



WHY DESIGNERS CHOOSE PRINT, REASON #3: PRINT COMMUNICATES

The Affordable Care Act created a great deal of confusion for many Americans. Suddenly consumers—many of whom were new to the health insurance market—needed to research, understand and consider their options. It's no surprise that when Kaiser Permanente wanted to communicate with this pool of prospective new customers, they turned to print.

Print Makes Complex Information Accessible

Kaiser started by creating pop-up retail stores where consumers could learn about Kaiser Permanente as well as the Affordable Care Act in general. When people came in to the stores they were given a packet of helpful information to take home with them.

"This was important because healthcare in general is very daunting," explains Amber Podratz, Kaiser Permanente's Senior Creative Strategist. "It's an overwhelming subject that tends to be very dense in complex information. You cannot absorb it in a quick glance or just by hearing about it. You need to sit down and go through it yourself, read it over and over again if necessary."

"Much of our material deals with rates and charts," Amber says. "When this is online you can't go line by line and compare things. You have to see it in person and be able to point to it and direct your eye along the page. In these complex information spaces, print allows us to lay things out and communicate in a way that consumers can easily follow and understand, so they get what they need to make an informed choice."

Print Can Communicate in a Personalized Way

Amber and her team also used direct mail to drive local residents to these stores. Everything from the list to the images and the text was targeted specifically for the demographics and identity of each store's neighborhood.

"Knowing the demographics of each community also led us to produce a lot of materials in other languages," Amber adds. "This was important, especially for a complex subject like health care. Our direct mail program was very successful, and I think that allowing prospects to see something in their native language so that they knew we were truly communicating with them made a big difference."