



The Challenge

How do you get hundreds of thousands of healthcare workers to pay attention to a new HR system in the middle of a global pandemic?



Our Audience

240,000 healthcare professionals across the Kaiser Permanente network — from nurses to IT consultants and custodians.



Key Insight

Healthcare professionals need to feel valued, supported, and equipped with time-saving tools to manage the demands of their day-to-day.



Our Story

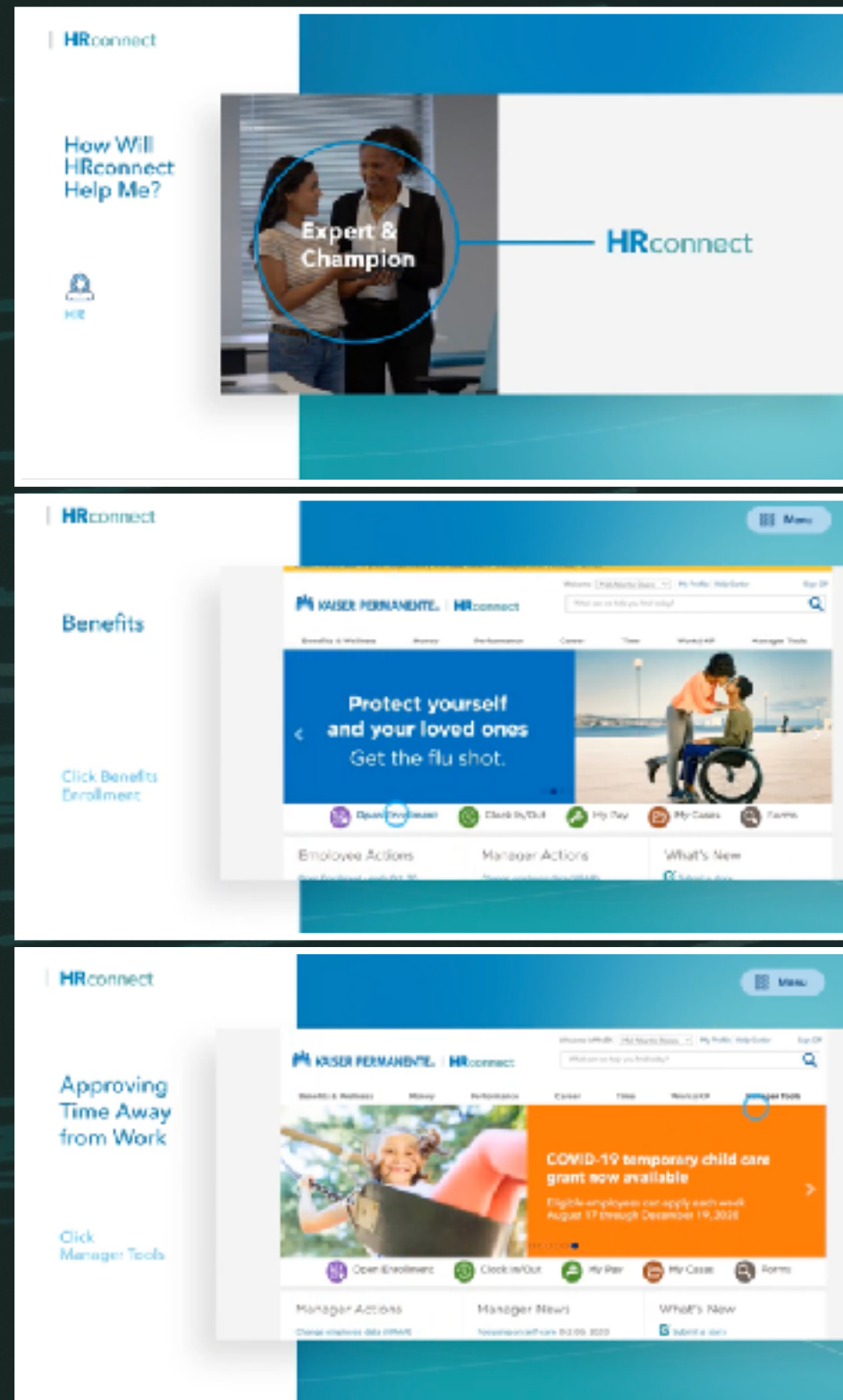
Each of you is essential and every second of your time counts. HR Connect is quick and convenient so you can get back to doing what you do best.



Creative Craft

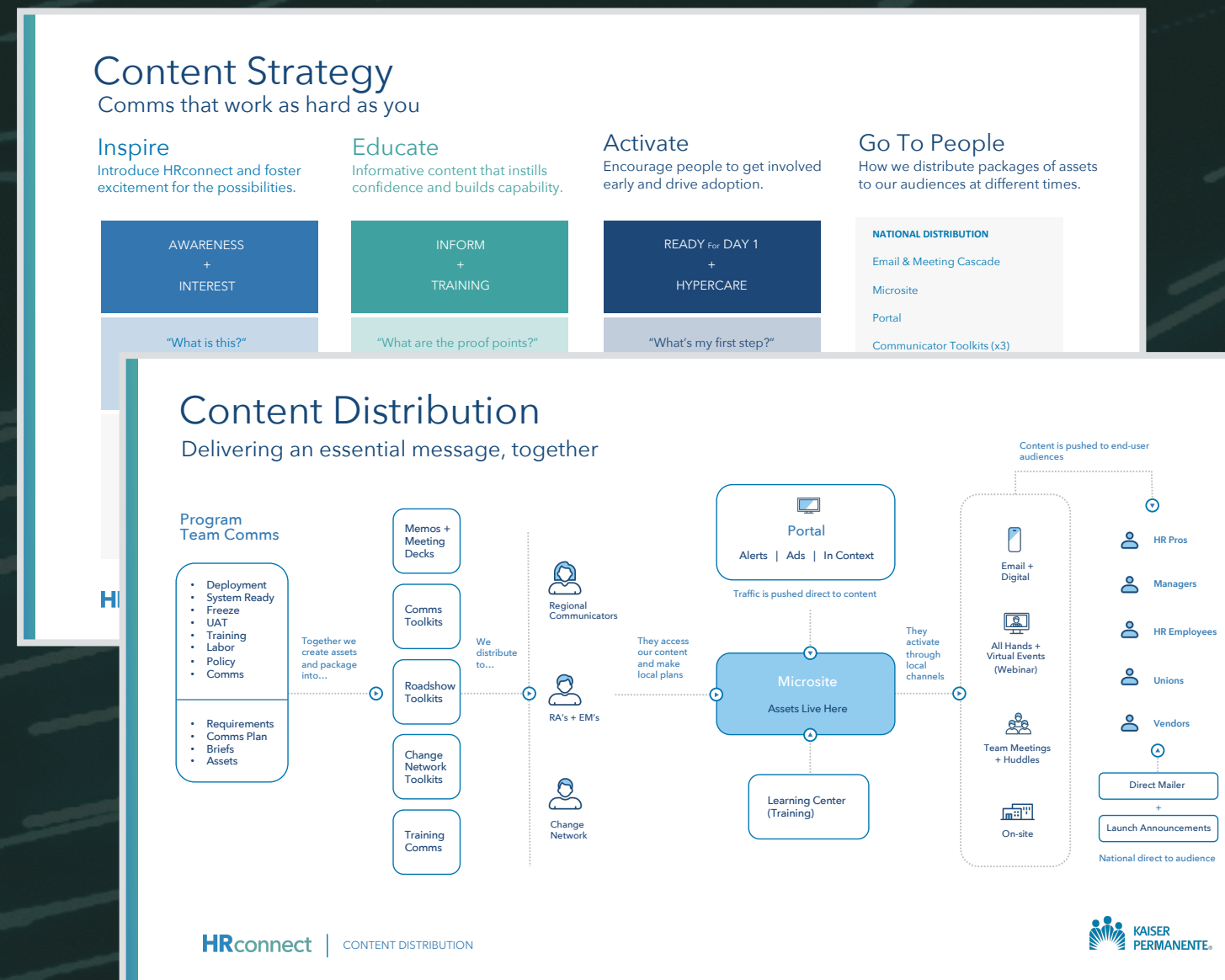
Achieve a 90% success rate by meeting staff where they are in their hectic daily routines with consumer-grade creative and a communications plan to target the right audience, at the right time, through the right channels.

Call center employees
are essential.



Short training videos

Busy employees need information fast. We created a wide range of sub 20-second videos to get them where they needed to go.



Content Strategy

Understanding the complex internal ecosystem and mapping multiple user journeys to ensure maximum reach and engagement, without delaying busy, stressed employees.



Digital & Print Campaign

On-location digital and physical assets to promote and build awareness of HR Connect.