

BACKGROUND

Located on Chicago's North Shore, Yellowbrick is a groundbreaking psychotherapeutic continuum of care for emerging adults experiencing emotional, psychological or developmental disorders. Affiliated with Evanston Northwestern Hospital's Family Institute, Yellowbrick encompasses an integrative, multidisciplinary approach that combines lifestyle management with a wide range of traditional and alternative therapies guided by skilled and compassionate clinical professionals. Yellowbrick's comprehensive and customized approach to wellness helps emerging adults realize self-respect, individual responsibility, mutually sustaining relationships and the competence for a meaningful and purposeful life.

OBJECTIVE

Jesse Viner, M.D., a renowned Chicago-area psychiatrist, filled a significant void in the mental treatment continuum by developing an innovative new care model for young adults aged 18 to 30, and assembling a group of the brightest clinicians and therapists with specific expertise within this population.

HBG Health was retained as a strategic partner to bring Dr. Viner's vision to life – transforming the philosophy of thinking into a business model that aptly reflects the appropriate product portfolio and service offering, brand strategy, name and identity, marketing programs and tools – capturing the uniqueness of this psychotherapeutic approach to mental health care.

HIGHLIGHTS

Conducted a comprehensive due diligence process that included a series of one-on-one interviews with national medical and therapeutic service centers, clinicians and therapists with expertise in the emerging adult population, and a review of competitive providers, programs and tools.

Facilitated the business model development in concert with leadership, and provided strategic and branding recommendations to establish the foundation for this new psychotherapeutic care continuum.

Developed the name Yellowbrick, inspired by the philosophy of care, a deep understanding of this unique patient population and the journey that young adults take as they navigate life's challenges.

Created the tagline, "Find your way home" that clearly represented a call to action that motivates us all and is the underlying promise of the product offering.

Developed Yellowbrick's brand strategy comprised of the concepts of Courage, Wisdom, Heart, Home, Magic, Journey and Interconnectedness – representing the path that emerging adults take as they navigate through their personal journey to find "home," as well as the value of a support network to guide them and the inner-strength they all must discover on their own.

Translated strategic brand recommendations into a creative strategy, voice and image, reflecting the way that Yellowbrick is represented to all desired stakeholders.

Crystallized Yellowbrick's brand strategy by developing pre-launch, launch and post-launch marketing plans, media plans, public relations plans and budgets for both Yellowbrick and Yellowbrick Foundation, including tools and steps to effectively prepare the market, launch the program and maintain the momentum of the brand launch after the business was fully operational.



IDENTITY SYSTEM

Yellowbrick
FIND YOUR WAY HOME

325 West Huron, Chicago, Illinois 60610
PH: 312.334.4500 FAX: 312.334.5502
WEB: yellowbrickinc.com

Referred By: _____

325 West Huron, Chicago, Illinois 60610
PH: 312.334.4500 FAX: 312.334.5502
WEB: yellowbrickinc.com

Yellowbrick
FIND YOUR WAY HOME

BROCHURE

heart to love

the strength within

Yellowbrick
FIND YOUR WAY HOME

ADVERTISEMENT

My daughter is in pain, and I feel so powerless to help her. I'm back working, but nothing seems to work. I don't understand how we got here. I don't know what else to do. Why can't I make it better?

How do I make our family whole again?

Yellowbrick
FIND YOUR WAY HOME

"We want to get back to the road, in some way."

Yellowbrick
FIND YOUR WAY HOME

MEDICAL PUBLICATION

THE YELLOWBRICK JOURNAL

COMBATING SUPPORT DISORDERED PERSONAL GROWTH AND HEALING

MARKING ISSUES IN REAL-TIME PROVIDES MEMORABLE CUSTOMERS

MULTIDISCIPLINARY "LIFE PLAN" ADDRESSES EACH PROJECT'S INDIVIDUAL NEEDS

THE ROLE ADVOCATES PLAY IN ARCHIVING SUCCESSFUL CLINICAL OUTCOMES

CONTINUUM OF CARE DESIGNER OPTIMAL TREATMENT CUSTOMIZATION

Letter From The Editor

Yellowbrick
FIND YOUR WAY HOME

Change your mind, change your life.

WEBSITE

been wisdom courage

Find your way home

Yellowbrick
FIND YOUR WAY HOME

Philosophy Box & Books

PHILOSOPHY BOX & BOOKS

My child is in pain, and I feel so powerless to help her. I don't understand how we got here. I feel like there's no hope for her, or for us, and it breaks my heart. Where did I go wrong? Why can't I make it better? How do I make our family whole again?

Yellowbrick
FIND YOUR WAY HOME

Introducing Yellowbrick, a groundbreaking psychotherapeutic continuum of care for emerging adults experiencing emotional, psychological or developmental challenges.

RD-WAY HOME - YELLOWBRICKINC.COM

Ms. Bridget Weber
1217 N. Hoyne, Unit C
Chicago, IL 60622

POSTCARD

YELLOWBRICKSM
FIND YOUR WAY HOME

