

upshift

Healthcare pioneer receives fresh and modern brochure to showcase their innovative services.



challenge

In the competitive healthcare market, H.R. agents and providers must constantly adapt to fit the latest trends and pricing. To increase awareness of their innovative services HealthEngine enlisted UpShift to create a modern and informational brochure. This brochure needed to effectively and efficiently articulate HealthEngine's services and benefits that set them apart from the plethora of other healthcare services on the market.

solution

UpShift opted for a tri-fold design that doubles as an informative marketing piece as well as a leave-behind promotional item. Using bold colors, striking graphics, and refined typography UpShift created a modern brochure design that effectively communicates the forward-thinking healthcare offerings of HealthEngine.

results

Our brochure helped Health Engine's sales team improve their sales pitch, making those first face-to-face meetings with busy human resources managers most effective. With its factoids and clear take-aways, the brochure also acts as an important leave-behind to differentiate Health Engine

industry

- healthcare
- insurance

deliverables

- marketing collateral