



NORTHWESTERN MEDICINE



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Who We Are

Our Client

Northwestern Medicine is a leading healthcare system renowned for its exceptional patient care, advanced medical services, and commitment to clinical excellence. Partnered with Northwestern University Feinberg School of Medicine, they're leading the charge in medical research and education, constantly pushing the boundaries of innovation. With a network that includes hospitals, clinics, and specialists, Northwestern Medicine is all about delivering cutting-edge treatments with a personal touch.

Northwestern's Current Positioning

| Mission

Our mission is to put Patients First. We exist to make people better **by making medicine better.**

| Vision

We aspire to be a destination **for world-class care** and talent, globally recognized for the advancement of health care from **discovery to delivery.**

| Values

- **Patients first:** Putting our patients first in all that we do
- **Integrity:** Adhering to an uncompromising code of ethics that emphasizes complete honesty and sincerity
- **Teamwork:** Team success over personal success
- **Excellence:** Continuously striving to be better

But there's one problem...

**YOU SPEAK AND
NO ONE LISTENS**

More than 30% of patients report confusion about medications, follow-up appointments, or home care instructions after being discharged

More than half of patients admitted to general internal medicine units leave with more questions than answers.

87% of hospitalized patients report at least one significant concern prior to admission regarding treatment clarity and diagnosis understanding.

The Solution

Providing medical clarity to
patients through answers to
their questions.

TARGET PERSONAS



Bella. 22. Single.

“I spend hours on Google and Reddit trying to figure out what’s going on when I don’t feel good or am having recurrent symptoms. There’s so many websites with different answers for what my illness may or may not be. There’s never one answer that makes sense.”



**Herschel, 69. Married.
Father of 2 young kids.**

“I understand what good care looks like, and know what to expect from a well-regarded care facility. Getting to my age, correct and transparent care is crucial to not only my physical, but mental health. Knowing that my doctors understand what I am going through helps me in every aspect of my life.”



**Katarina. 32. Single
pregnant, mother of two.**

“Balancing life with kids is overwhelming, from appointments to meals, leaving little time for my health. I recently lost my partner and moved from Seattle to Chicago for family support, but they're busy too. I just want to know if my swollen ankles and constant paleness are normal.”

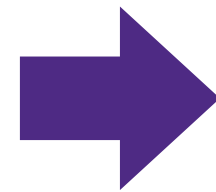
Target Audience

Northwestern speaks to you.

Our audience ranges from the 22-year-old with recurrent health issues, to the highly educated professor, to the single mother of two who's experiencing a difficult pregnancy.

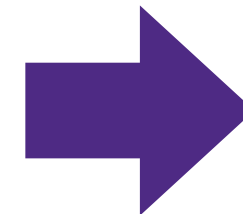
Patients

GET:



**Choose
Northwestern**

TO:



**Understanding how
answering patient
questions is a
fundamental part of
patient care**

BY:

Our Strategy

Healthcare
Made Clear



Creative Execution

Bus Stop

Histamine

Normal range: 0 - 8 nmo/L

11

High

8

0

Still Have Questions?

We have your answer.

M

Northwestern
Medicine

Healthcare made clear.

CBC-SCAN

6/10/2022

Hung S. Luu, MD

PB MORPHOLOGY

6/10/2022

Hung S. Luu, MD

Still Have Questions?

We have your answer.

M

Northwestern
Medicine

Healthcare made clear.

CBC With Diff

Reported: 07/21/2021 9:45 AM

Lab Name:

Status: FINAL

Test Name	Result	Flags	Reference Range
LY #	3.50*	H	0.91-3.15 10 ³ /mm ³
MO #	0.64		
EO #	0.42*	H	0.00-0.35 10 ³ /mm ³

Still Have Questions?

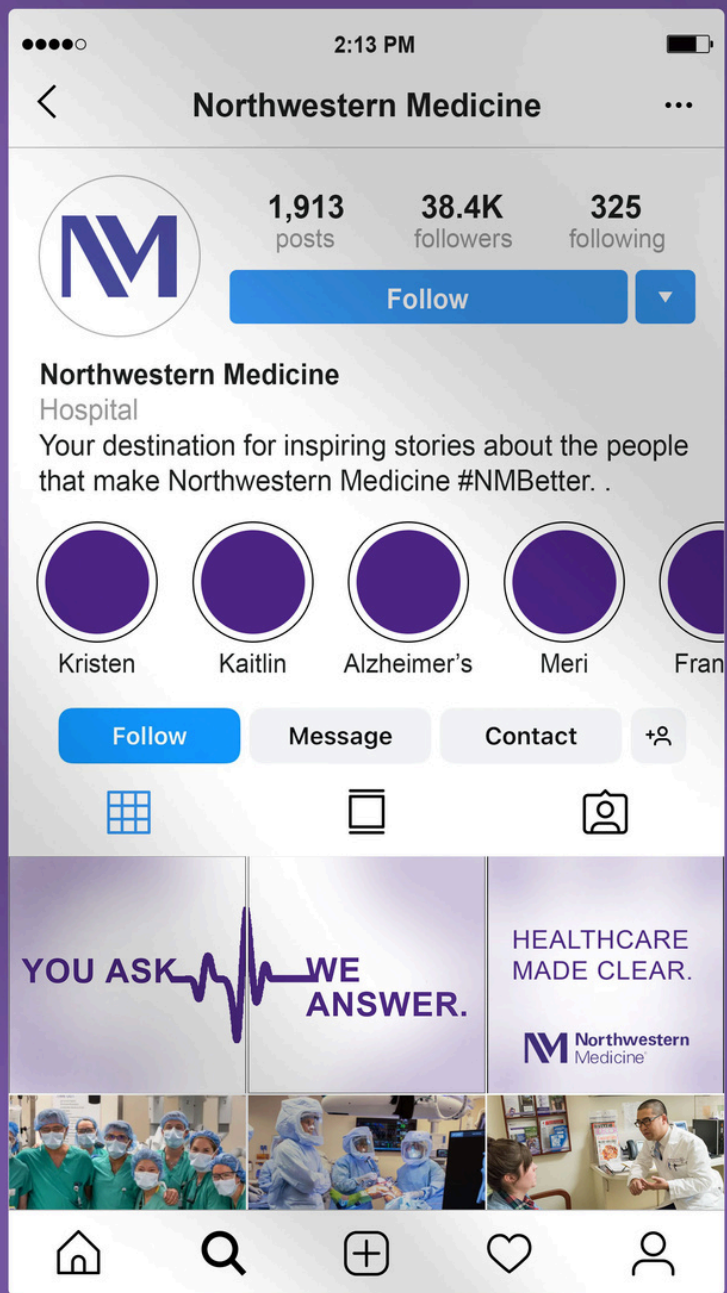
We have your answer.

M

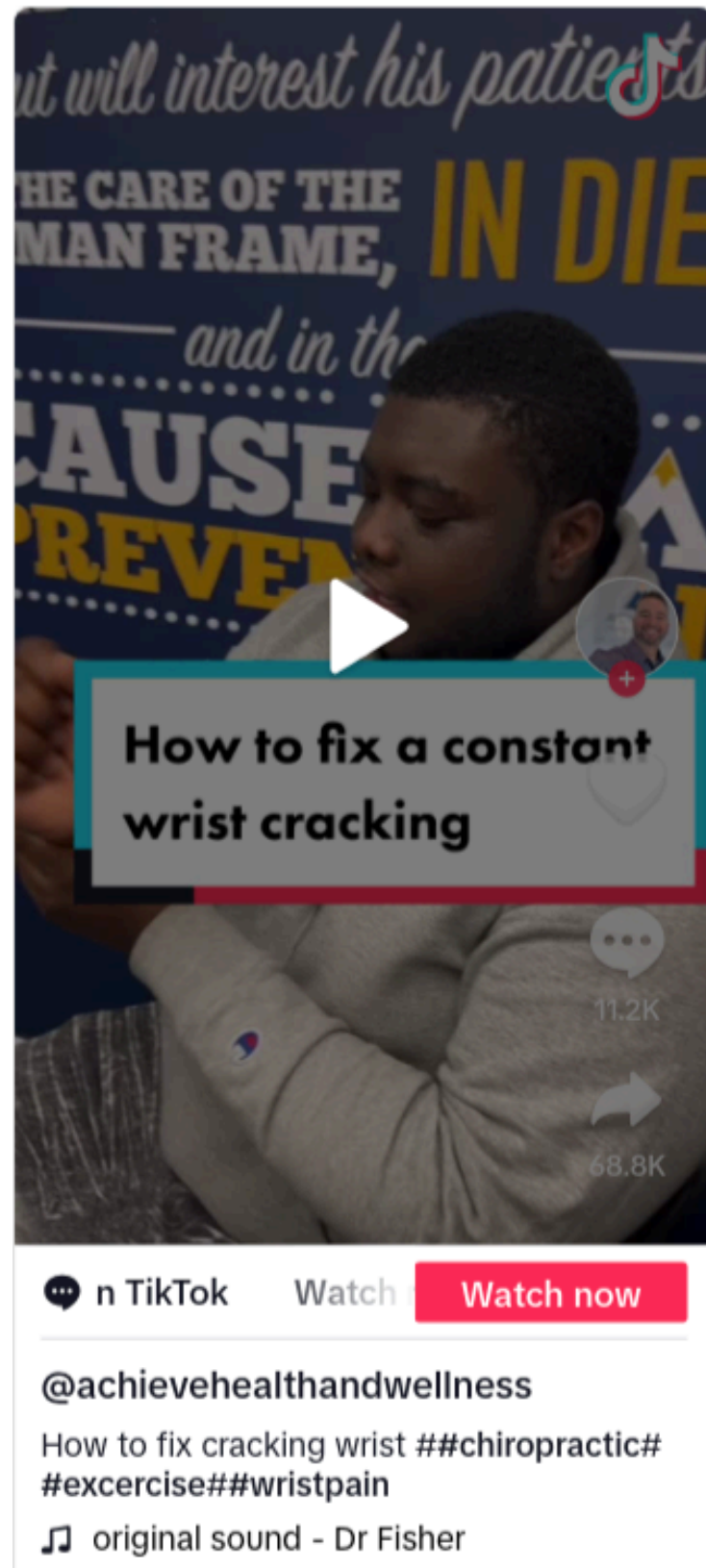
Northwestern
Medicine

Healthcare made clear.

Instagram



TIKTOK



- Pulls in viewers with a question they may have
- Provides solutions to demonstrate our care and credibility
- Short-form video keeps the attention span of viewers
- Includes our slogan and logo to connect back to campaign

Billboard



CTA



Why It Works

The new campaign addresses the emotional and practical needs of Northwestern’s diverse patient base, from young adults with persistent health issues to parents facing complex medical situations. By focusing on providing clear, thorough answers along with expert knowledge and compassionate care, Northwestern establishes itself as a trustworthy, supportive partner in each patient’s healthcare journey.



Emotional Assurance

Northwestern builds trust by delivering clear, honest answers, reducing patient anxiety.



Empowerment Through Knowledge

Patients are informed and equipped to make decisions, reinforcing Northwestern’s patient-first commitment.



Excellence and Innovation

Our advanced resources and award-winning care position Northwestern as the best choice for Chicago residents.



Consistency

By “having the answers,” Northwestern proves itself to be a reliable, trusted healthcare partner for everyone.

Thank You!

Any Questions?