



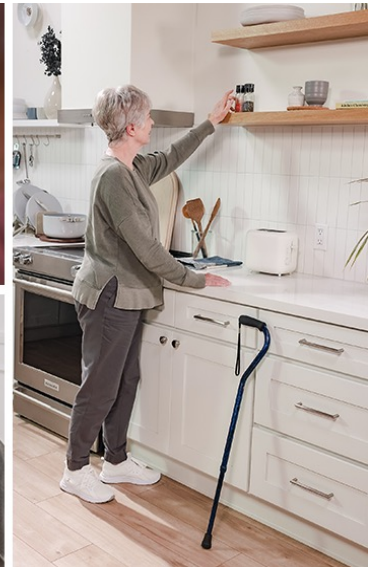
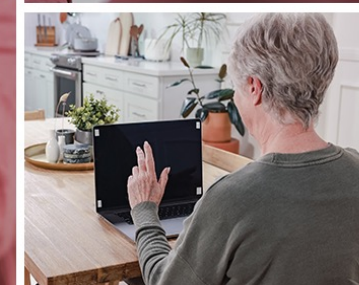
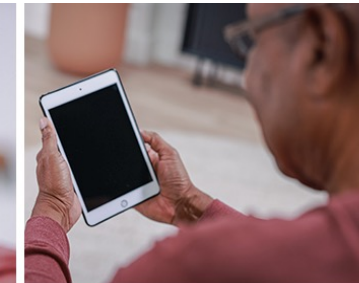
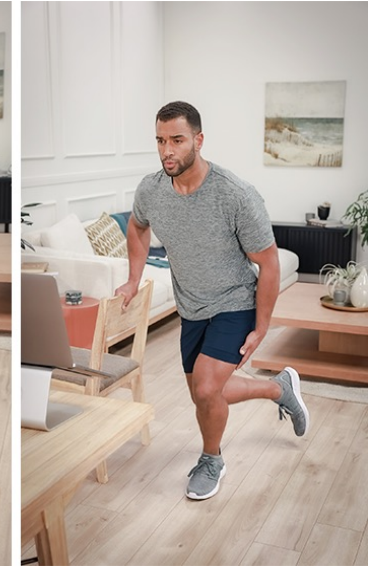
ASHCare Virtual Physical Therapy & Rehabilitation Program Launch



ASHCare

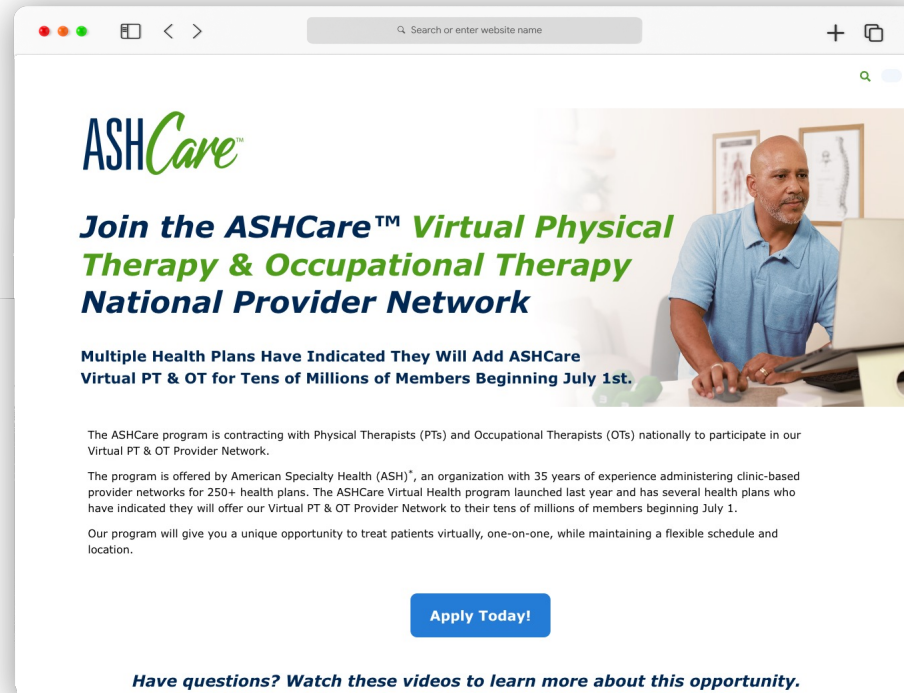
Photo/Video Shoot

Objective: Meet an urgent need for relevant Virtual Physical Therapy & Rehabilitation program sales and marketing collateral.



Network Provider Recruitment Campaign

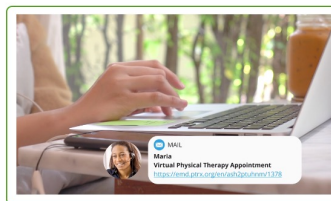
Objective: Create assets to attract provider candidates. The goal was to reach physical and occupational therapists looking for a different career path and inquiring about how to step out into a new, virtual role.



Virtual services are the future of the health care industry. Join George DeVries for an introduction to our new ASHCare Virtual Health Services program and your opportunity to join in this exciting new era.



George DeVries
Chairman, CEO, & Co-Founder



Experience the ASHCare approach to Virtual Physical Therapy & Rehabilitation from the patient's perspective.



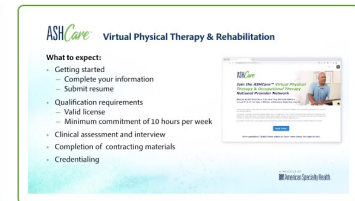
Marc Mirisch, PT, DPT
Vice President, Virtual Physical Therapy



Learn about the ASH approach to evidence-based care and its importance in the delivery of virtual services.



Douglas Metz, DC
Chief Health Services Officer & Executive Vice President



Learn about the application and contracting process, meet the key ASHCare support teams, and see the onboarding process and ongoing training available for you as an ASHCare virtual provider.



Kelly Wheatley
Vice President, Clinical Networks



Marc Mirisch, PT, DPT
Vice President, Virtual Physical Therapy

Network Recruitment Videos

Client Promotion Campaign

Objective: Create sales that will support the ASHCare Virtual Physical Therapy & Rehabilitation program during client meetings. These materials will help prospects understand the member engagement process.

- Landing page
- Flier
- Postcard
- Web banner
- Email
- Letter
- Demo video



2023 ASHCare Virtual Physical Therapy & Rehabilitation Program Launch

American Specialty Health (ASH) has over 37 years of experience delivering complementary health care services through its specialty provider networks. In 2023, the company innovated on this expertise to launch the new ASHCare™ Virtual Physical Therapy & Rehabilitation (VPTR) program, which delivers one-on-one physical and occupational therapy via a robust, digital platform. Unlike other virtual rehabilitation programs, ASHCare puts the patient-provider relationship at the core of the program instead of relying on artificial intelligence and sensor devices. The Engage! Creative Group—ASH's in-house marketing agency—strategized to deliver meaningful communications to support all stages of the ASHCare VPTR product launch effort.

Because the ASHCare VPTR program was a new and unique product, there was a gap in existing stock imagery for the agency to use across campaign touchpoints. The agency team partnered with internal health information experts to conduct a **5-day photo and video shoot to capture imagery that supported the program in an approachable and medically accurate manner**. A local studio was transformed into authentic settings promoting both the patient and provider experiences. The shoot enabled the agency to build a **library of over 18,300 proprietary photos** and videos that told the visual story of the ASHCare program in a completely unique way.

Before ASH could launch the ASHCare VPTR program, the company needed to **recruit enough physical and occupational therapists** to become virtual care providers in the program. To support this effort, the agency created a network **recruitment outreach campaign**. The first touchpoint was a **postcard mailed** to providers in the clinic-based ASH network as well as those who had not yet joined. The postcard informed providers about the flexibility and perks they could realize by working in a virtual network and directed them to a landing website to learn more. At the **landing website**, prospective providers could watch 4 videos created by the agency to detail the benefits and experience of being a virtual provider, then apply to join the program. The recruitment campaign quickly grew the virtual provider network from just 20 providers to over 400 providers.

With the stage set for this new product offering, the final component for marketing the ASHCare VPTR program launch was **member materials**. Creating communications that promoted the program to eligible members and encouraged participation included another **landing website, flier, postcard, web banner, email, and demo video** that health plans could use to engage their members. The message focused on the convenience of the program in terms that met a 6th grade reading level, as required for **Medicare and Medicaid health plans**. The **video showed a sample of what the course of treatment would look like between a patient and a virtual physical therapist**—from the first meeting to their follow-up sessions. This suite of communications has equipped ASH clients to promote member engagement in an effective way with little effort required on their end.

The 3-prong approach of the Engage! Creative Group achieved its goal to support the ASHCare Virtual Physical Therapy & Rehabilitation program launch by first laying groundwork for creative needs, then establishing 2 robust campaign strategies to help build the program. As this program grows, the marketing efforts also support the ASH company mission—to empower individuals to live healthier.

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