



GRAPHIC DESIGN PORTFOLIO  
BY: SARA HYNES

## FLIERS

While at LT Proactive Care I created a variety of fliers. These fliers were used to support events, inform patients about information they may have received during a visit, or simply outline a new offering within the clinic. Life Time is a very fast pace work environment, some of these materials needed to be created within hours of signing off on a new offering. Being able to pivot with the business monthly, weekly, daily, even hourly was something I learned while working at Life Time.

## Welcome to LT Proactive Franklin Medical



I'm Charles Marable, MD, a father and family physician for more than 20 years. Most recently, I'm the owner and physician of LT Proactive Care Franklin, conveniently located in the new Life Time® Athletic Club in Franklin.

At LT Proactive Care, we're a team comprised of a physician, registered dietitian and Life Time® personal trainer. We work together to build a personalized plan that covers your whole health: medicine, nutrition and exercise.

I believe that time is the most important tool in my medicine bag, and it takes time to care well for patients. I make getting to know each person under my care a priority in my practice, and I devote time to understanding and learning each of their individual stories. There is no blood test or imaging study that teaches me more. I want to hear your story — let's get started today.

## LT Medical Concierge Membership



Here at LT Proactive Care we are all about creating personalized care just for you, with a team that knows you inside and out! At LT Proactive Care a Physician, Registered Dietitian and Life Time® personal trainer all work together to create a whole new approach to health care.

### What's included in your membership (\$150/Month):

#### Integrated Optimal Health Services

We will create a personalized plan built by your physician, registered dietitian, and Life Time® personal trainer to help you reach your health goals through our Optimal Health Series. Plus, you may take part in a follow-up "Mini Optimal Health Series," six months following your initial Optimal Health Series.

#### Optimal Health Series

- Personalized Plan of Care created by your team
- 45 Minutes with Physician
- 2 DXA Scans
- Labs
- 1 Hour with Personal Trainer
- 1.5 Hours with Registered Dietitian

#### Mini Optimal Health Series

- Updated Plan of Care
- 1 DXA Scan
- Labs as needed
- 30 Minutes with Physician
- 30 Minutes with Registered Dietitian
- 1 Hour with Personal Trainer

#### Primary Care Services

Access to Dr. Ritter for all of your primary care needs- this includes everything from sick care to chronic disease management, to on-site lab testing and so much more.



Sick Care



Minor Injuries



On-site Diagnostic Lab Testing



Chronic Disease Management



Prescription Management



Referral and Care Coordination



24/7 Coverage



Same day/next day appointments

#### Get started today!

Call 702.802.7357 or stop into the clinic located in your Life Time® Athletic club to become a member today. To learn more about LT Proactive Care visit [LTProactiveCare.com](http://LTProactiveCare.com)



## Concierge Membership Kit Welcome to our Concierge Members.

As a Concierge Member! Inside you will find branded swag to welcome you to your Concierge Membership. Please use the branded tote and container for your Concierge Membership kits only.

**LT Proactive Care Tote**  
Tote to hold branded swag items.

Quantity sent



**GoStak Container**  
Container can hold supplements or snacks.

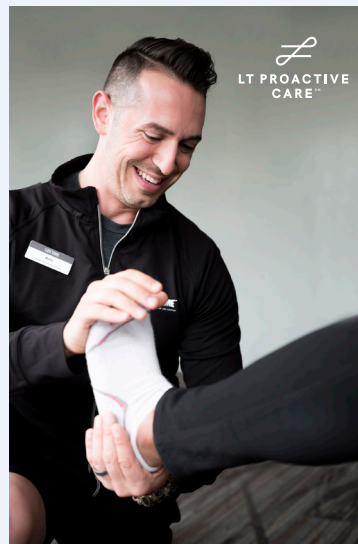
Quantity sent



**Thank You Card**  
Hand written thank you note from the team to concierge member.



## FLIERS



### Physical Therapy Chiropractic

Live Fully. Know

Our on-site physical therapy and chiropractic services are available to help you live fully. From injury prevention to maintenance — whatever your day-to-day for

Start your journey to better by calling 704.901.7158 or visit [LTProactiveCare.com](http://LTProactiveCare.com) to schedule your appointment.

Charlotte Proactive Peters DC P.C. dba LT Proactive Care — Charlotte Physical Therapy and Chiropractic is a third-party practice. All services are provided by Charlotte Proactive Peters DC P.C. dba LT Proactive Care — Charlotte Physical Therapy and Chiropractic and not by Life Time Inc., or its affiliates, subsidiaries or employees. ©2018 LIFE TIME, INC. All rights reserved. LTProactive\_CHT\_PC2halfsheet\_02.14.18



### Meet the LT Proactive Care Doctor

LT Proactive Care is a whole new approach to healthcare. Schedule your 30-minute complimentary session\* with the Doctor to see if our services are a good fit for you.

To schedule, stop in the clinic which is conveniently located in your Life Time® Athletic Club or call 702.802.7537

\*Session does not include medical advice

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### Key takeaways from your DXA Scan Report:

- 01** An excellent rate of change for body composition is 1% per month. This will be a marker that is used when you complete your second DXA scan in order to determine if your current program is right for you.
- 02** Your lean indices is how much lean body mass (muscle, blood, bone, water) you have relative to your body mass. Ideally, you want to see this number stay the same or increase on your second DXA scan report.
- 03** VAT is a marker of stress that helps determine if your body is under an excess amount of stress. You want to see this number either stay the same or decrease on your second DXA scan report.



To learn more about your overall health, sign-up for our Optimal Health appointment series that includes two DXA scans, complete bloodwork, built for you by your physician, registered dietitian, and Life Time® the clinic, which located conveniently in your Life Time club, or by

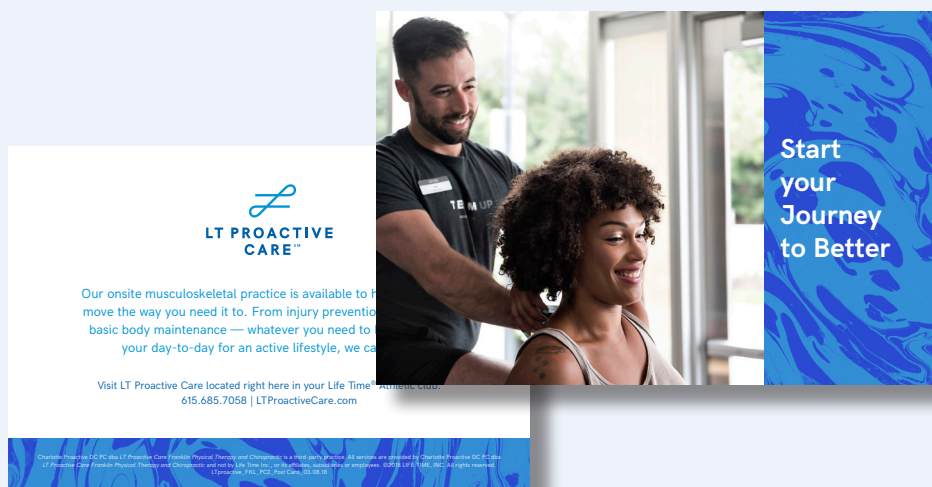
is a third-party medical practice. All medical services are provided by Afshine Ghaemi MD, Inc. or its affiliates, subsidiaries or employees. ©2017 LIFE TIME, INC. All rights reserved.



## POST CARDS

LT Proactive Care took part in a few different methods to drive traffic into the clinics. One of the initiatives was to attend all group fitness classes happening within the club and passing out post cards with a brief description of who we are and what we do. In addition, the clinic would send out thank you cards to members of the club that were helpful in generating interest into the clinic.

## POST CARDS



## EASELS

I designed a lot of different easels for LT Proactive Care. The easels represented a variety of topics from information about the clinic, parts of the business that were coming soon or even displaying a promotion or event. These were often displayed outside the clinic for club members to view while walking by.





EASELS



## Complimentary Posture Screening

Meet our physical therapist and chiropractor  
to start your journey toward feeling your best.

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## Interested in learning more about LT Proactive Care?

Stop in the clinic or call 702.802.7357 to schedule a  
**30-minute complimentary information session\*** with  
Dr. Ritter to see if our services are a good fit for you.

\*Does not include medical advice

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## Whole New Approach Healthcare

LT Proactive Care Medical coming February 2018.

LT Proactive Care Physical Therapy and Chiropractic  
coming Spring 2018.

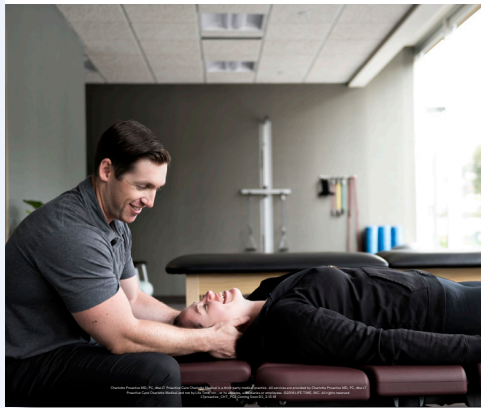
To learn more please stop back or visit our website at  
[ltproactivecare.com](http://ltproactivecare.com)

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## DIGITAL SIGNAGE

This type of signage is meant to be viewed like a billboard, only a few seconds to get the message across. These were displayed on screens outside of the clinics and were visible for 15 seconds before switching to a new sign. The goal with these was to keep the information short and sweet but eye catching.







## ADS

Life Time Fitness has a magazine called Experience Life where we placed an ad for one of our clinic locations. The goal with the ad was to give a brief description about who we are and generate some interest around the clinics. We were planning on having a re-grand opening even for one of our locations in Minnesota and the ad was one piece of collateral designed for this initiative.



Depression Relief: Lifestyle Changes That Make a Difference

Why Salt Matters: The Latest Research

Spartan Strong: A Full-Body Obstacle Course-Inspired Workout

# EXPERIENCE LIFE

MARCH 2018 • \$5.95

HEALTHY. HAPPY. FOR REAL.

Every Body Is a **Yoga Body** 9 Inspiring Stories

**MINDFUL MONEY** 3 Steps to Financial Peace of Mind

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LT PROACTIVE CARE™

## A Whole New Approach to Healthcare



At LT Proactive Care™ our integrated team of medicine, nutrition and exercise experts work together to build a personalized plan to help you achieve optimal health.

It all starts with a **Personalized Health Assessment**. Schedule your appointment today by calling 952.541.7157 or stop by our location conveniently located in Life Time at our St. Louis Park club.

All services provided by LT Proactive Clinic, P.A., and not Life Time Fitness. LT Proactive Clinic, P.A., does not offer services at all Life Time Fitness locations. ©2017 LT Proactive Clinic, P.A. All rights reserved. ©2017 LIFE TIME, INC. All rights reserved.

### Healthy Eating Nutrients



## Eat Your Sea Vegetables

Dense nutrition and sustainably grown, seaweed is finally getting the recognition it deserves as a superfood.

BY KATHERINE KERR • PHOTOS BY TERRY BRIDGMAN • FOOD STYLING BY LARA HINKLAER/STYLING

To early morning on a Mendocino County beach in Northern California, the sun still below the horizon as Cole and his crew of seaweed harvesters make their way into the shallow. The tide is just pulling away, leaving bare the bounty of the ocean.

"When you walk into the tidal zone, you're looking down at a new landscape—at this wild, rugged, rocky country," Mockler says. "It's an abundant, harmonious ecological system. It is a

...on fat, or sliced

...of and br. Soak for

...in a skillet mushrooms, for 10

...rooms and in the sherry

...ites to reduce

...show, transfer the water, and

...mix, half the

...and thyme to the low times until the

...size. Pour the mix-

...stir in the remaining

...oil for 15 minutes,

...to 350 degrees F.

...room mixture with the

...poon into a casserole

...it, for 30 minutes,

...a tender and the sauce

...over and bake for 15

...tipping, heat the palm

...on fat, or ghee in a small,

...over medium-high heat.

...ches, pan-fry the shallots

...minutes, until golden

...and cool in a single layer on

...with paper towels.

...casserole with the crispy

...serve warm.

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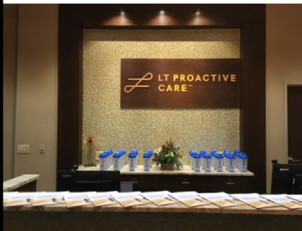
## POWER POINT

Every time our team visited a new location we used this power point that I designed to present to the team who we are and how we are going to be integrated into the club. LT Proactive Care was a complicated division with a lot of different areas to explain so this deck was utilized to help smooth that process.



## POWER POINT

### About LT Proactive Care



"Create a place where you can live, you can work, ... and see your doctor all in one place." - Bahram Akradi CEO

- LT Proactive Care is Bahram Akradi's vision to move closer into the Healthy Way of Life category
- Bahram was frustrated with the healthcare system's focus on reactive vs. proactive medicine
- Founded in 2012
- He wanted to find MDs who shared the same vision, and partner to open LT Proactive Care Clinics within Life Time destinations

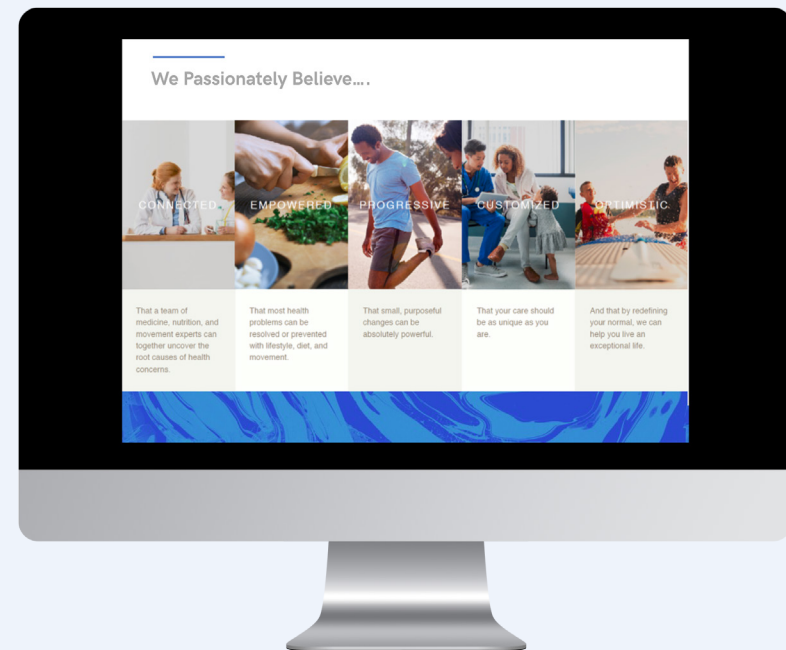
### How it Works: Multiple Practices

LT Proactive Care houses 2 practices - an Integrated Medical practice, and a Physical Therapy & Chiropractic practice.

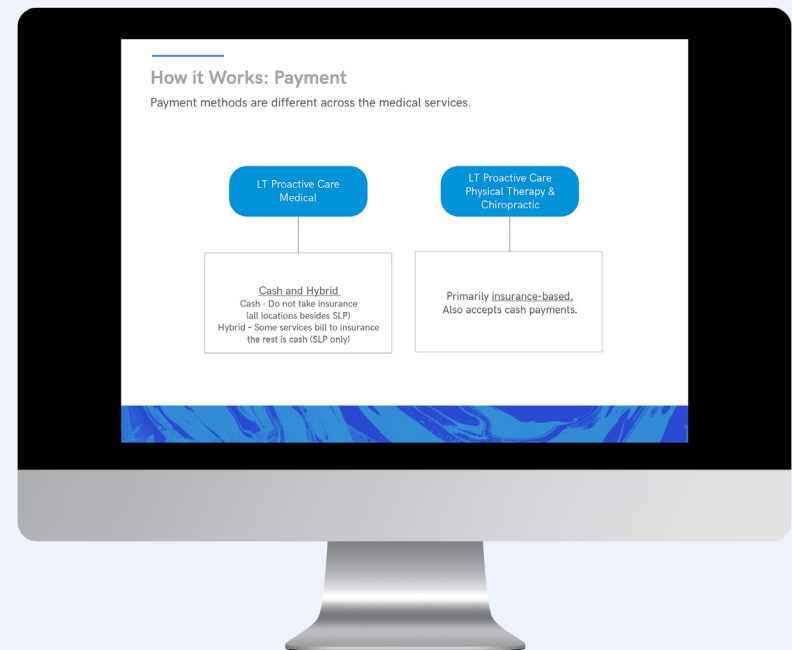


LT Proactive Care is owned by a physician, who is a partner of Life Time!

## POWER POINT



## POWER POINT



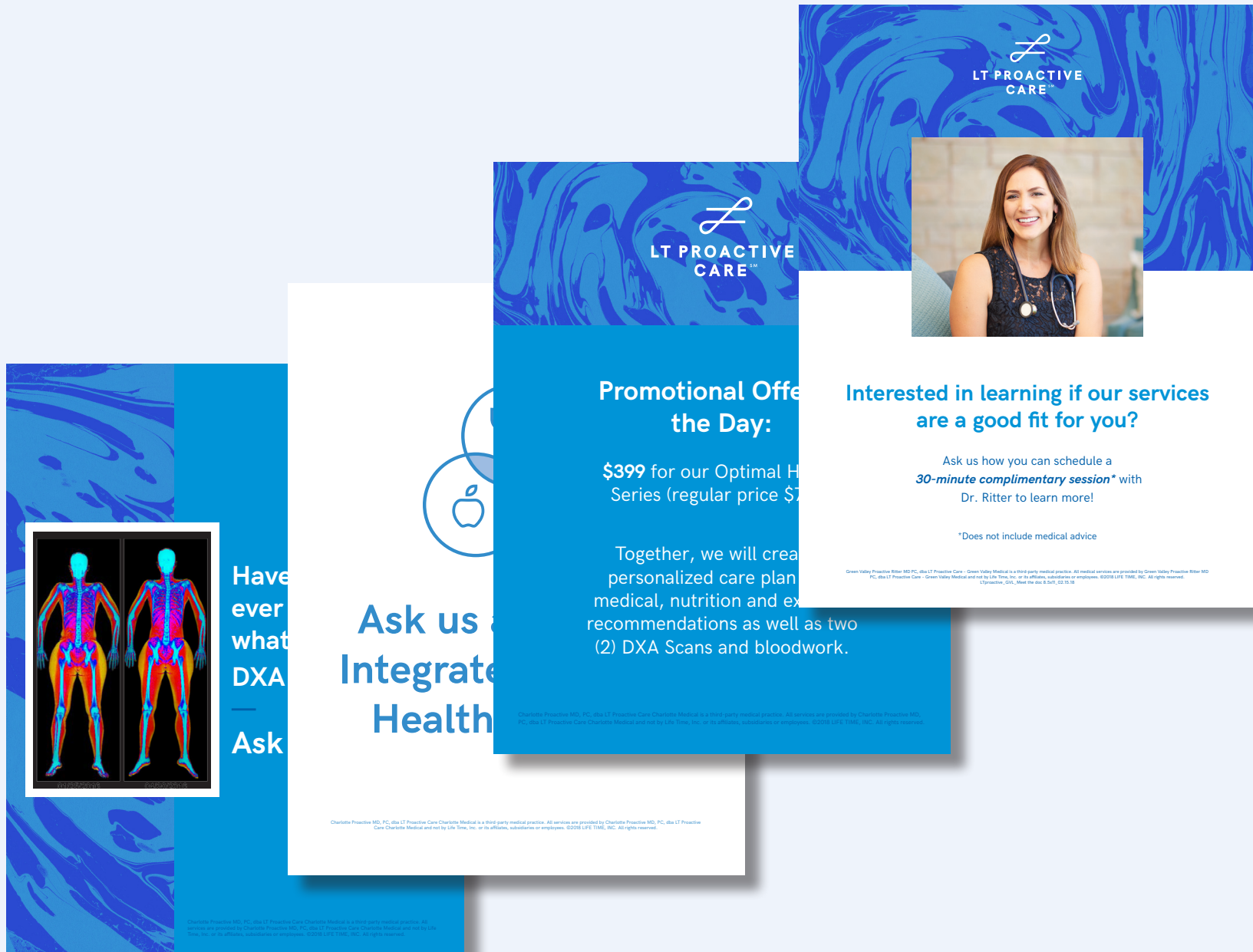


## OTHER SIGNAGE

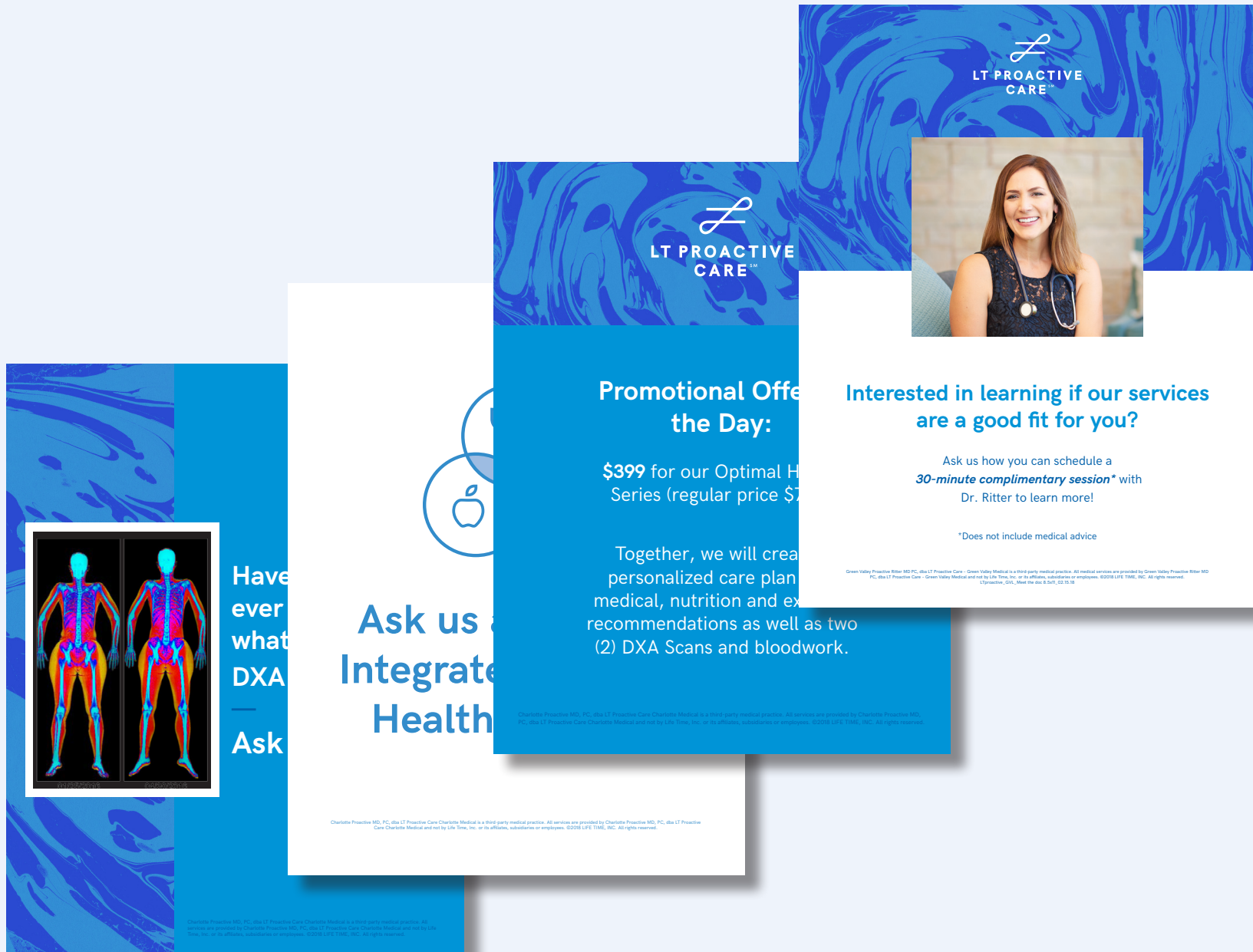
As I mentioned before, there were a lot of different marketing initiatives developed to drive awareness to the clinics. Below are a few different signs I designed. First is bathroom signage placed on the back of stall doors, second is cafe signage designed to be order numbers given out to each customer in the Life Cafe. I also designed a variety of table top signage to be displayed at various events held within Life Time.



## OTHER SIGNAGE



## OTHER SIGNAGE



## OTHER PROJECTS

I was the only graphic designer for LT Proactive care which allowed me to work on so many different types of projects. Below are just a few that didn't fit into any overall category. The first piece is a letter head that was used at all locations. The second is a patient survey to help gather some insight from a patient perspective. The third is an outfit guide that was send out to all of the clinic staff before their head shot photos.



## OTHER



As you know, we have recently opened our clinic and your feedback is instrumental in creating the best possible experience for our patients. While this survey is not required, we would really appreciate your feedback in answering the questions below. Thank you!

- 1 Please rate the care received by your provider (MD/NP)?  
Very Poor 1 Poor 2 Fair 3 Good 4 Very Good 5
- 2 Please rate the care received by the staff?  
Very Poor 1 Poor 2 Fair 3 Good 4 Very Good 5
- 3 Did you receive insights or strategies that will help you achieve your health goals?  
☐ Yes ☐ No
- 4 How likely are you to recommend LT Proactive Care to a friend or family member?  
Very Unlikely 1 Somewhat Likely 2 Neutral 3 Somewhat Likely 4 Very Likely 5
- 5 For Optimal Health Series patients: How likely are you to sign on for the concierge membership for ongoing care?  
Very Unlikely 1 Somewhat Likely 2 Neutral 3 Somewhat Likely 4 Very Likely 5
- 6 Please share any additional thoughts that you have around your experience at LT Proactive Care.
- 7 What did you enjoy most about your experience with your care team?
- 8 Is there anything you would change about your experience with your care team?
- 9 If you'd be willing, please provide your name, phone number, and email contact for us to follow up with you for further questions (not required).

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

300 Boylston Street Chestnut Hill, MA 02459 | 781.797.2057

## Outfit Guidelines for Photoshoot

Here are a few guidelines to follow when choosing clothing to wear to the upcoming LT Proactive Care Clinic photoshoot.

Choose neutral colors such as gray, tan, blue.

Avoid bright colors, crazy patterns.

Attire should be business casual, no jeans please.

Most importantly, pick something you feel comfortable in!

Please bring a few options in case something isn't being photographed well.

Please come with your clothes steamed or ironed.

YES



NO



THIS



NOT THIS





## ART DIRECTOR

Something that was a new experience for me that I really enjoyed was being art director on photo shoots. Every time we opened a new clinic location we needed to photograph all of the new staff for the website and various marketing materials. I would go out to the clinic locations, select the shoot location, work with each individual on what to wear and direct hair and makeup. Once all of that was established I would style the backgrounds of each photo, select which photos were going to be used and then use them in the materials that I designed.





PHOTO SHOTS



## PHOTO SHOOTS

