



L.A. Care
HEALTH PLAN®

Parent Brand Initiative



Context

- Strategic Vision Operating Plan
 - Pillar 4: Recognized leader in improving healthcare outcomes for low income and vulnerable populations in L.A. County
- Growth of Products and Services
 - Affordable Care Act
 - Launch of LACC
 - Medicaid Expansion
 - CMC Pilot Demonstration
 - Family Resource Centers
- Milestones: 20 Year Anniversary, 2 million MCLA members etc.
- Consensus to use the Parent Brand Initiative to reintroduce L.A. Care to the market



The Process

- Aggregation of research
 - CMC and LACC focus groups
 - Awareness and Image surveys for MCLA and LACC
 - Membership data
 - Census data
- Internal stakeholder focus groups
 - Leadership
 - Management
 - Front line staff
- Analysis of competitive landscape
- Agency compiled all findings and created a base for the development of brand attributes and characteristics
- Fielded benchmark consumer survey to establish baseline metric for awareness of L.A. Care



The Journey Begins

The **Red Heart**: L.A. Care Members and Employees

L.A. Care's reason for being – our members and the staff that makes the delivery of quality care possible.

The **Orange Sun Ring**: L.A. Care Lines of Business

These are the programs that support our members' health goals, needs and well-being.

The **Yellow Rays**: Community Connectors

Community Connectors are those providers, ECAC/RCAC members, FRCs, community clinics/FQHCs, community based organizations, stakeholders, public officials and any other supporters that create pathways for L.A. Care to expand the care it delivers to the residents of L.A. County.

The **Blue Background**: The County of Los Angeles

L.A. Care is a community driven organization. Our mission, vision and values arise from the people that we serve. This large community is also a foundation of support that informs what we do on a daily basis.

Members
Employees

+

Community

+

LOBs

+

Connectors

=



What the Initiative is NOT

- A change in logo, name or mission vision and values
- A change in the organization's strategic vision, operations and programs
- A change to the day to day functions of most L.A. Care employees and their jobs
- A change to current LOBs, program areas and business practices
- Solely an advertising campaign



What the Initiative Is

- An initiative to put L.A. Care at the forefront of health plans and be widely recognized as:
 - A leader in providing *quality healthcare for all* regardless of health status
 - A reliable source of information for members, stakeholders and the public
 - An organization that recognizes the impact of social determinants on healthcare outcomes;
- A way to firmly establish L.A. Care's position as a leader, advocate and guardian of access to quality health care
- The platform to tell the story of L.A. Care through the perspective of its leadership, members, stakeholders and supporters
- An initiative to unify the L.A. Care identity so that our internal and external messaging is consistent and clear
- The opportunity to reacquaint external audiences at the local, state and national levels with the mission, vision and accomplishments of L.A. Care
- A multi-year effort to secure L.A. Care's brand in the hearts and minds of stakeholders, members, advocates and providers



Key Takeaways and Positioning

Inclusive

The initiative reflects the community we serve. It represents our members, employees, providers, stakeholders and prospective members. Over time the look, feel and people we present in the campaign will evolve to continue to represent the many different faces of Los Angeles.

Aspirational

The tone of the campaign is aspirational, we are committed to being a part of the solutions to the many problems that hold health back in L.A. County. The initiative represents the fact that we aim to elevate the quality of care through the work we do in the community with our partners and stakeholders and as employees everyday.

Rooted

This campaign is rooted in our mission and vision, its speaks to the fact that we are here to serve the needs of our fellow Angelenos. The concepts, images and words being used in the campaign are a product of the many thoughts and ideas that our employees brought forward during the conceptual stages of the project.

Journey

This initiative is a journey, we are in this together. Everyday we will work as one to find solutions to the healthcare challenges in our neighborhoods and communities.



Core Brand Components

Key Consumer Takeaway

- Fortifying and strengthening Angelenos' well-being, no matter your life situation.

Internal Brand Positioning

- The heartfelt crusader striving for Angelenos' whole health.

Consumer Campaign Headline

- Elevating healthcare in the City of Angels since 1997.

Consumer Brand Tagline

- For All of L.A.



More **HEALTH**
per **ANGELENO**

Creative – Phase 1



ELEVATING HEALTH CARE IN THE CITY OF ANGELS

SINCE 1997



L.A. Care
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For All of L.A.

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ELEVANDO
EL CUIDADO DE SALUD
EN LA CIUDAD DE ÁNGELES
— DESDE 1997 —

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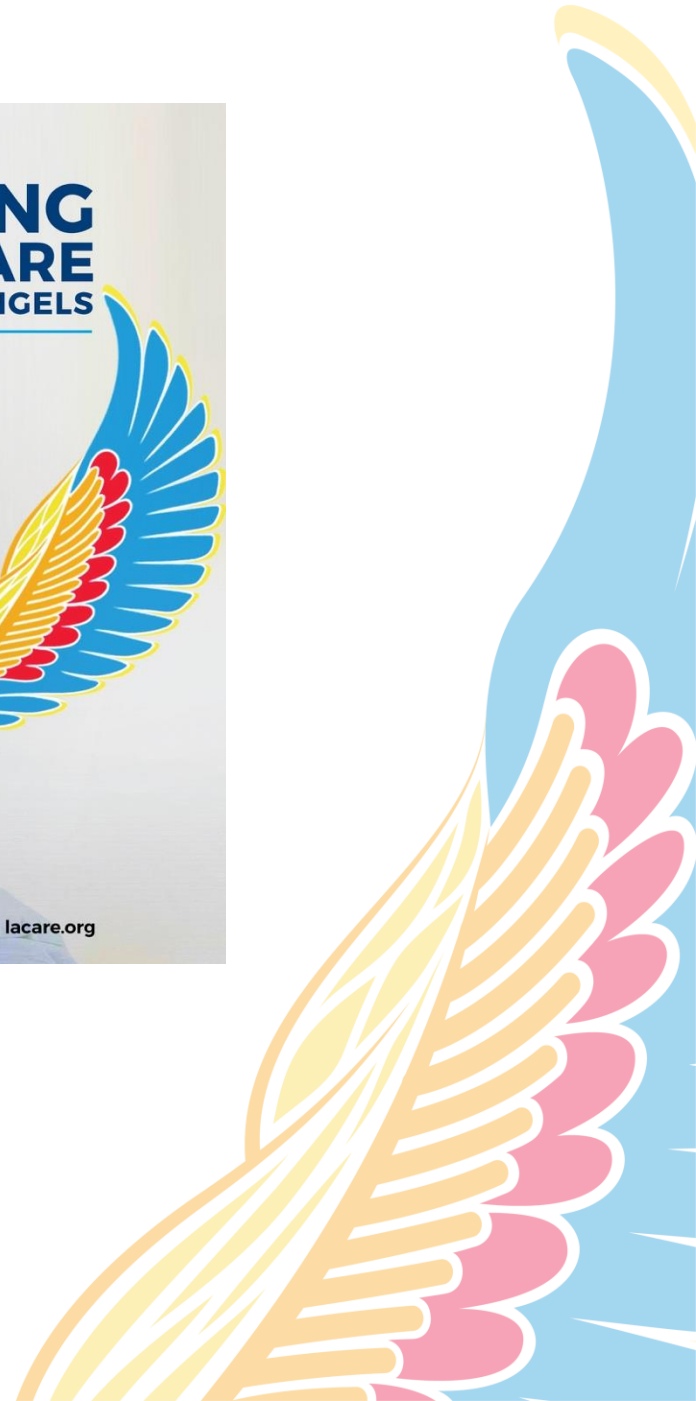
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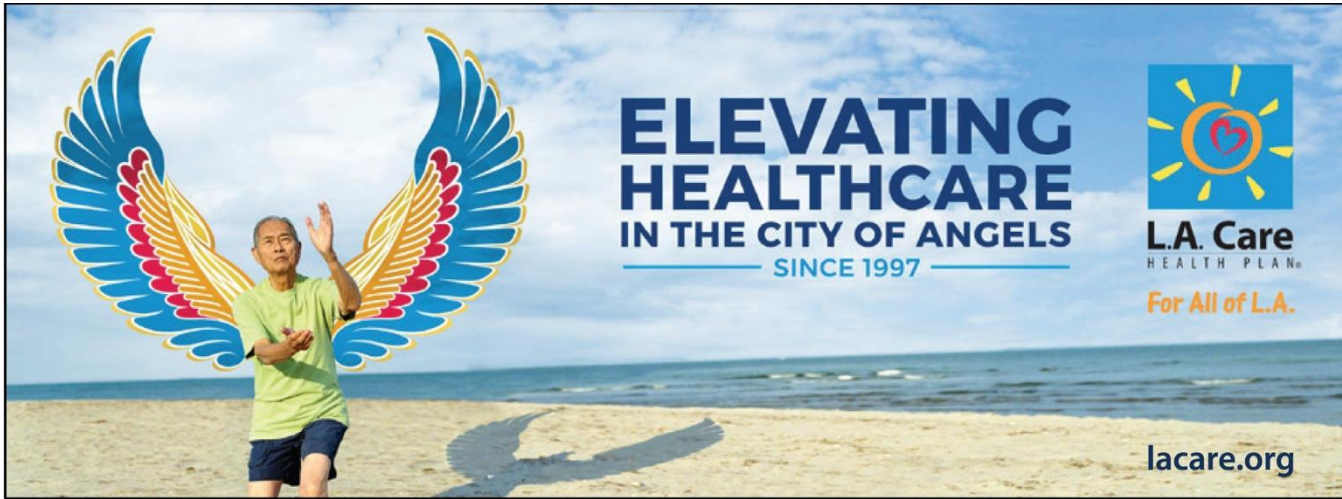
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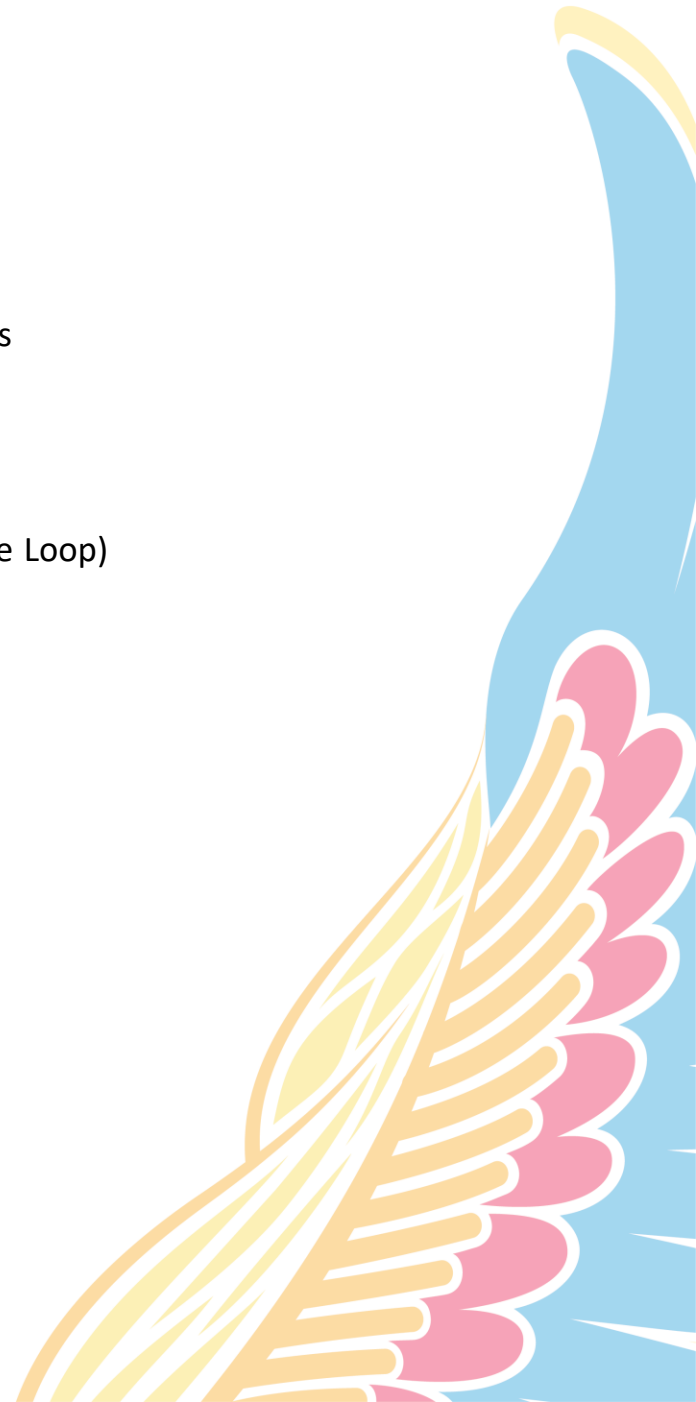
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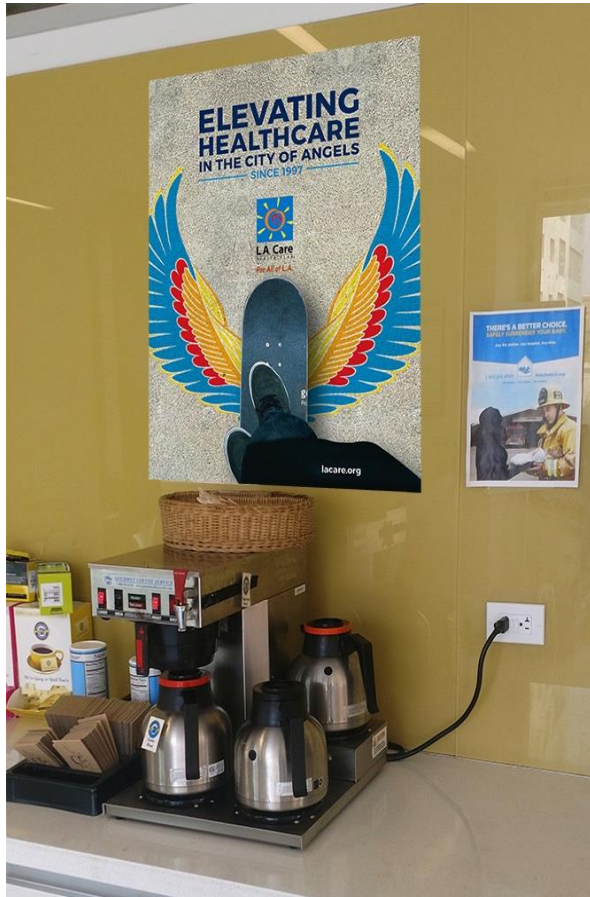


Internal Launch

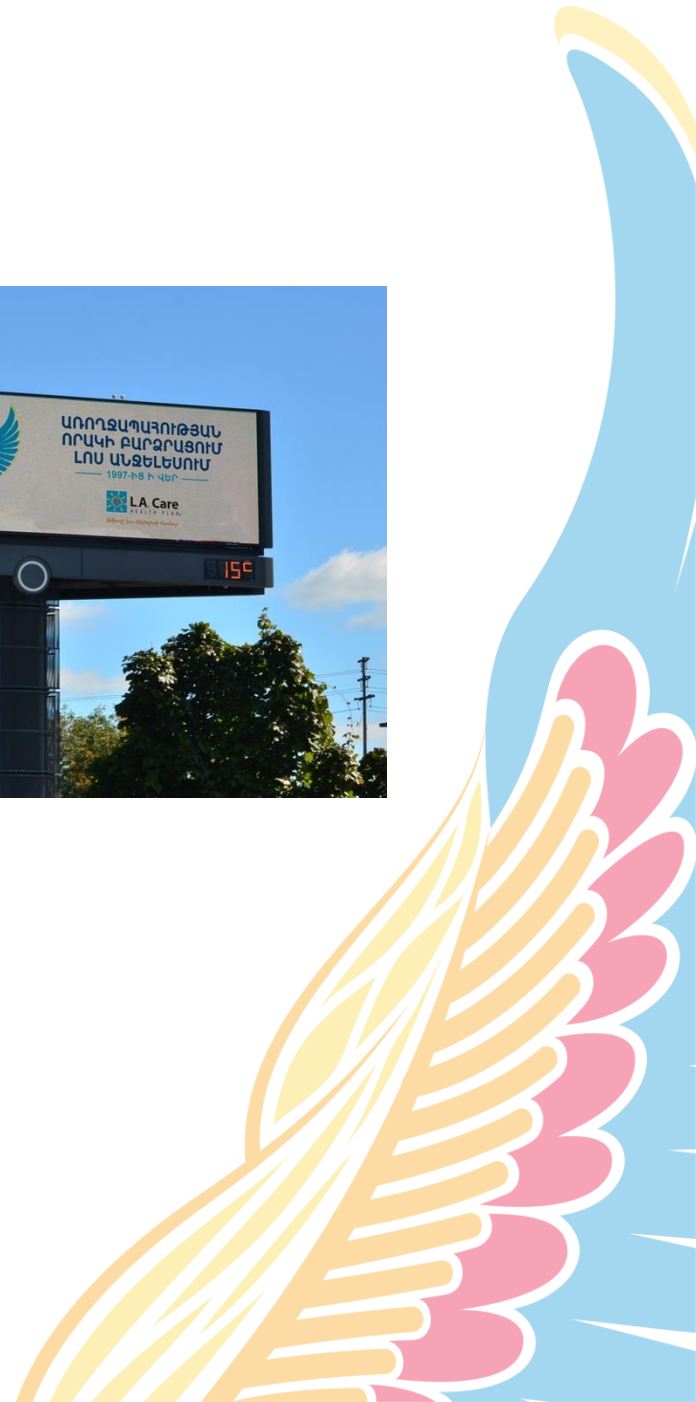
- Introduction of campaign by John Baackes
- Campaign branding incorporated into HQ and Garland work spaces
- Presentations to specific business units
- Inclusion in inter-organization communication (ie: NewsHub, In the Loop)
- Brand toolkit for employees
- Integration into strategic projects



Internal Launch Samples



External Campaign Samples



External Campaign Samples



External Campaign Samples



Digital

