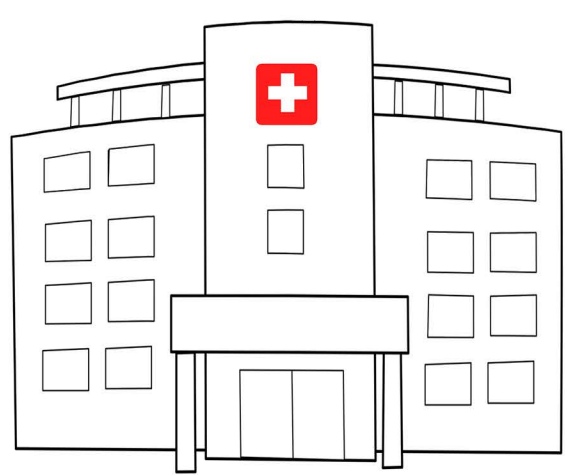


Lighten Up **4** Life

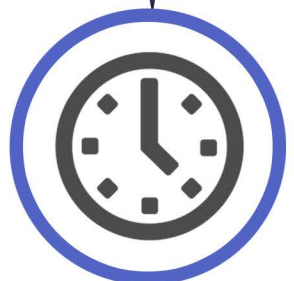
**SYSTEMATIC MARKETING, INCREASED REVENUES,
MEASURABLE OUTREACH RESULTS**



**MARKETING TEAMS
COMMUNITY RELATIONS
HEALTH & WELLNESS SERVICES
COMMUNITY OUTREACH**



Supports Traditional Marketing Efforts
PR/Events
Digital
Media Buy



**Promotes Social Media & Outreach
Planning**
Systematic Content Deployment
Participant Awareness & Engagement
Call-To-Action & Follow-Through



YOUR COMMUNITY



- As a Population Health & Wellness Solution:**
- Turn-key
 - Connects with existing service lines
 - Combines with HRAs for clear call-to-action
 - HRAs drive traffic to service lines
 - Rich data source
 - Expands sponsorship opportunities
 - Allows custom branded programs

- As an HR Solution:**
- Builds engagement through call-to-action
 - Promotes teamwork
 - 'Gamifies' health & wellness
 - Improves productivity

- As an Occupational Health & Wellness Solution:**
- Turn-key
 - Provides authentic marketing content
 - Offers measurable results
 - Drives large groups to primary care & service lines
 - Adds revenue stream
 - Reinforces hospitals as providers of choice
 - Helps manage chronic conditions proactively
 - Reduces direct care costs

**START CONNECTING THE DOTS AT YOUR HOSPITAL TODAY.
CALL 828-505-1809 OR EMAIL MSCULLIN@LIGHTENUP4LIFE.COM**