

## BACKGROUND

Trio Health, LLC has taken traditional executive health to a new level by offering a high-quality, comprehensive, one-day physical examination and consultation integrated with ongoing, scientifically proven wellness planning, evaluation and support services in a collaborative model. This product leverages the research, clinical experience, and proprietary wellness model of world-renowned anesthesiologist and internist, Dr. Michael Roizen, Trio Health's Co-founder and Chief Medical Officer, and The New York Times best selling author of the RealAge® books. Now open, this offering is available at Northwestern Memorial Hospital in downtown Chicago.

## OBJECTIVE

With a vision for the business and a product designed around RealAge®, a well-known consumer wellness concept, the executives and founder of Trio Health required a strategic consulting and communications firm to work with them to fully realize the product offering, and translate that offering into a brand and communications plan for bringing the product to a complex and saturated market. With a plan for franchise opportunities moving forward, Trio required a brand that had long-term substance and the ability to translate to various academic medical centers nationwide.

## HIGHLIGHTS

Conducted an in-depth assessment process to gain insight into the vision, market need and product components; interviews included key clinical, executive and marketing leadership at the parent company (Trio) and at Northwestern Memorial Hospital, as well as physicians, potential end users and prospective corporate clients; reviewed and tested select competitive products.

Facilitated a two-day product development retreat with key Trio leadership to uncover the product's distinctions, and to map out elements such as the product concept, client experience, physician involvement and technology/facility requirements.

Consulted on contractual agreement between Trio / Northwestern Memorial Hospital and RealAge, Inc., providing insight into the financial and operating arrangement between the component organizations.

Developed a brand strategy and message platform for the new product, including naming the initial offering, "The Center for Partnership Medicine at Northwestern Memorial Hospital"; applied that brand to a creative execution for all marketing materials and facility enhancements required for launch.

Crafted a marketing communications plan and supporting creative that included the corporate identity and website for Trio, product identity, client experience and promotional items, and all core tools, including interim sales support and collateral prior to the launch of the branded offering.

Provided strategic consulting on a series of primary market research steps to test the brand and its messaging; focus groups and phone interviews were conducted to solidify the new brand's equity and market response to the creative look and feel of all tools.

# The Center for Partnership Medicine at Northwestern Memorial Hospital





IDENTITY SYSTEM



CAPABILITIES BROCHURE

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 at Northwestern Memorial Hospital  
 Live well beyond your years.

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 at Northwestern Memorial Hospital

