

SOCIALiSTIC

**BUILDING
THE SOCIAL
EXPERIENCE**

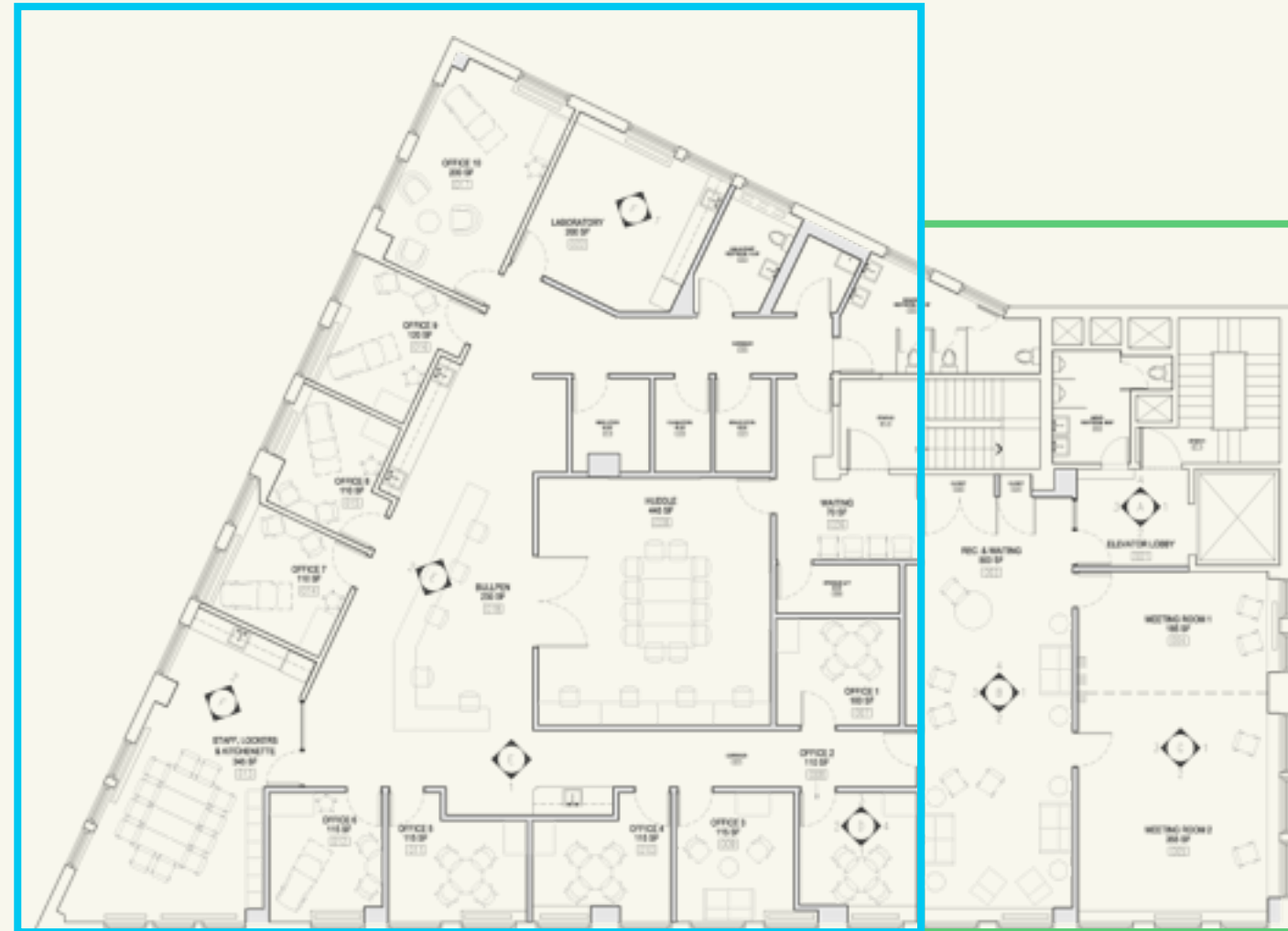
Freelancers Union Medical - August 21, 2012



A MODERN POSITIONING: HEALTH AND WELLNESS

Through a partnership with IORA, Freelancers Union is launching the Freelancers Medical Home. The Medical Home is an innovative healthcare clinic that brings to life a new kind of healthcare. A model that challenges people ideas about what their relationship to their Doctor could and should be.

SO WHAT IS ITS CONNECTION TO FREELANCERS UNION?



MEDICAL CARE

CHAS



TO UNDERSTAND THE RELATIONSHIP LETS UNDERSTAND THE BRAND

Freelancers Union's brand promises are: **solidarity, community, entrepreneurial innovation and the freedom of independence**. These promises have come to life through different ways for consumers but never in one clear and tangible way...



SOLIDARITY

COMMUNITY

ENTREPRENEURIAL
INNOVATION

INDEPENDENCE

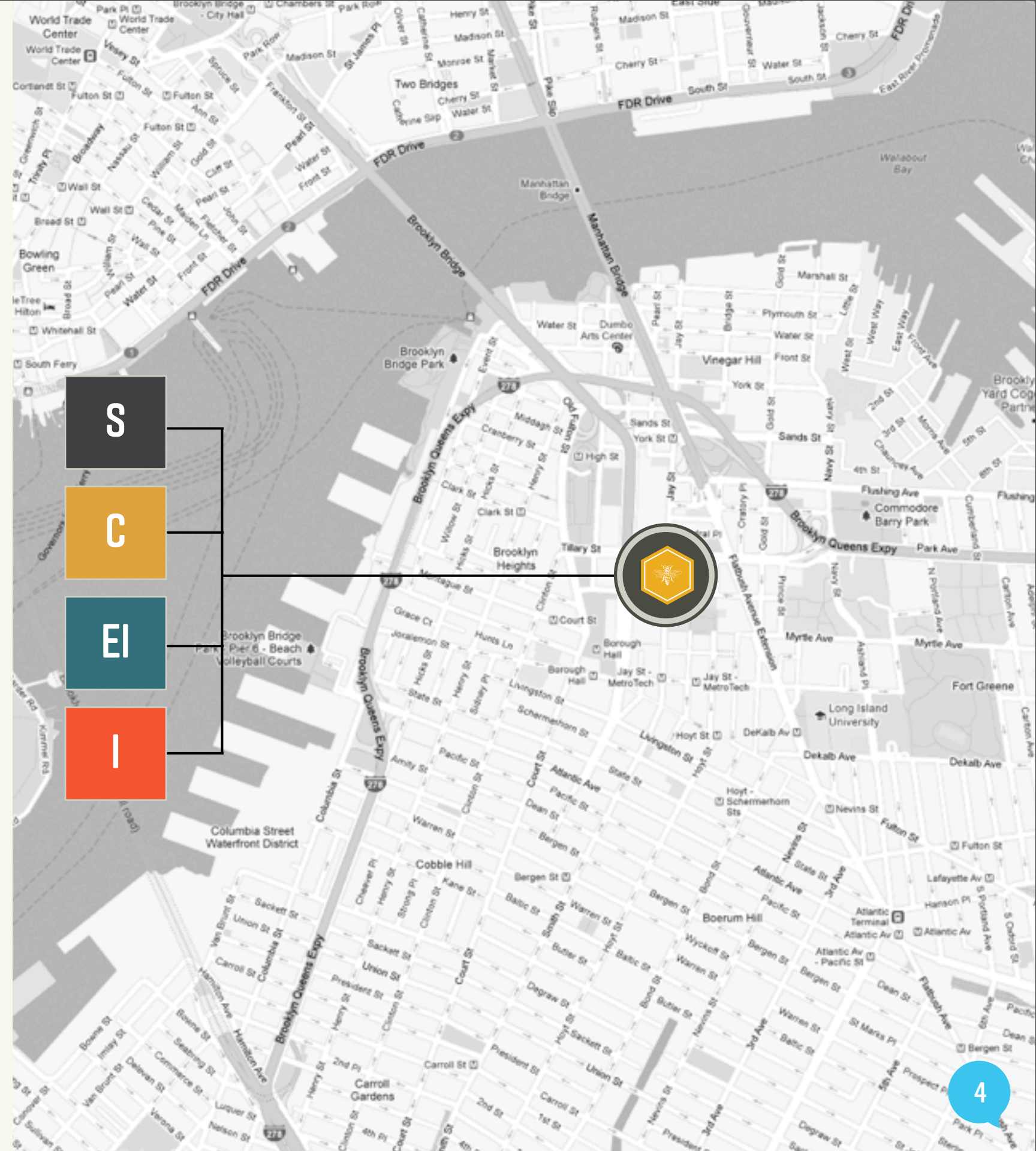


MEDICAL HOME, BRINGING THE PROMISES TO THE STREET

Freelancers Medical home is the first physical culmination of the brand promises in the history of Freelancers Union. It brings to life each brand promise in a way that is tangibly clear to the consumer:

- **Solidarity:** Creating a community clinic that connects people based on their desire to have a healthy life and prosper in the Freelancer Economy.
- **Community:** A set of services that are community oriented and work to bring people together (CHAS)
- **Entrepreneurial Innovation:** This new model provides a way to PROACTIVELY manage health care in partnership with the healthcare service provider.
- **Freedom of Independence:** The value I receive from this new health care model makes me a more healthy and productive member of the Freelancer Economy.

OUR GOAL IS CLEAR... CREATE EXCITEMENT AND AWARENESS ABOUT HOW **THE PROMISES COME TO LIFE THROUGH THE CLINIC**





CHANGING CONSUMER PERCEPTION THROUGH COMMUNICATIONS

Prospective Members	Make them Aware Freelancer Participation Has Created This Space	Make them aware that this space lives up to the community and innovation promises	
Members	Make Them Aware Their Membership Has Created This Space	Build solidarity by showing this space lives up to the community and innovation promises	Increase consideration of the insurance product based on the Medical Home product
Insurance Subscribers	Increase consideration of the Medical Home product	Build solidarity by showing this space lives up to the community and innovation promises	Educate them on the option and what it means for their insurance plans
Medical Home Electors		Build solidarity by showing this space lives up to the community and innovation promises	Invite members to celebrate the innovative and community based services



THE STEPS WE NEED TO GET THERE

- 1) Identity
- 2) Media Anchor/Site
- 3) Communications plan & Strategy

BRAND SUMMARY AND MESSAGING



You catch colds, get allergies and strange stomach bugs. It is, as they say, part of life. And it's a fact that lives well lived involve bruises and breaks, things that leave a mark. Things that need to be treated.

But we've met you. And while you're in control, professionally-speaking (or at least you've perfected the art of appearing to be,) you haven't successfully managed a runny nose since 2008, and counting. You're proactive about your PowerPoint slides, but when was the last time you were goal-driven about your health?

It's not, of course, that you don't want to be healthy, it's just that seeking health care is painful.

Let's change that. Enter Freelancer's Medical, a new medical home in downtown Brooklyn offering 21st century care aimed laser-like at making you healthier. Along with the highest quality primary health care, we offer our patients preventative and alternative practices, like health and nutritional coaching, yoga, and meditation—all supported by a radical model in which staff are paid by and work for its members.

Let this be a shock the system. Let's occupy our health!

The heart of Freelancer's Medical is true patient-centric care because here, the patient is the center. This is real health care reform, and it's right now. It's an opportunity to change our healthcare together, for good. You could even call it the social option. The most important thing is you're about to own your health care. And really, it's about time.

Freelancers Medical. Uncommon care for the common good.





TAGS + SLUGS

TAGS

Uncommon care for the common good

Uncommon care for our common good

Contagious care

The social option

You're "In" Network

Bee well

SLUGS

The patient is the center

Sound body, peace of minds

You are the center

IDENTITY 01



STARTING WITH AN IDENTITY BASED ON THE INDIVIDUAL AS PART OF A COMMUNITY



THE INDIVIDUAL

Worker bees make up the largest percentage of the bee population.



THE COMMUNITY

The hive, or honeycomb represents the community. The hexagon shape derived from the honeycomb is indicative of structure, stability, and also represents a building block of the foundation.



THE FREELANCERS AESTHETIC

We aspire to a world in which all people have the freedom to build a meaningful, independent, connected and entrepreneurial life by working, consuming and investing in ways that reflect their values.



CREATING MULTIPLE REPRESENTATIONS FOR DIFFERENT USES



LOGO VARIATIONS



WEB 2.0 VERSION



COLOR KNOCKOUT



BLACK & WHITE



LOGO FAMILY



FREELANCERS MEDICAL



FREELANCERS UNION



FREELANCERS INSURANCE



CREATING MULTIPLE REPRESENTATIONS FOR DIFFERENT USES - CONTINUED



FREELANCERS MEDICAL



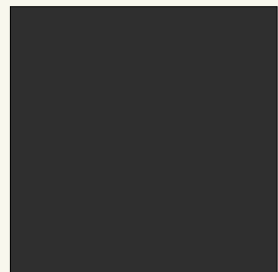
FREELANCERS MEDICAL



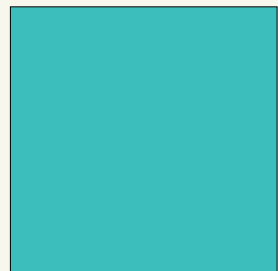
COLOR PALETTE



PRIMARY COLORS



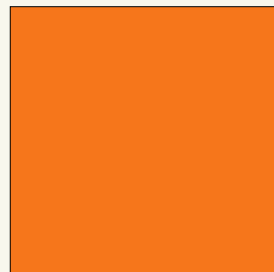
DARK GRAY / BLACK



TEAL / TURQUOISE

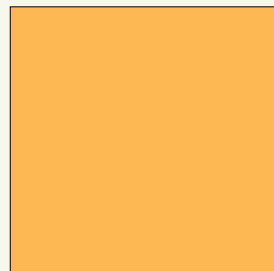
A balance between the tranquility of blue and the virility of green.

SECONDARY COLORS



BRIGHT ORANGE

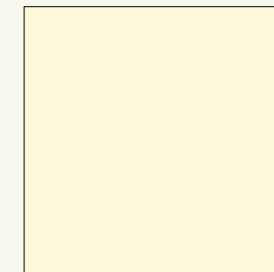
Bringing in warm colors for a sense of vitality



MELON

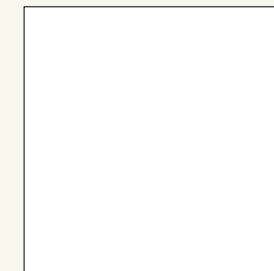
Subtle accent color to support the bright orange

BACKGROUND COLORS



CREAM / YELLOW

Used as a tone to bind and bring all the colors together.



WHITE

Used to bring the other colors into focus.

THE WORK



INFORMATION DESIGN

SERVICES

Services section will house all of the information on the service offerings of the Freelance Medical Center, including the description of C.H.A.S.

THE SPACE

Images and/or interactive walk-through of the physical space of the medical center.

ABOUT US

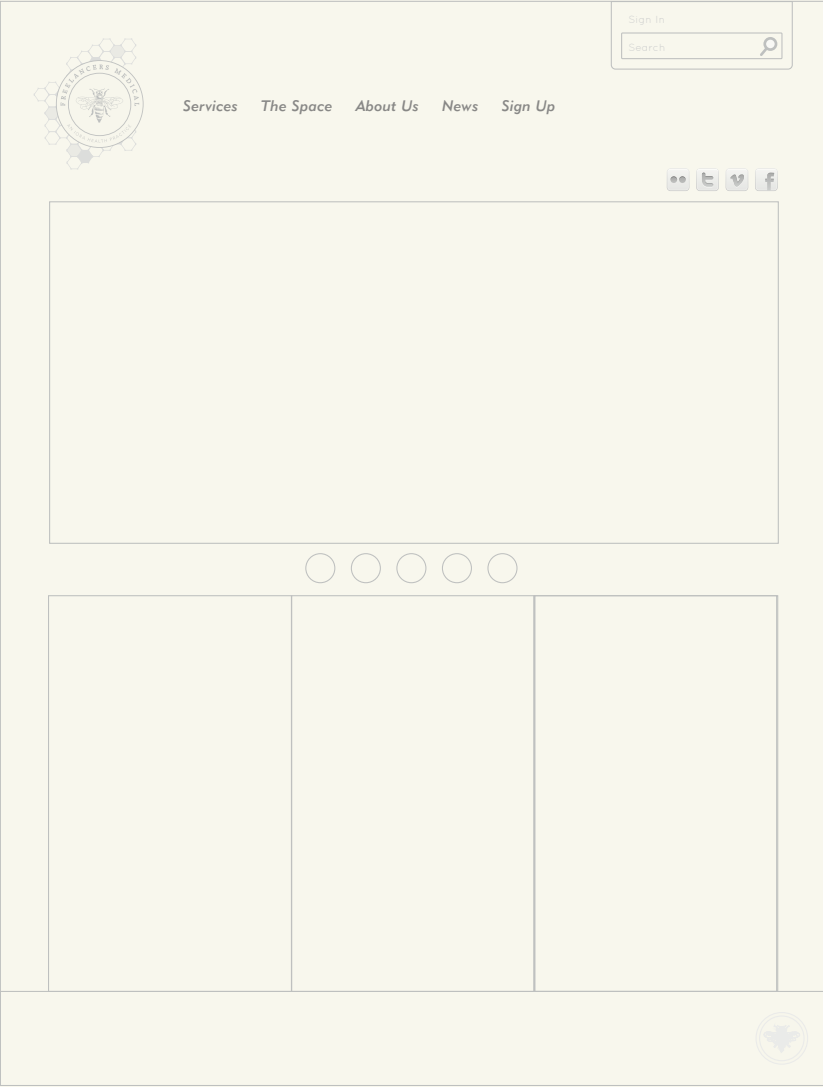
Information and staff bios, important that Sara Horowitz and Neil Patel are elevated within this section

NEWS/BLOG

For launch the News/blog section will house all current information and press coverage for the clinic.

SIGNUP

All sign up will drive directly Freelances Union.





C.H.A.S. DESCRIPTION

Cool : use this area to cohesively about the overall concept + philosophy of the medical center.

- How did it grow out of the Freelancers Union
- What is the power of a group of people coming together
- What is the different about this approach to healthcare

Health : should be information directly related to "traditional" medical care.

Alternative : should be information related to "non-traditional" (read not western) medical/health care (acupuncture, ayeurvedic, etc)

Stuff : since the medical center has meeting rooms + other areas for socialization, use this area as a catch all for all of the other activities that the center will be offering.



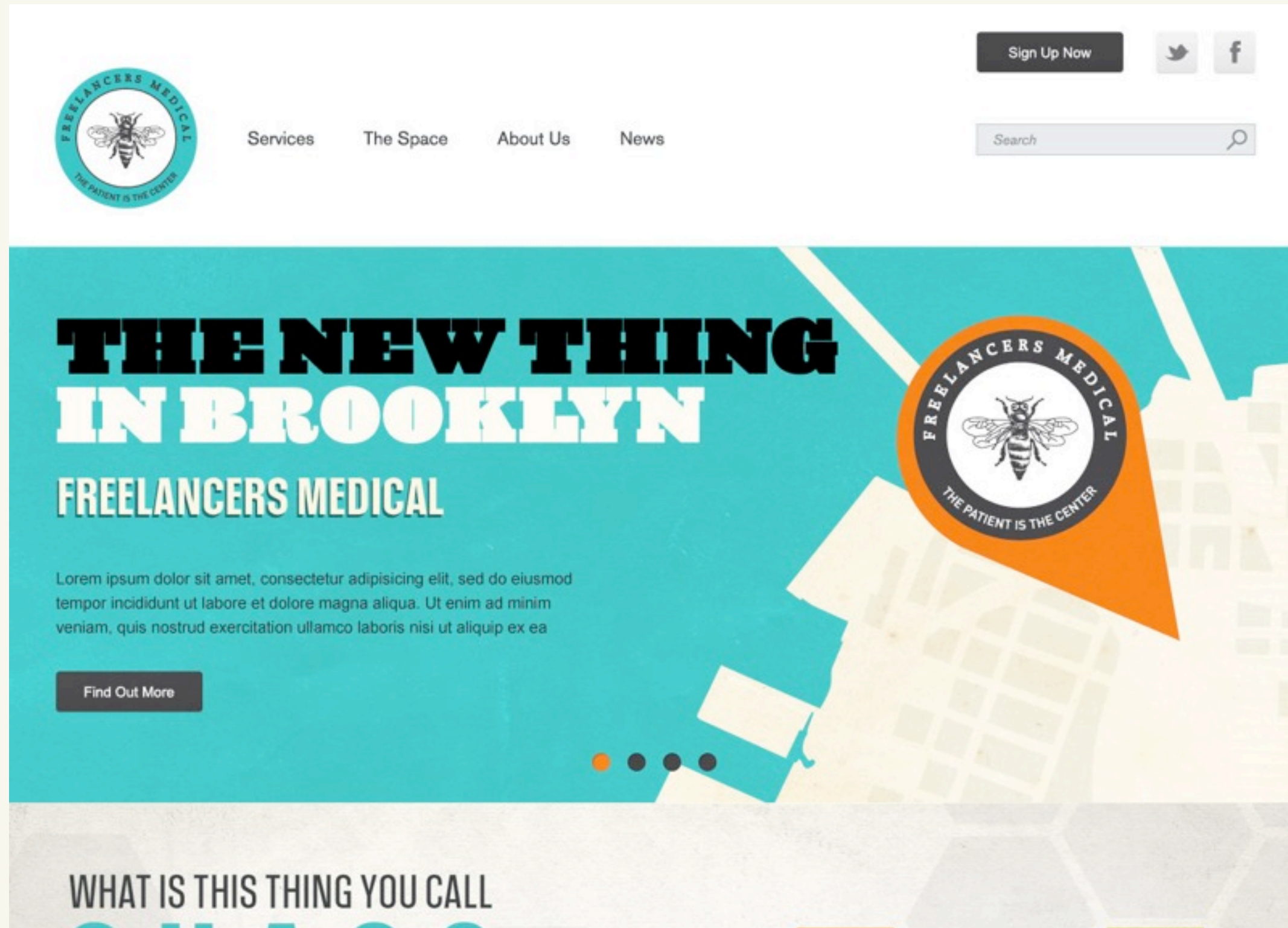
THE DESIGN

HOMEPAGE DIRECTION 1

The home page will house a revolving content carousel and icons to introduce the C.H.A.S. services. In addition there will be a series of editorial touts on the page for call outs to the following Sara Horowitz, Neil Patel, Beekeeper, a call-out Sign-up, Join Freelancers Union, Get Freelancers Insurance, representation of the physical space and the dedicated Twitter feed. With the exception of the Twitter feed and the Sign-up the editorial touts will lead to deeper content within the site



THE DESIGN



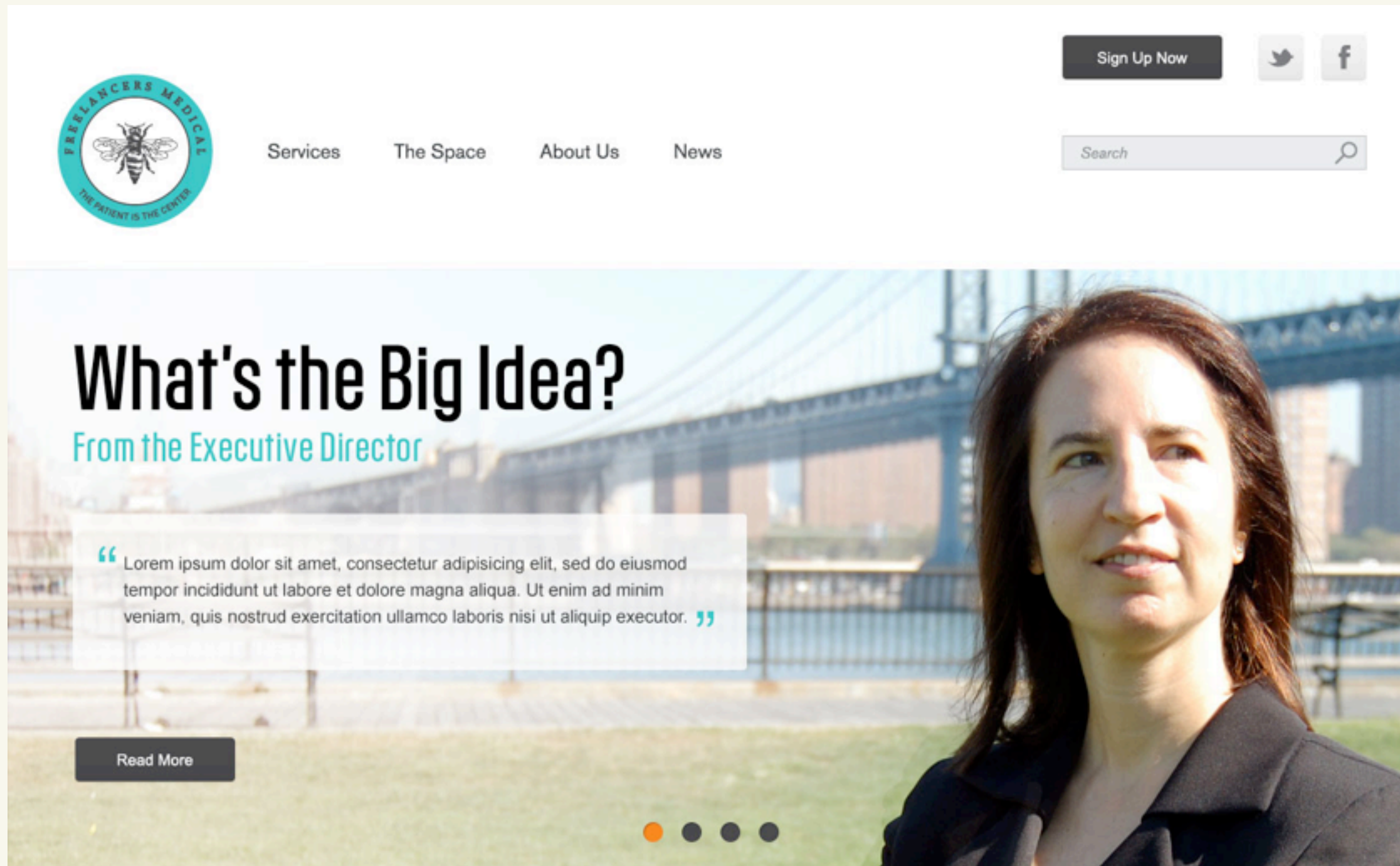
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THE DESIGN

CAROUSEL OPTION 2





THE DESIGN

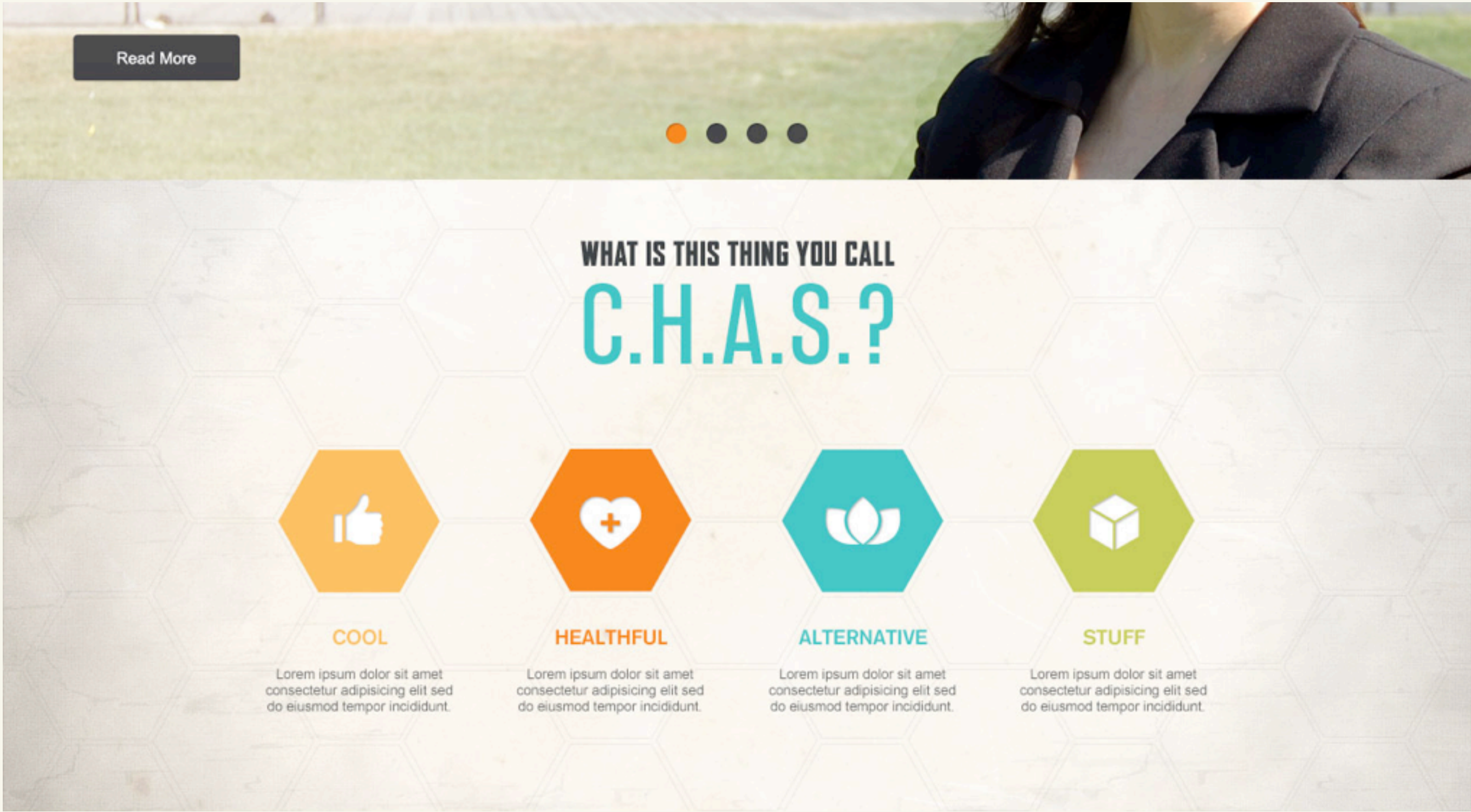


What is this thing you call **C.H.A.S.?**





THE DESIGN



**UNCOMMON
CARE
FOR OUR
COMMON
GOOD**

YOU ARE THE CENTER



FreelancersUnion.org/Medical



Freelancer's Medical Clinic - Hello!

Freelancers Medical @ promo.freelancersunion.org

to me

July 27 (3 days ago)

Freelancers Medical

AN IORA HEALTH PRACTICE

Come Visit Us in Downtown Brooklyn!

123 York Street, Brooklyn, NY 11201

THE NEW THING
IN BROOKLYN

Freelancers Medical

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Find Out More

Freelancers Medical

THE PATIENT IS THE CENTER

From Freelancers Union

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Sara

- Sara Horowitz
Founder and Executive Director, Freelancers Union

Services

The Space

About Us

News

Signup

FOLLOW US ON TWITTER

FOLLOW US ON FACEBOOK

FIND US ON FLICKR

FIND US ON VIMEO

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Tuesday, August 21, 12

Freelancer's Medical Clinic - Hello!

Inbox

x

Freelancers Medical @ promo.freelancersunion.org

to me

July 27 (3 days ago)

☆

Freelancers Medical Header

THE NEW THING
IN BROOKLYN:

FREELANCERS MEDICAL

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LEARN MORE >>

The New Thing in Brooklyn

Sara Horowitz

From Freelancers Union

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Founder and Executive Director, *Freelancers Union*

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Freelancer's Medical Clinic - Hello!

Inbox x



Freelancers Medical @ promo.freelancersunion.org
to me ▾

July 27 (3 days ago) ☆



FREELANCERS MEDICAL
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THE NEW THING IN BROOKLYN:

FREELANCERS MEDICAL

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[LEARN MORE >>](#)



From Freelancers Union

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Sara

- Sara Horowitz
Founder and Executive Director, *Freelancers Union*

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Freelancer's Medical Clinic - Hello!

Inbox

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Freelancers Medical @ promo.freelancersunion.org

to me

July 27 (3 days ago)

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FM logo

Come Visit Us in Downtown Brooklyn!

123 York Street, Brooklyn, NY 11201

The New thing in Brooklyn

Sara Horowitz

From Freelancers Union

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AWARENESS



AWARENESS THROUGH MEMBER EMAIL

Creating awareness for the FU Medical Clinic is a key objective amongst the FIC subscribers and the FU membership. With access to these groups through email, we can easily create awareness of the facility through strategically timed email blasts and with incentives to check out the actual clinic.

EMAIL INITIATIVE:

With the wide database of Freelancers members' info, issue emails that introduce the new revolution in healthcare and its newest manifestation in downtown Brooklyn. Invite existing FIC members to head down for a subscriber-only meet-and-greet with the medical staff and CHAS providers.

INCENTIVIZATION:

Offer a promotion giving FIC subscribers and/or FU members an opportunity to experience a CHAS offering for free for themselves. Getting them down to the clinic itself is more than half the battle and will expose them to the modern and progressive healthcare delivery. Use Facebook and Twitter as channels to hold contests awarding CHAS promotions to winners.



Freelancer's Medical Clinic - Hello!

Inbox x



Freelancers Medical @ promo.freelancersunion.org
to me ▾

July 27 (3 days ago) ☆



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[Find Out More](#)



From Freelancers Union

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Sara



WILD POSTING

Put up posters in downtown Brooklyn in the area around the clinic, plus adjoining neighborhoods and in other parts of Brooklyn and Manhattan where the target subscriber is.

THE GOAL: Having the ubiquity of posters in target neighborhoods will raise awareness of the medical clinic not just for freelancers and members at large, but for an entire contingent of prospective members and enrollees who wouldn't otherwise have been exposed. Posters also convey a physicality of the clinic, giving it a more immediate presence.



LAUNCH



EVENTS AT THE CLINIC

Hosting events at the clinic is a great way to get potential subscribers and media onto the premises to see first-hand what the changing face of medical care looks like. By touring the center and having an opportunity to meet the staff and have their questions answered, media and potential subscribers will have first access to the revolutionary new medical offering. Even if kept small, the on-site events are a great way to get the word out on the clinic.

MEDIA NIGHT:

Organize a media night at the clinic pre-opening inviting bloggers and media personalities from print, radio, tv, and digital. Offer a guided tour of the facilities and have the medical staff and Sara present to answer any questions and to provide a human face to the changing healthcare model.

FIC NIGHT:

On a separate evening, invite FIC subscribers (and/or select FU members) to come down to for a meet-and-greet with the FU MEdical staff and to tour the facilities with the staff. Introduce them to the range of CHAS offerings and other amenities offered by the clinic. Create a festive environment by having food, music, and fun.



WEEK OF EVENTS

To stir up excitement for the clinic's opening and the suite of CHAS offerings, host five nights of programming that takes a more in-depth treatment of some of the individual CHAS products. Invitations can be offered to only FIC subscribers or to FU members through contests held on social channels.

FREE CHAS NIGHT:

One night of completely free CHAS offerings. Invitees sign up for what they're interested in and get to have first access to the services. CHAS providers can host a discussion on the benefits of taking advantage of Cool Healthy Alternative Stuff.

HEALTHY COOKING NIGHT:

Invite a food blogger and/or nutritionist to teach a class on preparing quick and healthy food, especially if it's food that is most complementary to the freelance lifestyle.

WORK-HEALTH BALANCE:

Lead a discussion between a freelancer and a health expert or personal trainer on ways to stay healthy and sneak in your workouts even on a hectic self-employment schedule.

NETWORKING NIGHT:

Freelancers are always looking for opportunities to network with fellow freelancers who can help them in their own work. As a hub for freelancers, provide a night where freelancers can come and network and learn about the facility at the same time.



VIDEO TOUR OF THE CLINIC

Once the clinic is open, host a video tour of the space with Dr. Patel and Sara as the tour guides. Distribute the video on Freelancer's Facebook, Twitter and YouTube channel.

THE GOAL: The clinic has a lot to offer and can be best described through the personalities of the medical staff and Sarah. Once the videos are distributed on social channels, they will reach not only prospective FU Medical subscribers but also get exposure through medical media outlets.



Dr. Neil Patel

Associate Medical Director, Iora Healthcare



@DESTRESSNY

The twitter account is: @DeStressNY

The hashtag is: #OccupyStress

We want freelancers to tweet what stresses them out, and also what their stress-busting tactics are.

We know that the collection of little health issues that freelancer's don't address because of insurance issues actually weighs on their stress levels, their mental health and their happiness.

@DeStressNY, our community manager will gift trial CHAS sessions, send out links to articles about Freelancers and Stress-busting issues, distribute health-oriented infographics, as well as just have fun in the stream, retweeting, commenting, etc. Fellow freelancers can offer their tips on how they check their own stress levels as well as the myriad little things that stress them out.

The goal? To kindly make it clear that it's so easy to deal with this stuff. You just have to join.





ROUNDTABLE DISCUSSION

The medical healthcare reform doesn't take place in a bubble. It affects people in myriad ways and often in ways they don't realize. Expand the conversation around the opening of the clinic by including the experts in the medical industry at large in a roundtable discussion on the issue. Partner with a group like Mutual Responsibility which organizes monthly roundtable discussions on social and political issues and distributes videos online.

THE GOAL: Hosting a roundtable discussion that FU Medical is part of a larger movement in healthcare reform. Opening up a dialogue and then publishing that online will create opportunities to position FU Medical as a invigorator of and a thought leader in the medical industry.



VIDEO IDEA



EXTREME FREELANCER: FILMS + UGC

The films would feature a freelance job people might not necessarily think of and showcase the health dangers associated with them. The episodes could include a wrestler, exterminator, model, bouncer, skydiving instructor etc. The idea is to get away from the usual freelance jobs, create short humorous videos ending with them getting to the only place able to truly understand them and help: Freelancers Union Medical Clinic.

THE IDEA IS: Whatever you do, there are others like you. We can cater to your needs.

The video component is interactive. You select from a drop-down menu of possible Freelancer careers. We play the video with the same intro/outro but different middle section. If we don't have your career...we'd love to see your video. Make one and we'll upload it into the engine.



EXTREME FREELANCER: FILMS + UGC

The Wrestler

A jam-packed arena. A roaring crowd. Two angry and frightening wrestlers with the craziest costumes. Beginning of the match...

And one gets crushed! Moves after moves, he keeps hitting the ground until he gets thrown over the rope and lands on the audience. But this time, he can't get back in the ring because a chair stayed stuck in his leg. The game is stopped and he is being rushed to the FU Medical Clinic.

The video ends with him pushing the door of the "wrestler ward" at the clinic where we catch a glimpse of a dozen wrestlers all with the craziest injuries.

The Bouncer

The line in front of a club. People waiting. All dressed-up. A mean looking bouncer, ignoring the clients and only letting in the regulars.

In front of the line, we can easily notice one woman growing very frustrated. She discreetly takes off one of her shoes and jumps at the bouncer, sticking the heel in the bouncer's cheek. The other bouncers rush to his side but don't want to touch the shoe.

The video ends with them pushing the door of the "bouncer ward" at the clinic with the shoe stuck in his cheek.

The Skydiving Instructor

We start with two people about to jump from a plane: a client completely freaking out and his instructor behind him. The client tells him not he changed his mind...

But too late! They jumped. And we see the client completely frantic, his arms flapping around, slapping the instructor in the face, his fingers poking the instructor's eyes.

The video ends with the instructor pushing the door of the only place that knows how to fix him, the clinic, his face as if he had been attacked by a dozen enraged cats. The Skydiving Ward just ahead.

BEEKEEPER



BEEKEEPER INTRODUCTION

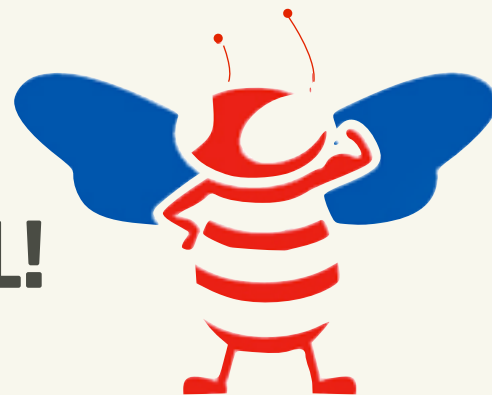
We want to introduce a new voice for Freelancers Union to create a sense of guidance and help them in taking care of themselves and being a healthy member of the hive. The intro of Beekeeper will be as a point of view and tone on the website that will come through life in content.

It will start to establish a relationship with Freelancers by showing them ways to proactively care for themselves.

Beekeeper starts with small steps and culminates in a full mobile application that will allow Freelancers to become their own Beekeeper.



BEEKEEPER : BEE WELL!



Beekeeper: It's a voice, a persona, a friend, and a trusted adviser.

In the style of health Q & A's similar Go Ask Alice, Beekeeper is a platform for users to have their health questions and issues addressed by an expert. Like an online oracle for health, Beekeeper offers practical advice and explanations for some of the more physically nagging aspects of being a freelancer.

Keeping in the "cheeky positive" tone, Beekeeper is an advocate for CHAS, healthy living, and a resource for all things health-related to a freelance lifestyle, couched in the comic style of the PAC cartoon. The Beekeeper Q&A becomes an advocate helping freelancers make sense of their often confounding medical issues.

Questions:

I work for hours on end sitting at my desk and at the end the day I have massive back pain. Am I doomed to have this for as long as I'm a freelance designer? -Miriam, Brooklyn, New York

Answer:

We feel your pain! One thing our bodies were not designed for was to be in a sitting position for hours on end. Try taking frequent breaks to move around and even trading in your desk for a standing desk. Taking pressure off of your spine occasionally will prevent the inflammation that is causing your back to be in pain. Also, don't underestimate the power of an occasional massage.



BEGIN THE JOURNEY

All freelancers have a health concern that they want to address. With the pressures of driving their own business and the often unwieldy hours, devoting the time and attention to those health concerns is often impossible. This leads to a condition known as "OMGitis"



ENTER FU MEDICAL

Freelances Medical offers a whole host of services and inventive ways to manage your health. One of them being a goals program on a variety of things (quit smoking, lose weight, stress management, etc)



SIGN UP IS EASY

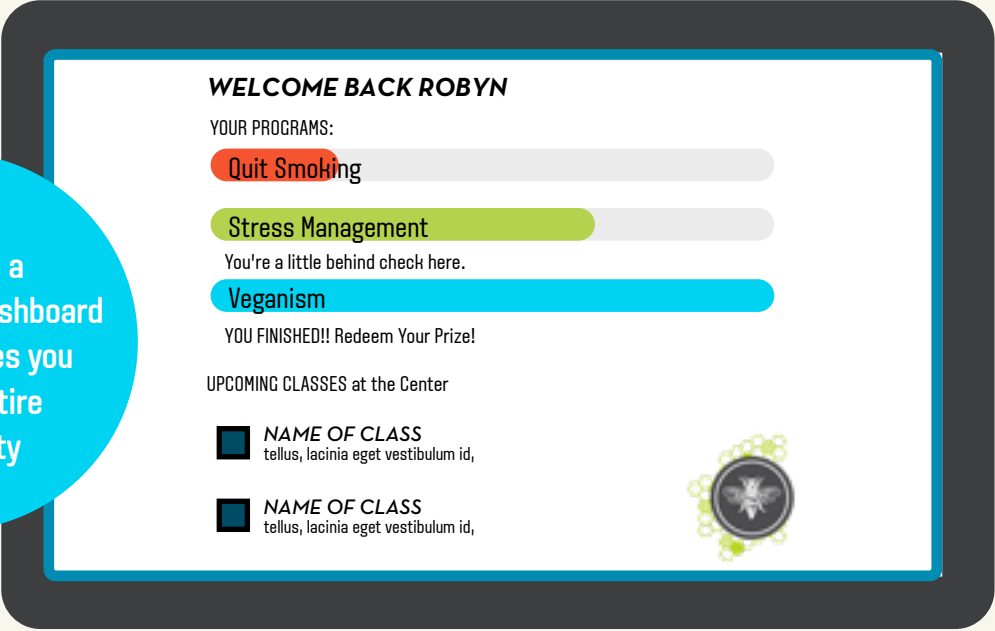
A few questions & your email.

FREELANCERS MEDICAL • CUSTOMER JOURNEY

THE BeeKEEPER

PERSONALIZED DASHBOARD & COMMUNITY CONNECTION

Access to a personalized dashboard that interfaces you with an entire community



And now I know a whole bunch of other people dealing with the same issues & trying to reach the same goals



Tweets from the dashboard help amplify the reach of the program



Share information and progress on Facebook, coopt your friends



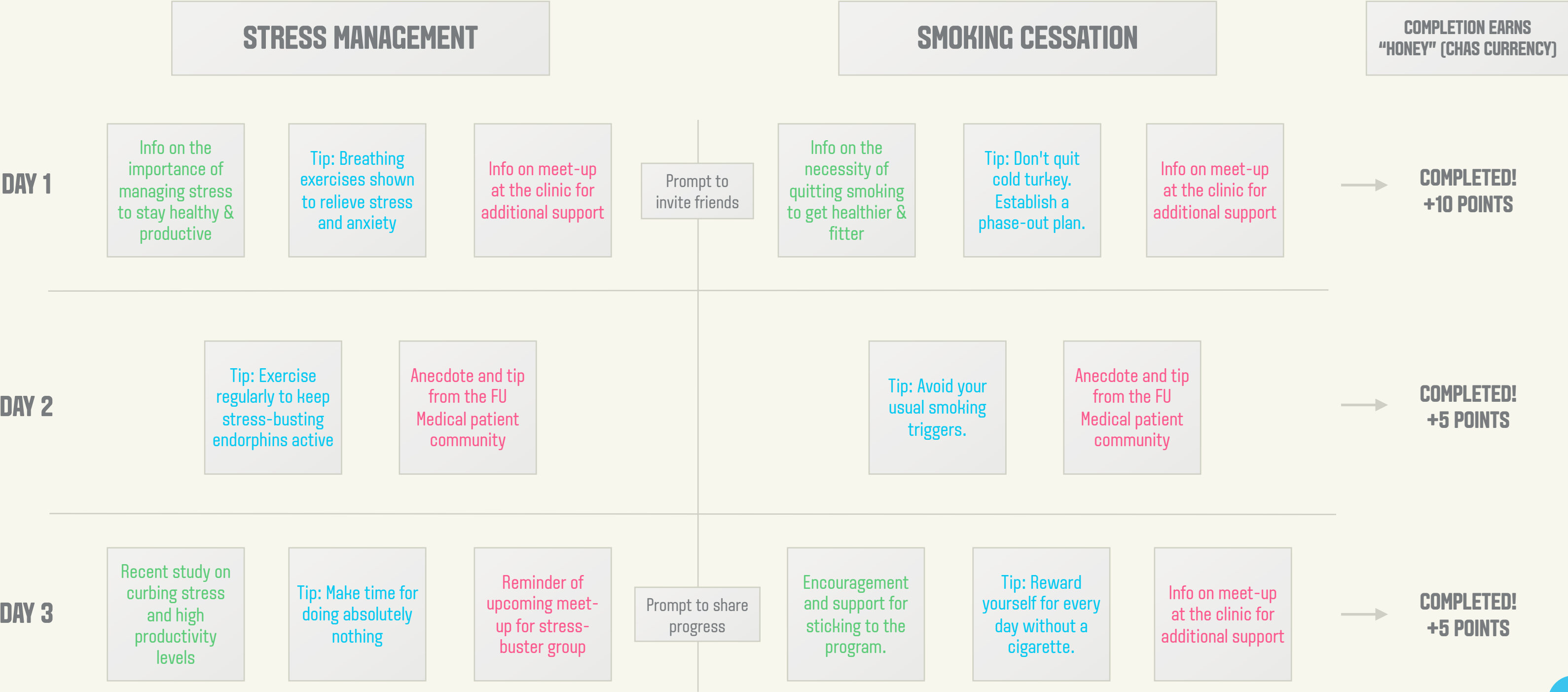
Go to weekly group check-ins to commiserate & share tips with others.

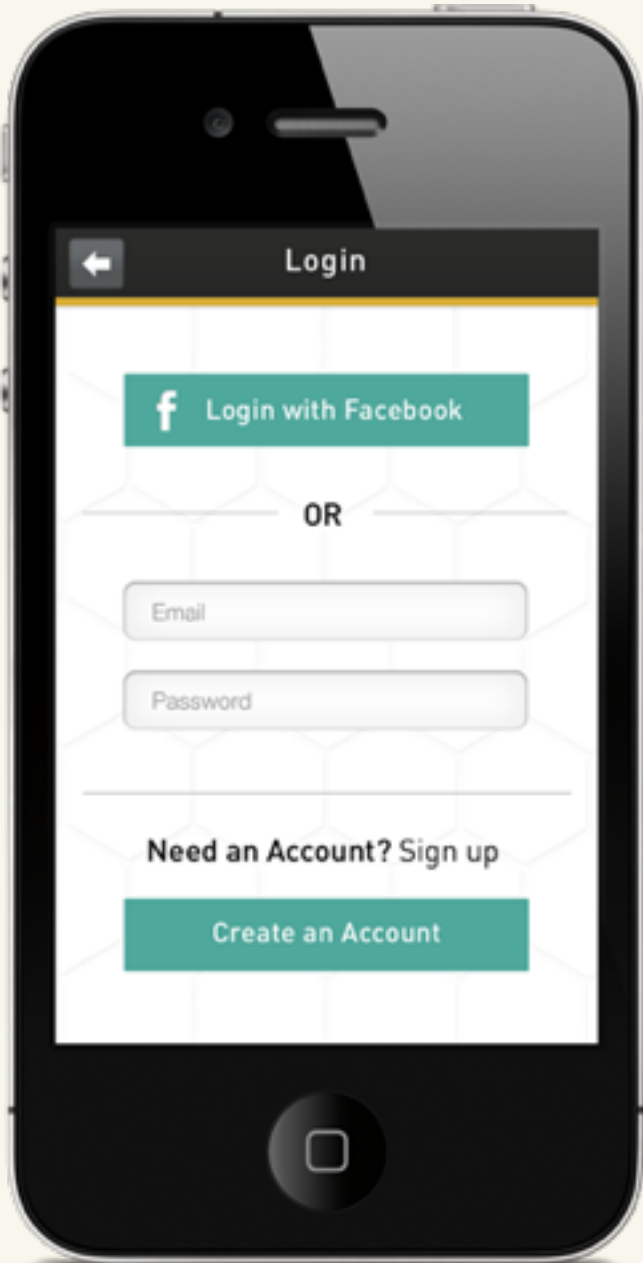


Regular email communications with tips & challenges related to their health concern.



BEEKEEPER PROGRAM SAMPLE





LOGIN SCREEN

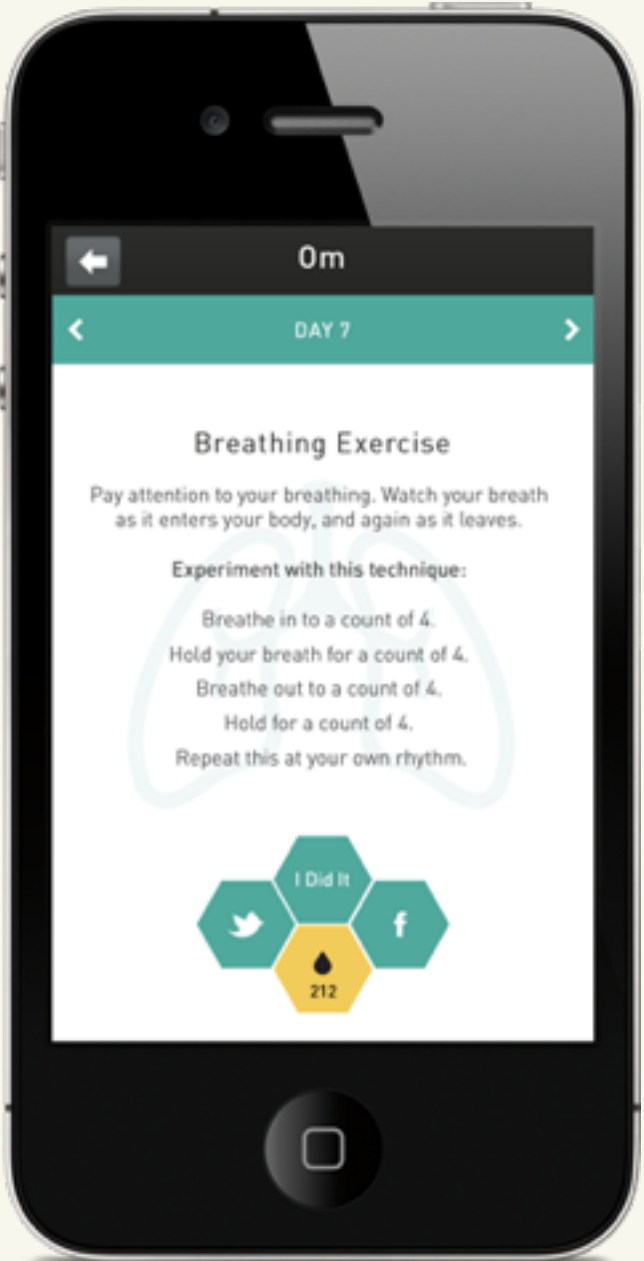


HOMESCREEN

Make the app visually engaging and fun to use: hexagon shapes plays into the hive/honeycomb concept and hexagon shapes are favorable for touch screen use.



SECTION SCREEN



EXERCISE/ACTIVITY SCREEN

A minimal interface to allow easy use of the app. Bottom of the screen shows visually engaging approach of interactivity.