


The following healthcare marketing case studies reflect my ability to lead compliant, patient-centered creative work across brand, digital, and print. Each project demonstrates how I bring clarity, trust, and measurable impact to complex healthcare communications—supporting teams in building stronger connections with patients, caregivers, and stakeholders.

The following examples span high-stakes campaign launches, regulatory-aware messaging, and brand development from the ground up. My role often includes narrative alignment, content development, and full creative execution across multimedia touch-points. For additional case studies and process detail from real client engagements, please visit [www.sknDesigns.com](http://www.sknDesigns.com).

## 1 PREMIERA BLUE SHEILDS | MEDICARE ADVANTAGE

Led the creative development for a multi-county Medicare Advantage campaign to support enrollment and engagement. The initiative included brand messaging, print collateral, and event materials tailored to older adults in compliance-sensitive contexts. The campaign drove a **22% increase in enrollment in the first quarter**, a **27% rise in website traffic**, and **boosted attendance at community events**.



 *Shelley reported directly to me, and was a key part of creating numerous collaterals, mailers, brochures, and required marketing materials to support a five county Medicare Advantage product launch. Medicare Advantage is an extremely regulated environment, with compliance demands... Despite these restrictions, Shelley adapted quickly to the regulatory challenges and capably produced successful materials. Shelley will be a strong asset to any creative team. - Greg Smith, Sr Marketing Manager, Medicare*

## 2 HEALTHCARE MANAGEMENT ADMINISTRATORS | HEALTHCARE BENEFITS



Spearheaded campaign and brand collateral for HMA's affordable health plan offerings, tailored to self-funded employers. My work included developing presentation decks, pitch materials, digital bailouts, and compliant print assets, ensuring alignment with healthcare regulations while crafting content that helped HR teams and brokers engage decision-makers confidently.

## 3 HARMONY CARE HOMES | ASSISTED LIVING

Full brand build for this senior care home provider—from positioning and messaging to design and delivery. Work included logo design, copywriting, website architecture, brand storytelling, and print materials such as brochures and business cards. The project emphasized warmth, clarity, and caregiver trust while ensuring brand consistency across all touchpoints

