With The Sunday Paper, We'd Like To Thank A Few People Who Aren't.

In a hospital the work doesn't stop just because the rest of the world has come to another weekend.

As a matter of fact, the work gets tougher. But that's part of the challenge of health care. Just like the

constant life-or-death pressure and the odd hours.

Now, during National Hospital Week, it seems fitting to thank all those people who keep Norfolk General running smoothly all year round.

Including long nights, weekends and holidays.

There are literally hundreds of them. Not just doctors or nurses working twenty-four hours a day.

But medical specialists and technicians of every

kind. People who work in labs or work with patients.

Or work with amazingly complex equipment.

There are managers and planners, secretaries and chefs. People who repair things and people who clean up. All of them devoted to our patients. All of them essential to our work. And, at a time like this, they all deserve our sincere thanks. Quite frankly, they deserve your thanks, too.

Because they're always here when you need them. Even if they'd rather be home with the paper.



An Atlantic Hospital

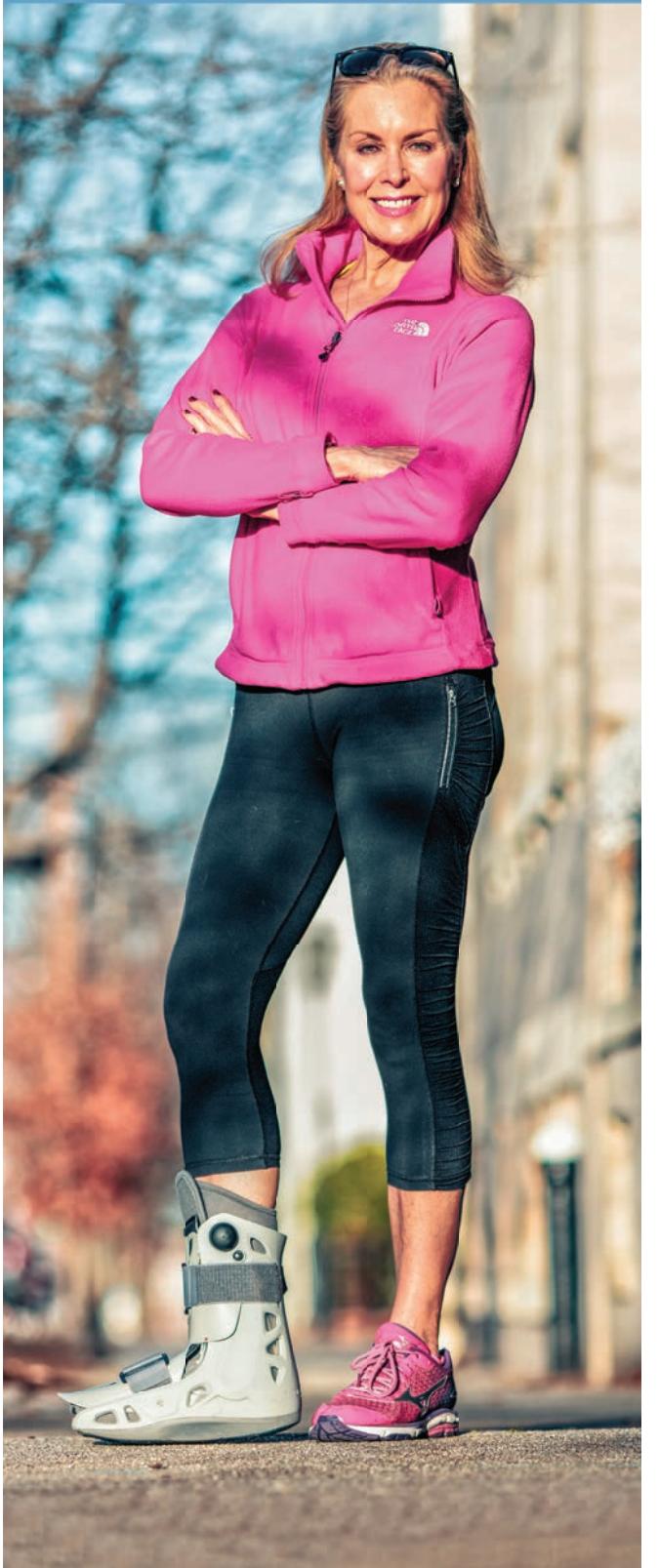
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Making great strides in the education of quality care.

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THE ROAD TO RECOVERY



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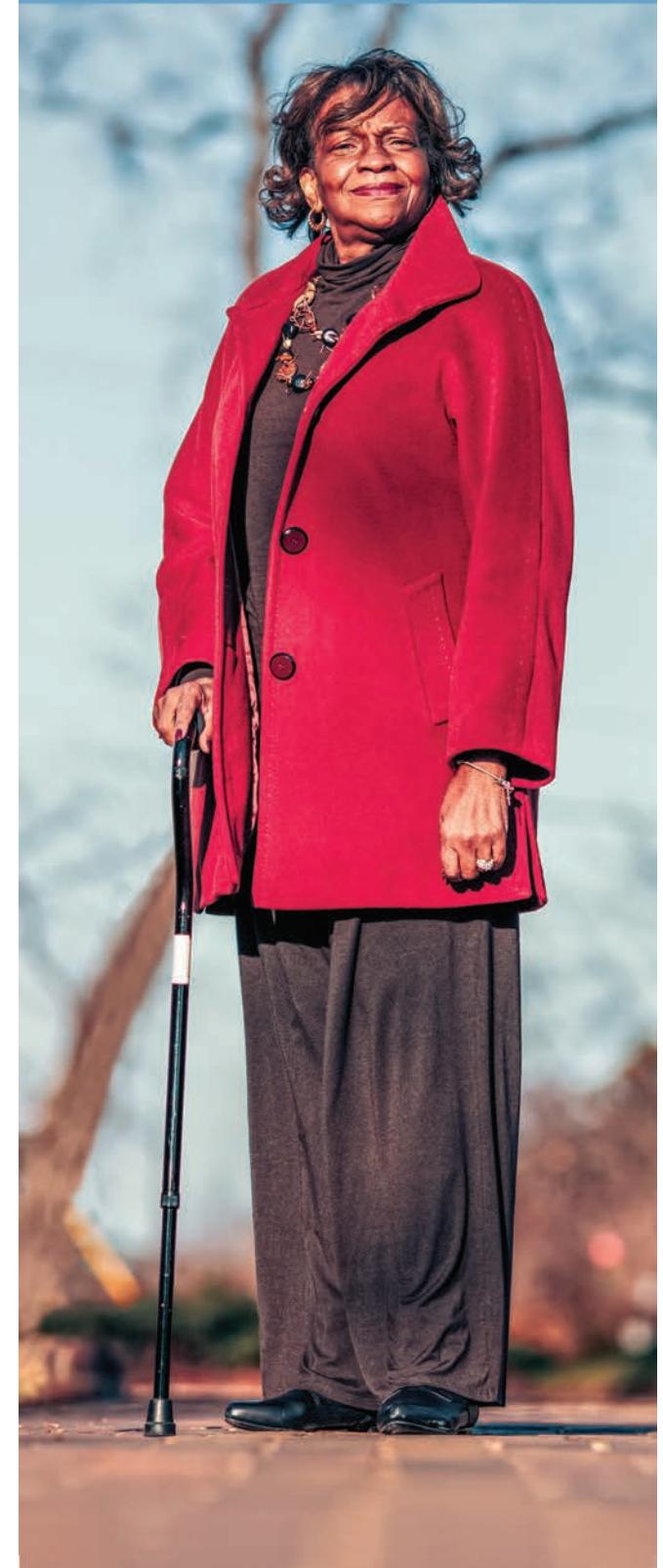


Making great strides in the education of quality care.

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THE ROAD TO RECOVERY



These days, drug dealers push a deadly smorgasbord of exotic choices.

Everything from cocaine to heroin. From LSD to PCP and designer drugs.

To an addictive personality, all this may seem like heaven on earth. But it's not.

Because it quickly becomes a living hell.

That's where you come in. As a friend or relative, you can have a lifesaving influence on a drug addict.

All it takes is the courage to get them the help they need. At the Chemical Dependency Recovery Programs of Norfolk and Portsmouth Psychiatric Centers.

For more than a decade, our programs have helped alcohol and drug abusers regain control of their lives.

Thanks to ongoing research, our staff of physicians, counselors, and nurses have a deeper understanding of drug addiction. And more methods for treating it.

For information, contact Sandy Duke, any time night or day, at 399-3300. On the Peninsula, toll-free 380-0828.

Call now. We'll give it to you straight.

Norfolk & Portsmouth
Psychiatric Centers.

We'll Find A Way To Get Someone Straight No Matter How They Got Hooked.



In a world where every minor pain can be instantly relieved, it's no wonder this happens. The tranquilizers or diet pills suddenly become a feature of everyday life.

And that dependable person who needed a little help, becomes helpless instead. That's where you come in. As a friend or

relative, you can have a lifesaving influence on a drug abuser.

All it takes is the courage to get them the help they need. At the Chemical Dependency Recovery Programs of Norfolk and Portsmouth Psychiatric Centers.

For more than a decade, our program has helped men and women with drug dependencies regain control of their lives.

And today their chances of recovery are better than ever before.

Thanks to ongoing research, our staff has a much deeper understanding of chemical dependency. And more methods for treating it.

For information about drug abuse and recovery, call Sandy Duke at 399-3300. On the Peninsula, 380-0828.

We think you'll feel better right away.

Norfolk & Portsmouth
Psychiatric Centers.

Some People Get Hooked On Drugs Without Ever Breaking The Law.



To alcoholics, the prospect of quitting never looks quite as good as the next drink. Their world is filled with reasons to have one more. Like the daily pressures of a job. Or the strain of a difficult marriage. That's where you come in.

As a friend or relative, you can have a

lifesaving influence on a problem drinker. All it takes is the courage to get them the help they need. At the Chemical Dependency Recovery Programs of Norfolk and Portsmouth Psychiatric Centers.

For more than a decade, we've helped alcoholics regain control of their lives.

And today their chances of recovery are better than ever before. Thanks to ongoing research, our staff of physicians, counselors, and nurses have a deeper understanding of chemical dependency. And more methods for treating it.

For information, anytime night or day,

call Sandy Duke at 399-3300. On the Peninsula, toll-free 380-0828. Your alcoholic friend may never stop until we get started.

Norfolk & Portsmouth
Psychiatric Centers.

It's A Shame There Aren't As Many Ways To Stop Drinking As There Are To Start.



PLACE IDENTIFICATION CARD HERE

WORK LABS  APPROVED