

Chase Design

HEALTHCARE / MEDICAL INDUSTRY DESIGN SPECIALISTS



858.668.7440
info@ChrisChaseDesign.com
www.ChrisChaseDesign.com

Services

Chase Design is a full-service branding agency specializing in design for the medical and healthcare industry. Our team of skilled professionals has the experience and expertise needed to guide your company to its full potential. We offer our clients the following services:

Strategic Branding
Creative Consultation
Project Management
Public & Media Relations

Logo Development
Printed Marketing Materials
Signage Design
Facility Map Creation

Web Design
Marketing Plans
Email Marketing
Search Engine Optimization

We also offer custom third party integration with the following companies:



Clients

At Chase Design, we've worked with some of the premier organizations in the healthcare and medical industry. Below is a list of some of our clients. You can see samples of our work on the following pages.

Palomar Health
Expresscare
Radiology Oncology Systems
One Moon Doula Services

Arch Health
ActiveCentre
Dr. Andrea Beerman DDS
Expect Miracles Surrogacy

Scripps Health Foundation
Scripps Dermatology
Dr. Joseph Laudie DDS

Palomar Health Rebranding



Palomar Health Corporate Logo



The arches that you see in the letters P&H of the icon in the logo were inspired by the arch you see in the architecture here for the Palomar Medical Center.




Palomar Health Foundation Logo




Palomar Health Department Logo

Palomar Health Print Collateral

Stationary Package



Human Resources Department
456 E. Grand Avenue, Escondido, CA 92025 | 760.740.6301 office | 760.740.6310 fax
www.PalomarHealth.org




Administration
456 E. Grand Avenue
Escondido, CA 92025



Michael H. Covert, FACHE
President and Chief Executive Officer
Palomar Health
15255 Innovation Drive
San Diego, CA 92128
858.675.5107 office
858.675.5103 fax
michael.covert@pph.org
www.PalomarHealth.org
A Magnet®-Recognized Health System

To Heal, Comfort and Promote Health
in the Communities We Serve.



Palomar Health Print Collateral

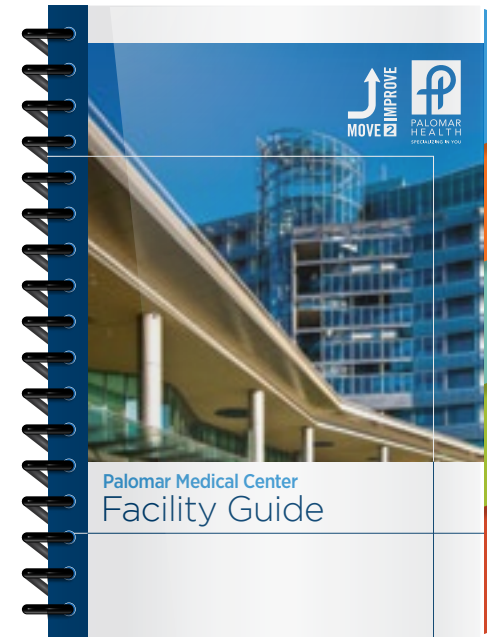
Palomar Medical Center Room Service Menu



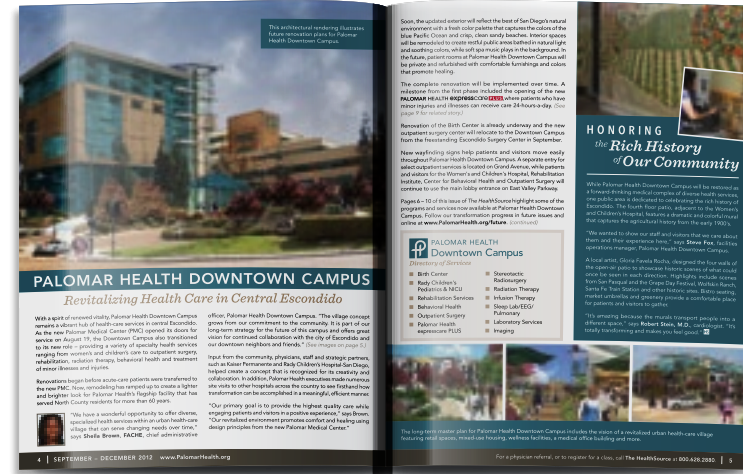
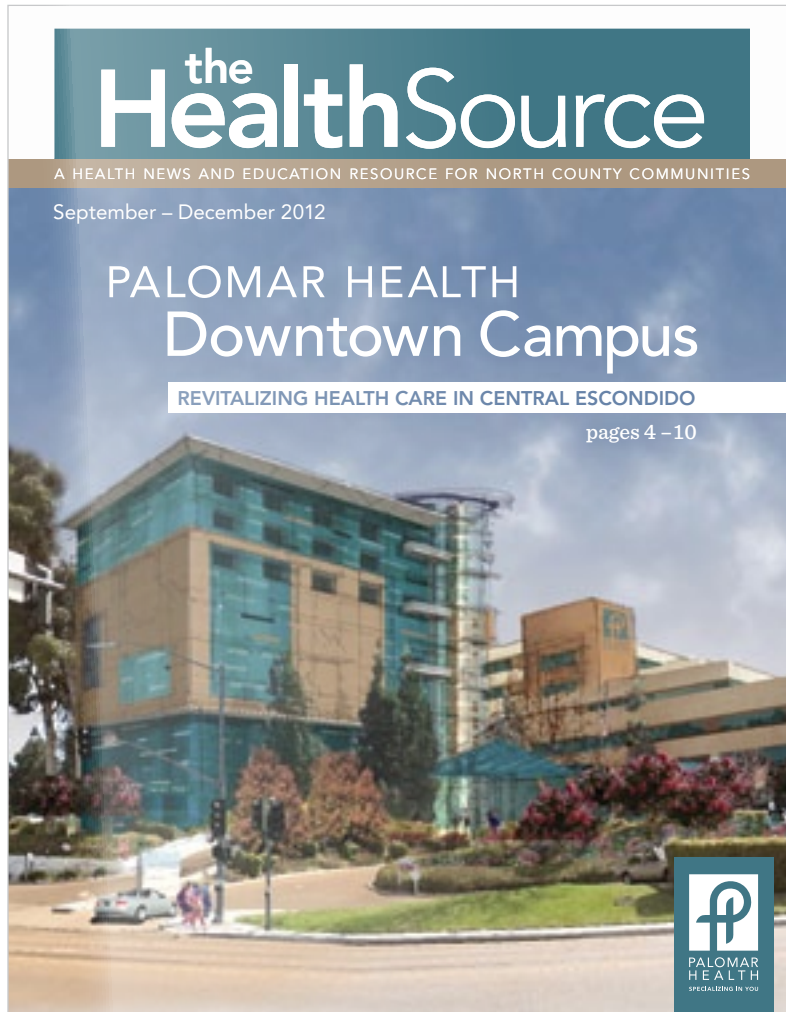
34 Page Palomar Medical Center Patient Resource Guide



50 Page Palomar Medical Center Facility Guide



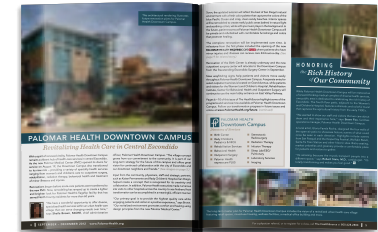
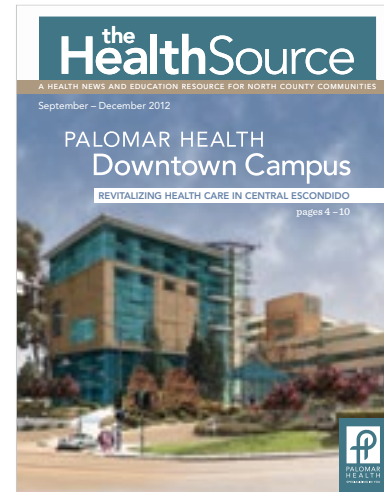
Award-winning HealthSource Magazine



Branding Sample: PALOMAR HEALTH



**PALOMAR
HEALTH**
SPECIALIZING IN YOU



Expresscare

Monthly Retail Banners for
Albertsons Shopping Centers

PALOMAR HEALTH expresscare
SPECIALIZING IN YOU

\$25 EAR PIERCING
(Includes earrings)

See Nurse Practitioner inside
PALOMAR HEALTH expresscare
for more details.

PALOMAR HEALTH
SPECIALIZING IN YOU

www.PalomarHealth.org/expresscare

www.PalomarHealth.org/expresscare



16 Page Expresscare Brochure

SMOKING CESSATION PROGRAM GUIDE

You can kick the habit for good!

PALOMAR HEALTH expresscare
SPECIALIZING IN YOU

888.738.2452
www.PalomarHealth.org/expresscare

Flyer

PALOMAR HEALTH expresscare
SPECIALIZING IN YOU

GARDASIL (HPV) - VACCINE

PALOMAR HEALTH expresscare offers Gardasil, the only cervical cancer vaccine that helps protect against four types of human papillomavirus (HPV). Gardasil is approved for young women ages nine to 26.*

This vaccine is available for \$169** per injection (three injections in the vaccination series). Ask about the Merck Vaccine Assistance Program. You may qualify for \$30 injections.

- No appointment necessary
- Most visits average 20 minutes
- No insurance required

* www.gardasil.com
** If you are a member of a participating health plan, the price may be less than the standard fee.

Monday - Friday 9 a.m. - 8:30 p.m.*
Saturday 9 a.m. - 4:30 p.m.*
Sunday 10 a.m. - 5:30 p.m.*

* Children qualify for a daily, required lunch break from approximately 1:30 p.m. - 2:30 p.m. M-F and 1:30 - 2 p.m. Sat/Sun.

Albertsons/Save-on
Pharmacy/Expresscare
1234 Anytown
Anytown, CA 90207
888.738.2452

Albertsons/Save-on
Pharmacy/Expresscare
1234 Anytown
Anytown, CA 90208
888.738.2452

Albertsons/Save-on
Pharmacy/Expresscare
1234 Anytown
Anytown, CA 90209
888.738.2452

Albertsons/Save-on
Pharmacy/Expresscare
1234 Anytown
Anytown, CA 90210
888.738.2452

www.PalomarHealth.org/expresscare

Magazine Ad

PALOMAR HEALTH expresscare
SPECIALIZING IN YOU

CONVENIENT, AFFORDABLE CARE

Located inside select Albertsons/Save-on Pharmacy stores, **PALOMAR HEALTH expresscare** walk-in health centers offer convenient, affordable care for minor illnesses and injuries to patients two years and older. Certified family nurse practitioners provide treatment for:

- Colds and flu symptoms
- Sore throats and sinus infections
- Earaches and eye infections
- Skin conditions
- Sprains, strains and other minor injuries

We also provide select vaccinations and school, sports and camp physicals. No appointment is necessary, and most services average \$62. Some insurance plans are accepted. Check out our seasonal specials and visit one of four area locations today!

SEASONAL SPECIALS

JANUARY: Kick the Habit Commit to not smoking this New Year! Let **PALOMAR HEALTH expresscare** help. Our smoking cessation program is just \$125 and includes a workbook and two visits with a nurse practitioner.

MARCH: '18' Well! **PALOMAR HEALTH expresscare** participants will get with a \$12 injection to boost your mood and your immune system. Get a \$12 injection for only \$19 in March.

FEBRUARY: Love Your Heart In recognition of American Heart Month, get your heart checked with free and discounted screening at **PALOMAR HEALTH expresscare**. Stop in for a complimentary blood pressure screening or a \$10 cholesterol screening.

APRIL: Stay Safe In recognition of National Youth Sports Safety Month, visit any **PALOMAR HEALTH expresscare** location for a free (only \$10) head-to-toe screening and take advantage of a spring sports physical for just \$30.

Learn more at www.PalomarHealth.org/expresscare or download a PDF copy to use based on your job role at expresscare.com

PALOMAR HEALTH expresscare LOCATIONS

Palomar Health Expresscare Locations

For more information, call 888.738.2452.

14 | JANUARY - APRIL 2013 | www.PalomarHealth.org

Direct Mail Piece

Save Even **More!**

TAKE \$10 OFF

your first visit to the PPH expresscare health center nearest you. Bring this coupon to receive your discount.

Endorsement Line
BARCODE #11111111
Firstname, Lastname, Suffix
1234 Any Street
Anytown, XX 12345

PPH expresscare
SPECIALIZING IN YOU

your errands just got **easier**

the **quickest care** isn't at the emergency department

Introducing **PPH expresscare** Health Centers at Albertsons and PALOMAR PHARMACY

in search of excellent care? you might be surprised where you find it

When you're not feeling well, it's hard to find a place you can trust. At PPH expresscare, you'll find the care you need in a convenient location. And the most convenient care is found where you're already heading out - Albertsons. Use the PPH expresscare health center located right inside the store. You can even get your shopping while you wait! So your "feel better" tactic, save money and get back to your life.

when should I choose PPH expresscare?

PPH expresscare walk-in health centers handle most non-emergent medical conditions, including:

- Strep throat
- Allergies
- Ear infections
- Flu/cold symptoms
- Vaccinations
- Health screenings

The PPH expresscare health center nearest you is 1234 Anytown, XX 12345. Hours: 9 a.m. - 8:30 p.m. M-F, 10 a.m. - 5:30 p.m. Sat/Sun. Get \$55 OFF A.M.C. to learn more.

save time and money: use the right treatment

home sweet home

Most coughs, colds, headaches and sinusitis are best treated in the comfort of home, using over-the-counter medicine. Stay home and feel better!

the doctor is in

If your symptoms don't disappear after a few days, or if you're not feeling better, it's time to see a doctor. PPH expresscare health centers offer convenient, affordable care for minor illnesses and injuries to patients two years and older. Certified family nurse practitioners provide treatment for:

- Colds and flu symptoms
- Sore throats and sinus infections
- Earaches and eye infections
- Skin conditions
- Sprains, strains and other minor injuries

a PPH expresscare health center is right around the corner

For more urgent symptoms, or on nights and weekends when your clinic may not be open, PPH expresscare health centers are located in nearby Albertsons. Some may have an appointment, and we're open seven days a week, with extended holiday hours.

Start Here

A primary care physician is one of the best health professionals you can make. If you don't have a primary care physician, find one by calling PPH at 888.738.2452. Visit your nearest PPH expresscare location at www.PalomarHealth.org/expresscare (approximately printed location).

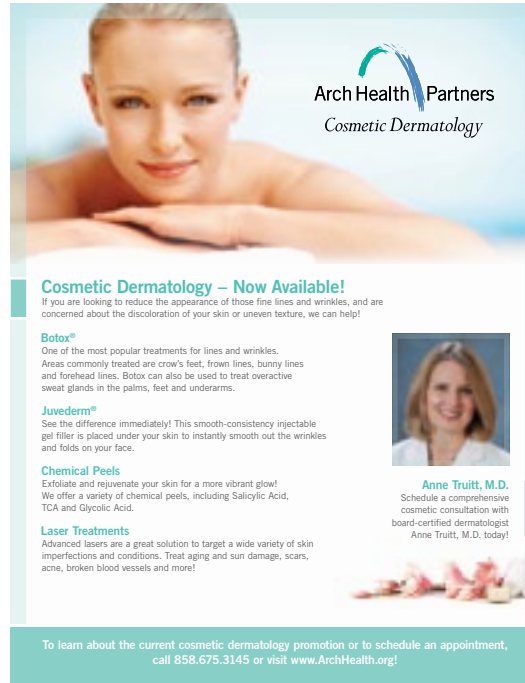
PPH expresscare
SPECIALIZING IN YOU

Arch Health Partners

64 Page Arch Health Partners
Provider Directory Booklet



Flyer



Ad



Flyer

ActivCentre Spine Care

Discover A Better Approach to Treating Back and Neck Disorders.

Call today for your FREE consultation!

Are you frustrated by back or neck pain? Unsure of treatment? Eager to find relief? Help is here through Palomar Health's ActiveCentre.

This patient-centered program is designed to improve access to advanced treatment for back and neck disorders. Our goal is to simplify the complexity of spine care and get you back to your normal routine as quickly as possible. We offer the latest non-surgical and surgical treatment options, prompt appointments with leading specialists and complete coordination between you and your care team.

Don't let back or neck pain take over your life. Call us at **858.613.6252**. Our nurse navigator will act as your personal patient advocate and help guide you through the treatment options that are right for you.

Take advantage of your **FREE** consultation today!

PALOMAR HEALTH
SPECIALIZING IN YOU

Pomerado Outpatient Pavilion
15611 Pomerado Road, Suite 525 • Poway, CA 92064
Phone: 858.613.6252 • 858.35.ACTIV
PalomarHealth.org/ActiveCentre

PALOMAR HEALTH
SPECIALIZING IN YOU
Phone: 858.613.6252 • 858.35.ACTIV
PalomarHealth.org/ActiveCentre

Direct Mail Piece

MOVE BEYOND PAIN.

It's easy to ignore pain until it starts interfering with your favorite things to do, like catching the perfect wave on a sunny San Diego day. That's when you realize there has to be a way to feel better. There is.

One-half of all Americans admit to having back pain symptoms each year. You don't have to be one of them. With the right treatment from a Palomar Health spine specialist, you can do the things you thought were lost to you. You can walk faster and stretch further. You can move beyond the pain.

The ActiveCentre in Poway provides a better approach to treating painful back and neck disorders through personalized coordination of care that focuses on the specific needs of each patient. Together, the ActiveCentre team of experts – surgeons, physical therapists, nurses, clinicians and more – offers multiple treatment options to help you leave the pain behind.

Medication/Physical Therapy. These non-invasive options can help reduce pain, restore function and improve mobility by alleviating the cause of your back or neck disorder.

Spine Surgery/Rehabilitation. Patients with osteoporosis, spinal stenosis, compression fractures may benefit from surgery. We offer advanced techniques for persistent back, neck or leg pain.

**15255 Innovation Drive
San Diego, CA 92128**

**PST STD
U.S. POSTAGE
PAID
SAN DIEGO, CA
PERMIT NO. 2838**

FREE CLASS

Best Back Pain
Jeffrey Schiffman, M.D.
Monday, April 22
4-7:30 pm

Palomar Health Downtown Campus
Graybill Auditorium
555 East Valley Parkway
Escondido, CA 92025

To register, call 800.438.8888 or visit www.PalomarHealth.org/classes.

When You're All Out of Joint, We've Got Relief.

Discover a New Approach to Spine Health.
Join us for a **FREE** seminar led by a board-certified surgeon.

ActivCentre Spine Care

PALOMAR HEALTH
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Website Sample: ANDREA BEERMAN DDS





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specializing in branding

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info@ChrisChaseDesign.com

www.ChrisChaseDesign.com

