The Healthiest Town in America

Uber Health

01
Observe →
Understand

02

Observing established industry challenges.

Every year, 3.6 million scheduled appointments are missed because of transportation issues encountered by patients.[1]

95% of patients using public transportation report arriving late to their appointments and no-show rates have been reported at 30%. [1]

At a cost of $200 per missed 60-minute appointment slot, healthcare providers face $150 billion in annual losses. [1]

1. Statistics sourced directly from Uber Health.

03

Understanding the necessary solution.

Transportation has become a barrier to care and has a measurable impact on the entire healthcare system.

Uber Health was created to eliminate this barrier and directly addresses the needs of both patients and healthcare providers.

04

Affirmation of brand purpose.

Uber:
Ignite opportunity by setting the world in motion.

Uber Health:
Ensure reliable access to transportation services for those who need them most, **patients.**

05

Analyze →
Strategize

06

Analyzing positioning, identifying opportunity.

Uber's parent brand reaches across 600+ cities in over 60 countries.[1]

This provides an opportunity to attract attention from audiences who are familiar with the Uber brand and will position Uber Health to achieve higher brand awareness.

1. Statistics sourced directly from Uber Health.

07

Establishing desired business outcomes.

This campaign seeks to increase sales revenue by building new partnerships with healthcare service providers. Additionally, it aims to promote awareness of the improved healthcare accessibility and reduced patient costs provided by Uber Health's service offering.

08

Strategic problem solving approach.

We're going to engage healthcare service providers, riders, and drivers together in a live competition simulating product functionality. This will allow Uber Health to demonstrate its service offering; lay a foundation for new partnerships, evoke efforts of community building, and promote the value of healthy living.

09

Ideation →
Activation

Imagining the healthiest town.

The World Health Organization defines health as "**the state of complete physical, mental and social well being**".[1]

The Healthiest Town in America should conceptually go beyond a single geographic location. It is rather, a state of existence. One attainable by any population center maximizing its citizens quality of life according to the three defined pillars of health.

1. Definition sourced from WHO's website: https://www.who.int/about/who-we-are/frequently-asked-questions

11

Connecting concept and positioning.

The development and continued success of the "healthiest" town will require continuous collaboration between healthcare service providers and consumers. This campaign serves as a starting point for such efforts and **positions Uber Health as the brand setting them in motion.**

12

Creating collaboration through competition.

The primary activation point of this campaign is a competition pitting teams of healthcare service providers against one another as they race to get "patients" (riders) through a city-wide obstacle course and across the finish line. Each "obstacle" will be themed around a pillar of health.

Transportation through the race-course will be provided to "patients" by Uber Health driver-partners. To be successful, healthcare provider teams will need to collaborate with both riders and driver-partners using the Uber Health dashboard interface.

13
Anywhere →
Philadelphia

14

Finding the ideal town.

As a service, Uber Health will be most effective in a town that benefits from existing Uber infrastructure and has patients from lower socioeconomic backgrounds in demand of non-emergency medical transportation. **Philadelphia is that town.**

15

Population, industry, and infastructure.

Philadelphia is the 5th largest city in the United States with a population just under 1.6 million.[1]

Healthcare and social assistance services are Philadelphia's largest economic drivers, reporting $17.9 billion in combined revenue during the 2012 economic census.[1]

Uber has a strong existing presence in Philadelphia with 2500 driver-partners reported as active.[2]

1. U.S. Census Data 2018: https://www.census.gov/quickfacts/philadelphiacountypennsylvania
2. Analysis of Uber labor market in the U.S.: https://s3.amazonaws.com/uber-static/comms/PDF/Uber_Driver-Partners_Hall_Kreuger_2015.pdf

16

Demanding change, inviting disruption.

25% of Philadelphia's population lives below the poverty line. With a per capita income of just under $25k, most residents live under financial strain.[1]

SEPTA, the main provider of public transportation has reported steady increases in operating costs and projects costs will continue to rise in the coming years.[2]

Very few SEPTA routes directly serve area health centers. Riders must transfer lines, increasing trip costs and time spent in transit.

1. U.S. Census Data 2018: https://www.census.gov/quickfacts/philadelphiacountypennsylvania
2. SEPTA 2018/2019 Balance Sheets; http://septa.org/strategic-plan/reports/2018-audited-financials.pdf

17
Planning →
Campaigning

Designing Look and Feel.

The overall look and feel of this campaign will be influenced directly by the existing Uber Health brand assets. This includes a modified brandmark, Uber Move typography, Uber Health color palette, and Uber illustration style.

Logo:

The Healthiest
Town in America

Typography:

Philadelphia
Uber Move Bold 24 pt

Philadelphia
Uber Move Text Bold 24 pt

Philadelphia
Uber Move Medium 24 pt

Philadelphia
Uber Move Text Medium 24 pt

Philadelphia
Uber Move Regular 24 pt

Philadelphia
Uber Move Text Regular 24 pt

Illustration Style:

Color Palette:

| #92D0AC | #47B275 | #6988C5 | #F5C15A | #000000 | #FFFFFF |

Core messaging and signage.

Core Message:
For the average Philadelphian, money is a limited resource. Uber Health saves patients time and money so they can focus on the things that matter more.

Tagline:
Lowering the cost of Philly's healthcare, one ride at a time.

22

Making buzz, driving traffic.

Teaser campaigns will be run in Philadelphia starting ten weeks out from the date of the experience. Each campaign will target its audience in isolation and will leverage audience specific value propositions to grab attention.

Healthcare service providers, healthcare professionals, and riders will be engaged with mini-activation events and will be targeted online through social media. Drivers will be engaged directly via the Uber app and on their registered Uber email address.

23

Uber Health golf carts.

Philadelphia is home to several annual healthcare conferences.

These conferences are networking hotspots for both **healthcare professionals and service providers.**

To engage with attending HCPs, branded golf carts will be driven around the event venues. HCP's will be able to call themselves a shared ride through the Uber app and upon doing so, will be prompted to register for the campaign.

Healthcare service providers will also be targeted on professional social media sites such as LinkedIn, Doximity, Sermo and Nursezone.

Advertisements will link to a registration microsite where service providers may register their organization's team and staff members may sign up to participate.

26

Uber Health farmers markets.

**To engage "patients" (riders),** Uber Health branded farmers markets will be popped up at high traffic locations around the city.

Farmers markets serve locally sourced fresh produce on weekdays and Saturdays from 11:30AM-4:00PM. While engaging with the stands, riders will be incentivized to register for the campaign with the opportunity to win free Uber rides and earn themselves a branded "health kit" as they complete checkpoints along the race course.

Uber
Health

The **Health**iest
Town in America
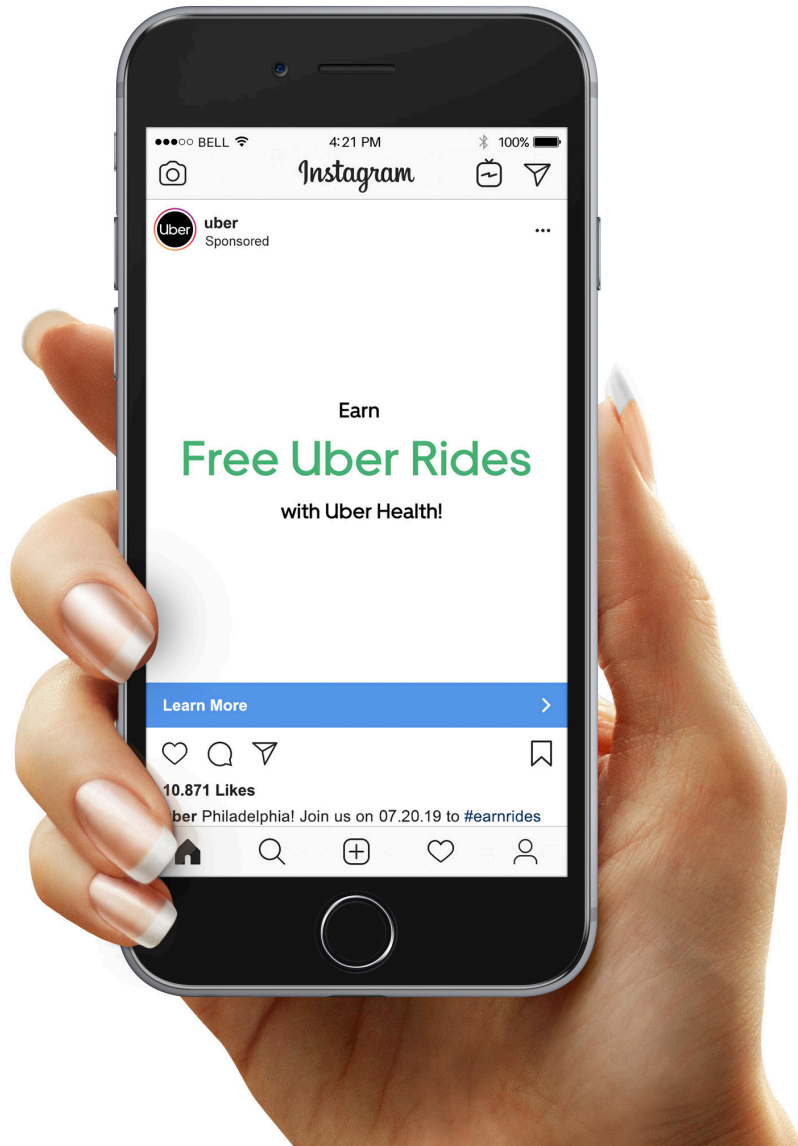
Riders will also be targeted across social media platforms, primarily on Facebook and Instagram. The opportunity to earn free Uber rides will be the main incentive here.

All social ads will link back to the registration microsite.
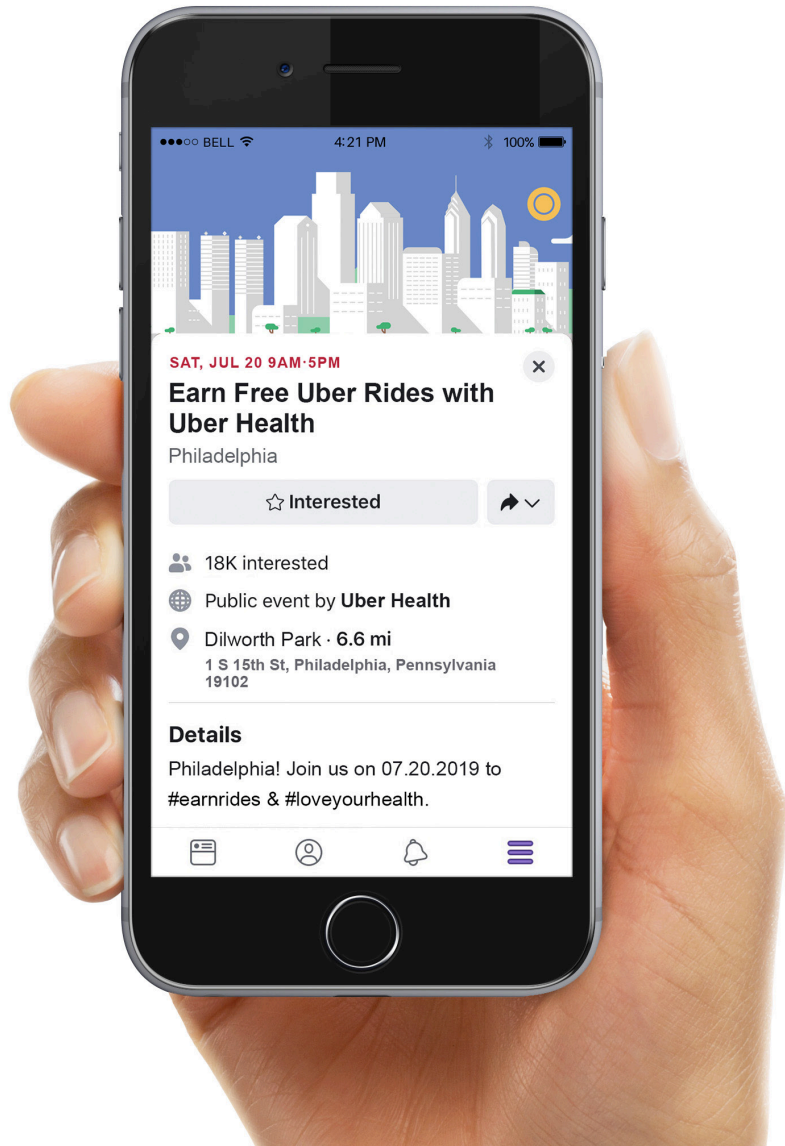
A facebook event will be created and linked back to the registration site. This event page will help the campaign's sharability on facebook amongst riders and drivers who may invite their friends to participate with them.
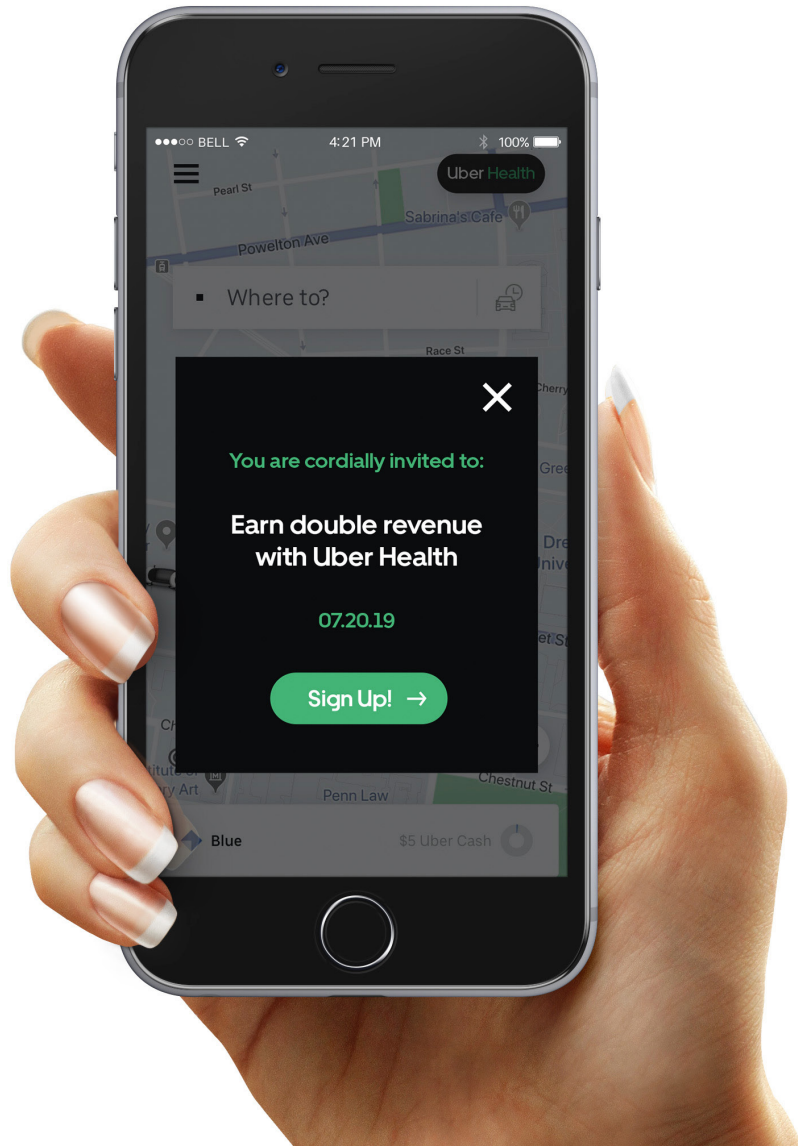
Driver-partners will be targeted via in-app promotional messaging and through their email addresses registered with Uber.

The main incentive offered to drivers will be the opportunity to earn double revenue on race-day.
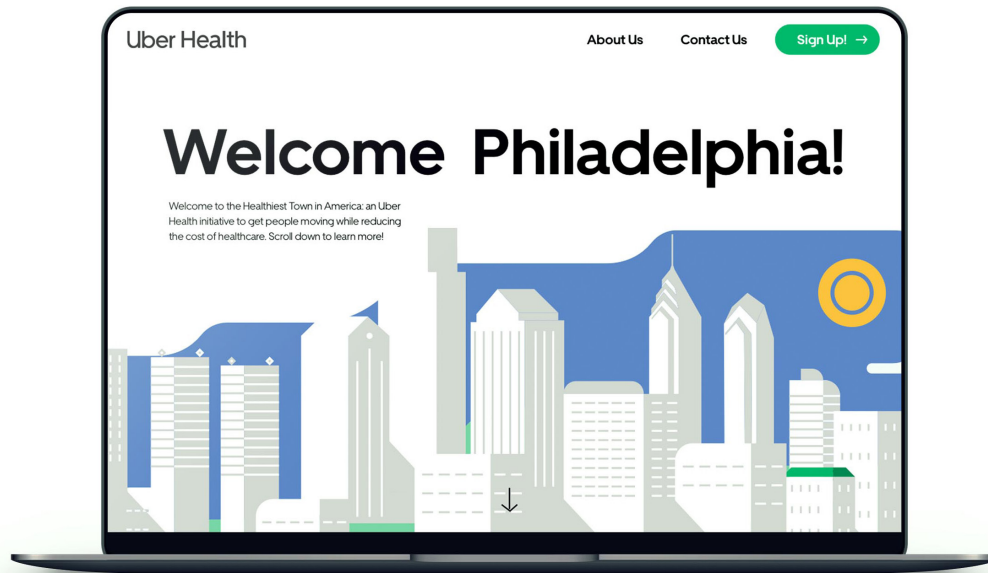
All digital campaigns will link back to the branded microsite where participants may register themselves for race day.

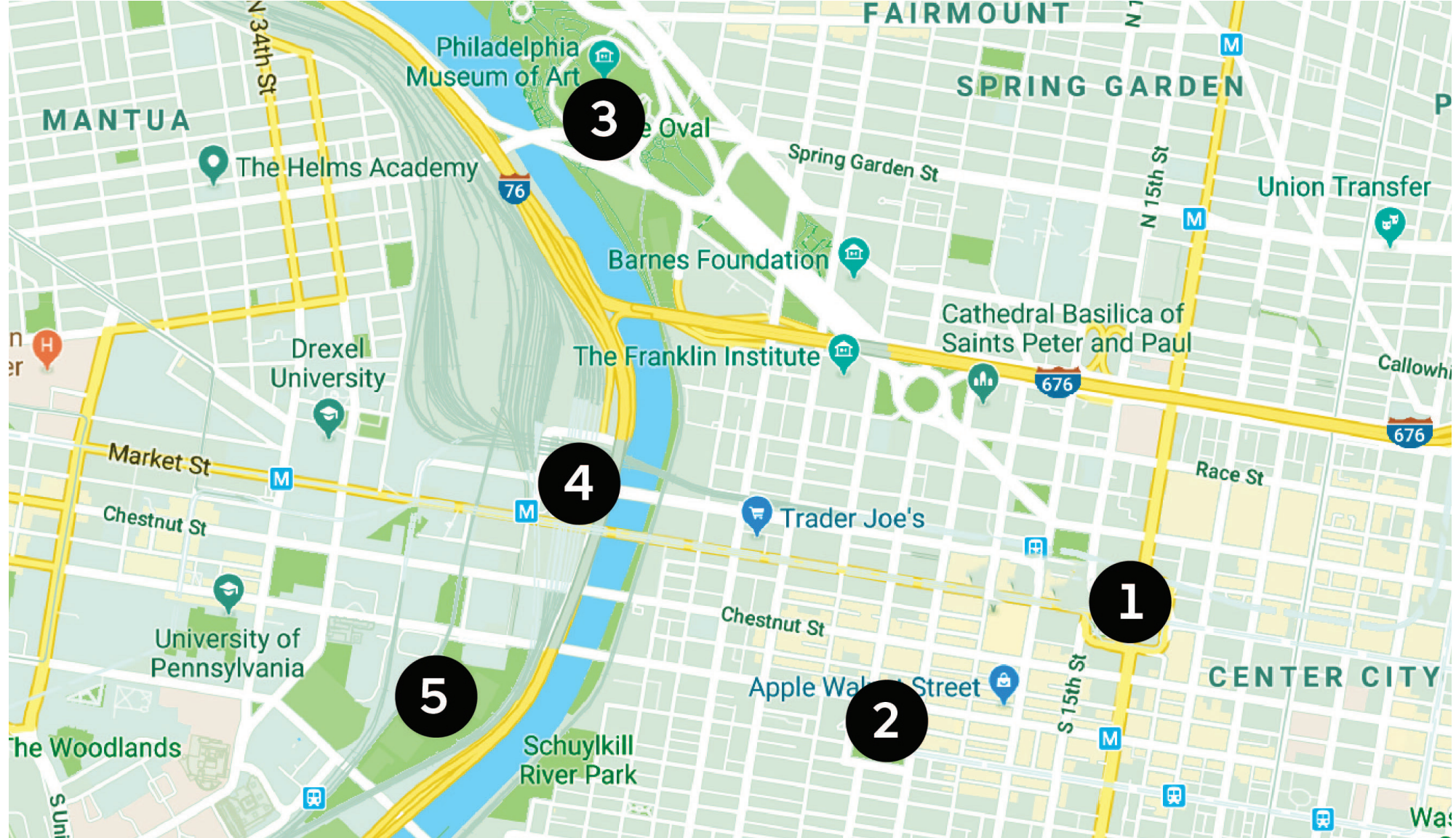It may be accessed fully at: **https://invis.io/ DFRKLP0CEGQ#/358070523_ Landing_Page**

Start →
Finish Line

Outline of the course.

1. **Start Line**
   City Hall - Dilworth Park

2. **Mental Health Checkpoint**
   Rittenhouse Square Park

3. **Physical Health Checkpoint**
   Philadelphia Art Museum

4. **Social Health Checkpoint**
   Amtrak's 30th Street Station

5. **Finish Line - 20'x20' Space**
   Penn Park

Setting up the race.

On race day, all registered participants will report to their assigned locations and check in with race coordinators 15 minutes prior to the start of their assigned heat time:

Healthcare providers will go to the 20'x20' space at Penn Park.

Riders and Driver-partners will check in at City Hall.

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Lanyards and health kit.

Each registered participant will receive a lanyard upon checking in.

Lanyards will be used for participant identification and for riders specifically, will be used to check them in and out of race checkpoints.

Components of the branded health kit will be collected by riders as they progress through the race.

Shown is a completed health kit + ride vouchers.

Hello!
My name is,

Kyle S.

I am a
quick and reliable driver.

Uber
Health

#loveyourhealth

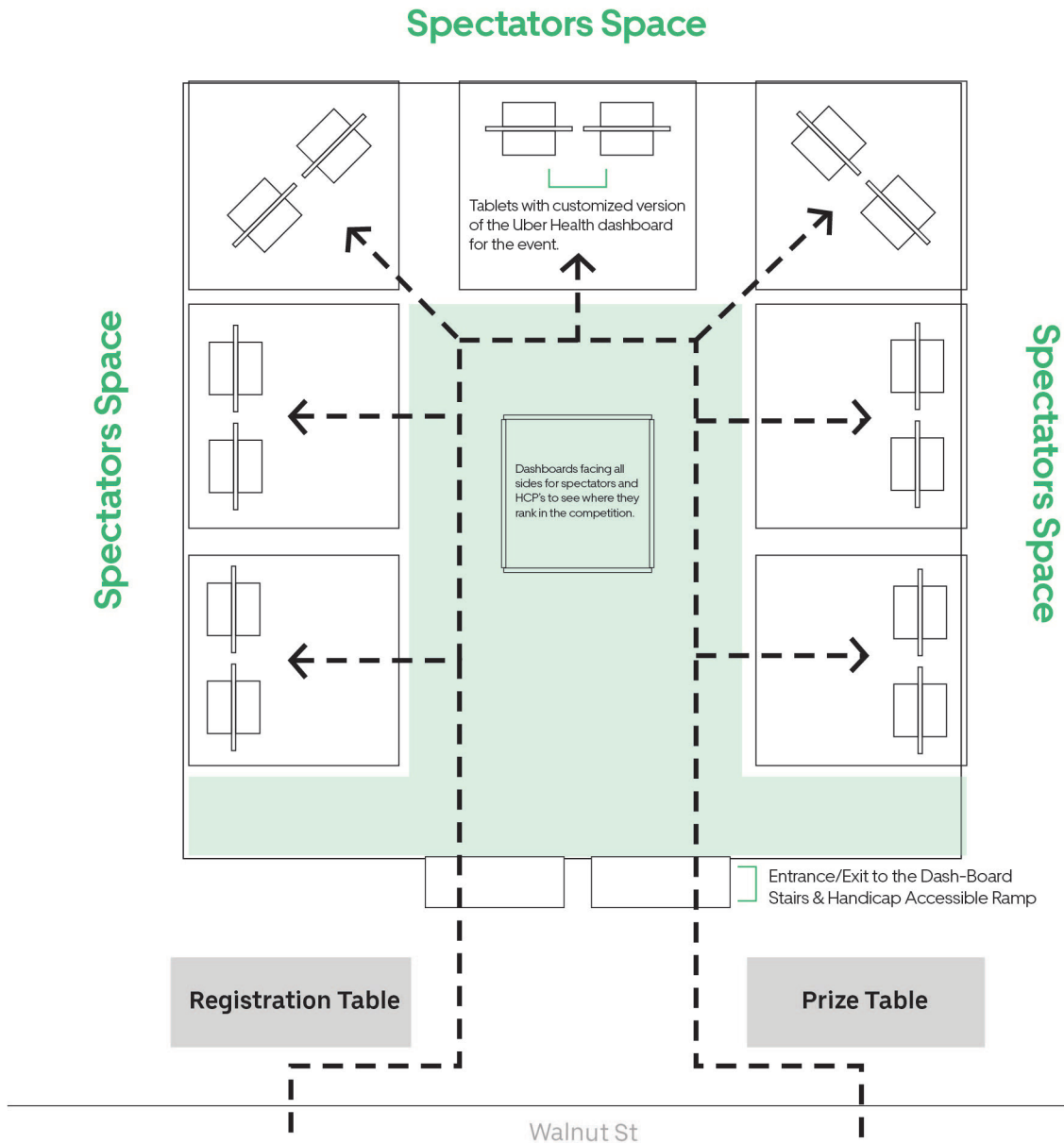Philadelphia, PA
July 20, 2019

The Healthiest
Town in America

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20'x20' branded activation space.

The 20'x20' space at Penn Park will serve as the operations center from which healthcare provider teams will communicate with drivers using the dashboard to provide rides for patients.

For the duration of the race, team members will monitor their dashboards, receiving notifications on "patient" progress and being alerted when they need another ride. Team members will swap out every 30 minutes. Ensuring larger numbers of healthcare professionals may participate.

Spectators Space

Spectators Space

Spectators Space

Tablets with customized version of the Uber Health dashboard for the event.

Dashboards facing all sides for spectators and HCP's to see where they rank in the competition.

Entrance/Exit to the Dash-Board
Stairs & Handicap Accessible Ramp

Registration Table

Prize Table

Walnut St

20'x20 Space: "The Dash-Board"

Healthcare Provider Teams will:

Show up to the start line 15 minutes prior to their heat time
Check in with a race coordinator
Receive their lanyard
Be given a demonstration of how to use the dashboard
Move to their teams specified iPad station
Begin receiving ride requests from patients
Coordinating with drivers to pick up patients in need
Swap out with different team members every 30 minutes
Coordinate rides until the end of the event

The "Dash-Board" will:

Continuously collect and average team scores based on rider feedback

Uber Health | The Healthiest Town in America

Rankings

1	eatanappleaday	5	forthepeople
2	coolbluebox	6	freshfounders
3	codehealth	7	superswift
4	theateam		

The Healthiest Town in America

#loveyourhealth

LOVE

Hey Philadelphia!

The Healthiest Town in America

Dilworth Park

1a

15th st

Check-in stations
Uber Pickup Line
Starting Line
Queue to get lanyard scanned
Foot Traffic
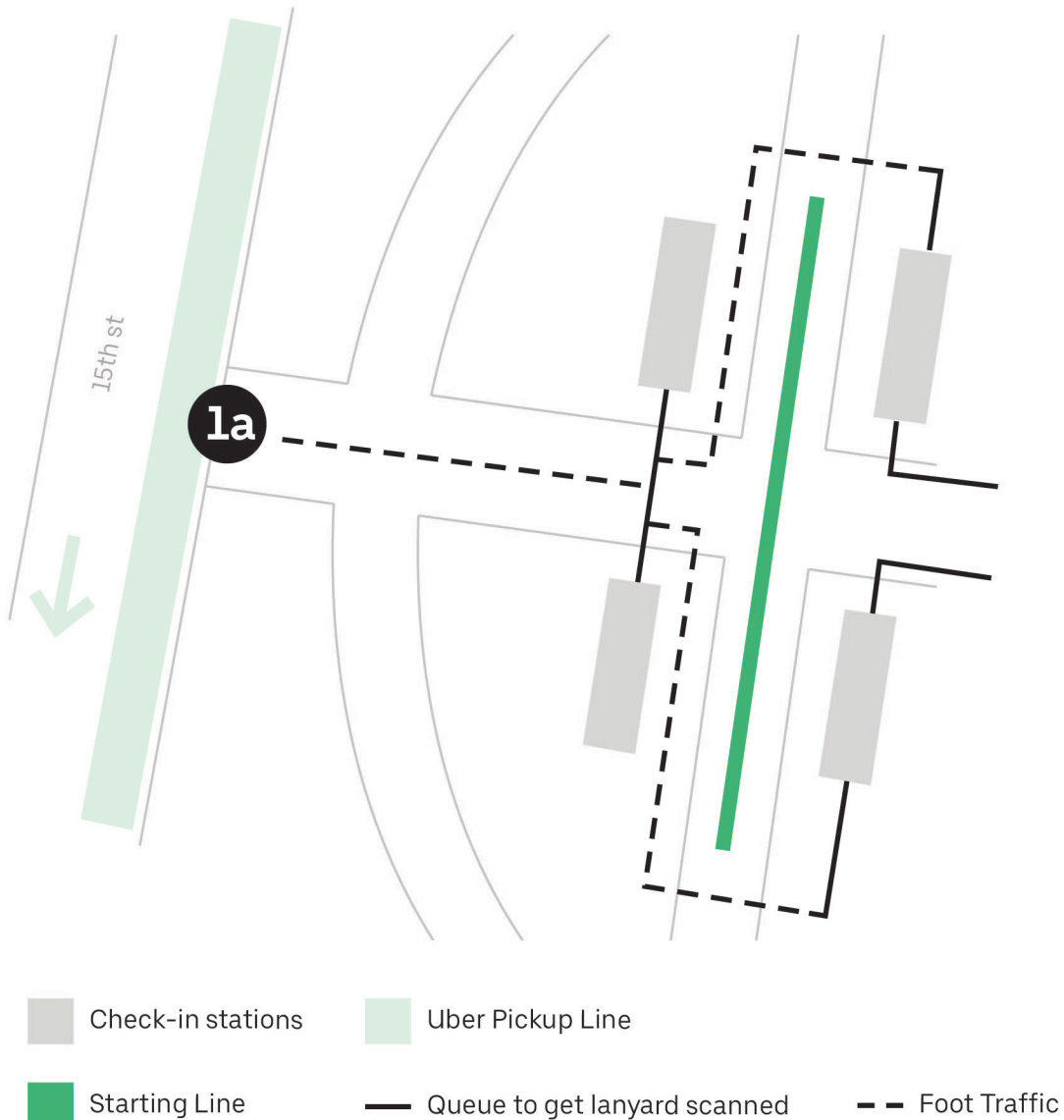
Start Line →

Riders will:

Show up to the start line 15 minutes prior to their start time
Check in with a race coordinator
Receive their lanyard
Receive the first components of their health kit
Receive an explaination of the race
Have a race coordinator activate their lanyard
Receive ride information via SMS text message
Be picked up by their ride

Travel to Checkpoint 1

Drivers will:

Form a pickup line on 15th street next to Dilworth Park.
Be checked in and receive their lanyard from a race coordinator while waiting in their cars
Receive rider pickup orders through the Uber App
Pickup riders
Transport riders to Checkpoint 1

Rittenhouse Square Park

S 18th st

1b

Start →
Checkpoint 1

Riders will:

Exit and rate their uber
Scan into the checkpoint
Participate in 5-10 minutes of yoga
Collect their health kit item
Scan out of the checkpoint
Receive new ride information via SMS text
Go to the pickup area

Ride to Checkpoint 2.

Drivers will:

Drop riders off at the drop off area.
Move to the pickup area along defined traffic path.

Pick up new riders and head to Checkpoint 2.

Check-in stations

Uber Pickup/Drop-off Line

Mental Pillar Station

Queue to get lanyard scanned

Foot Traffic

Hey Philadelphia!

Are you ready for the race of a lifetime? Welcome to the Healthiest Town in America; Uber Health's initiative to get people moving while strengthening our community together! We believe that care begins with getting there and want to ignite the conversation for this.

#loveyourhealth

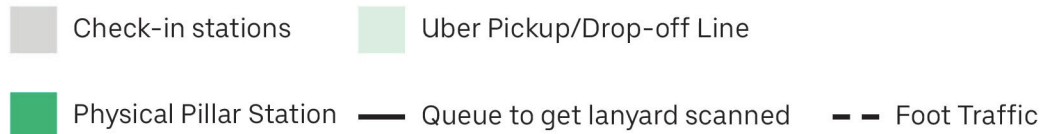The Healthiest
Town in America

Rittenhouse Square Park
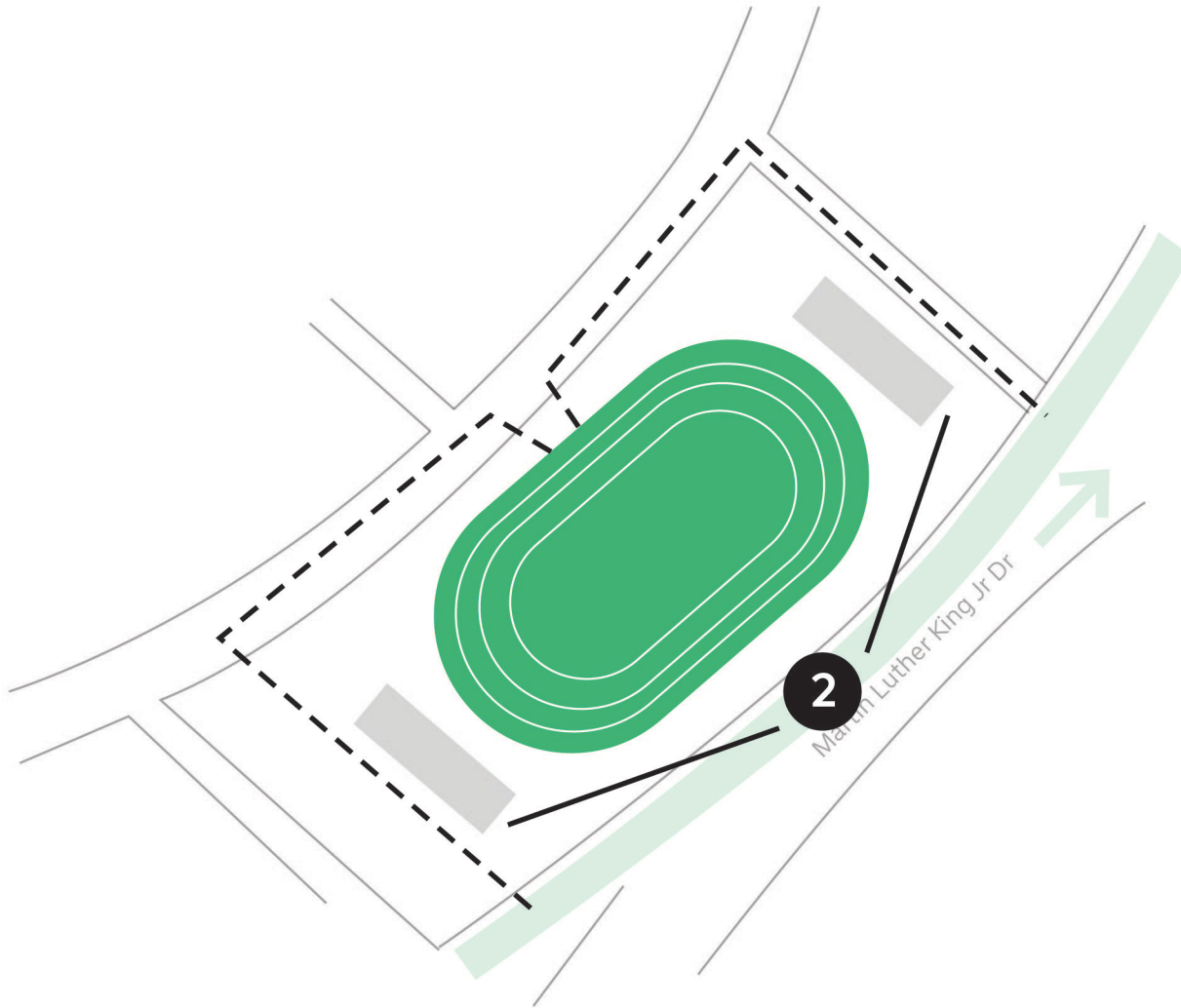
Checkpoint 1 →
Checkpoint 2

Riders will:

Exit and rate their uber
Scan into the checkpoint
Jump rope / Run around the track
Collect their health kit item
Scan out of the checkpoint
Receive new ride information via SMS text
Go to the pickup area

Ride to Checkpoint 3.

Drivers will:

Drop riders off at the drop off area.
Move to the pickup area along defined traffic path.
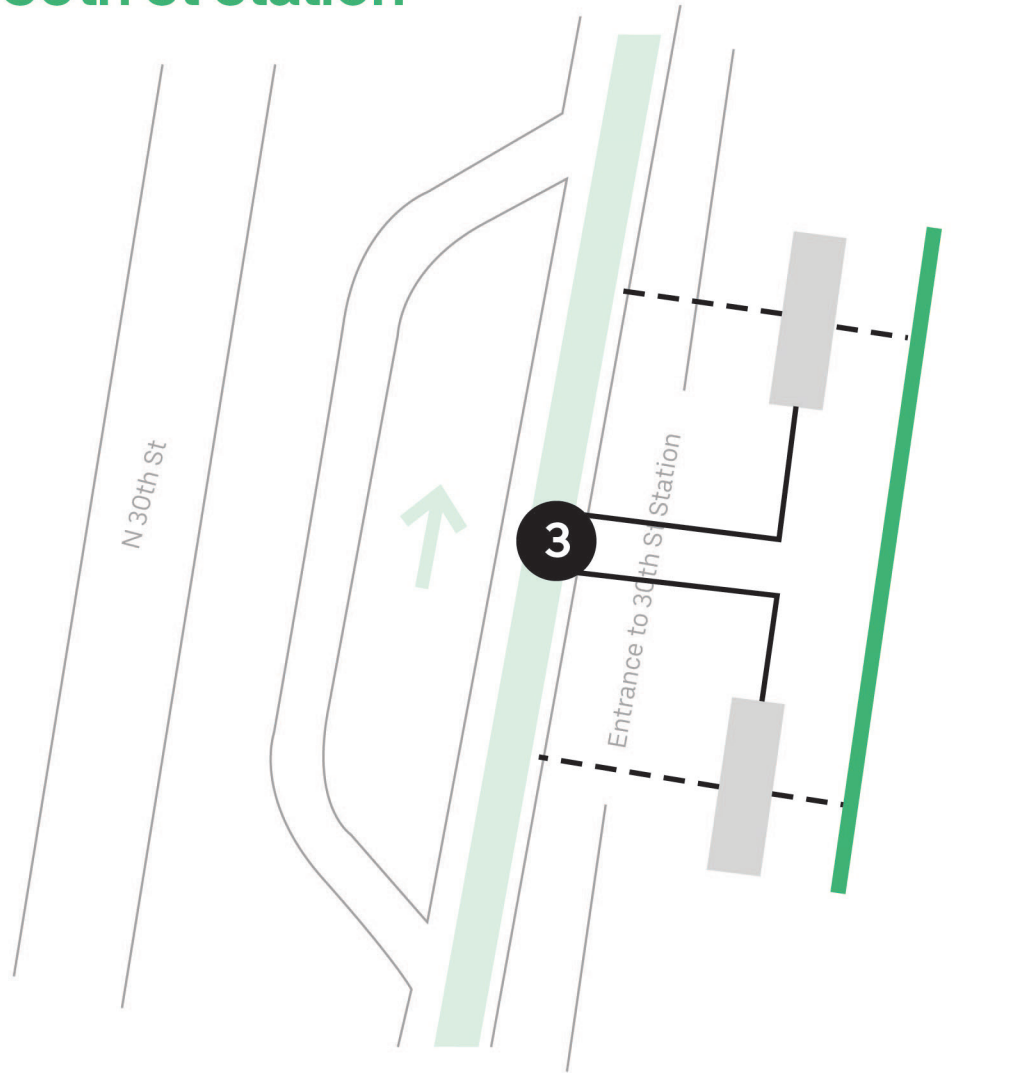Pick up new riders and head to Checkpoint 3.

Check-in stations   Uber Pickup/Drop-off Line

Physical Pillar Station —— Queue to get lanyard scanned - - - Foot Traffic

30th St Station

Checkpoint 2 →
Checkpoint 3

Riders will:

Exit and rate their uber
Scan into the checkpoint
Write and post their suggestion to the wall
Collect their health kit item
Scan out of the checkpoint
Receive new ride information via SMS text
Go to the pickup area

Ride to the finish line.

Drivers will:

Drop riders off at the drop off area.
Move to the pickup area along defined traffic path.

Pick up new riders and head to the finish line.

Legend:
- Check-in stations
- Uber Pickup/Drop-off Line
- Social Pillar Station
- Queue to get lanyard scanned
- Foot Traffic

Penn Park

Walnut St

4

Check-in stations

Uber Pickup/Drop-off Line

Finishing Line

Queue to get lanyard scanned

- - Foot Traffic

Checkpoint 3 →
Finish Line

Riders will:

Exit and rate their uber
Cross the finish line
Receive free ride vouchers
Be scanned out by a race coordinator
Have an opportunity to interact with healthcare provider
teams & Uber Health representatives.

Drivers will:

Drop riders off at the drop off area.
Receive x2 multiplier for all trips completed in race cycle.
IF SHIFT IS NOT OVER: Return to the start line for next cycle
IF SHIFT IS OVER: Receive an earnings report, thank you
note, be emailed a link to sign up with Uber Health.

Uber Health | **The Health**iest Town in America

Rankings

1	eatanappleaday	5	forthepeople
2	coolbluebox	6	freshfounders
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The Health**iest** Town in America

#loveyourhealth

LOVE

Hey Philadelphia!

The Health**iest** Town in America

Crowning the winning team.

The winning team of healthcare providers will be presented with a check written out to their organization covering the cost of Uber Health's service fees for a period of one month.

All healthcare provider teams will be awarded Uber Health kits as a thank you for their participation.

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Creating engaging, shareable, moments.

Creating shareable moments will attract additional attention from non-registered participants and will help this campaign stay memorable to participating members once it ends.

We have created shareable moments that engage audiences on the native Uber app, Snapchat, at the starting and finish lines, along with at Checkpoint 3 of the race course.
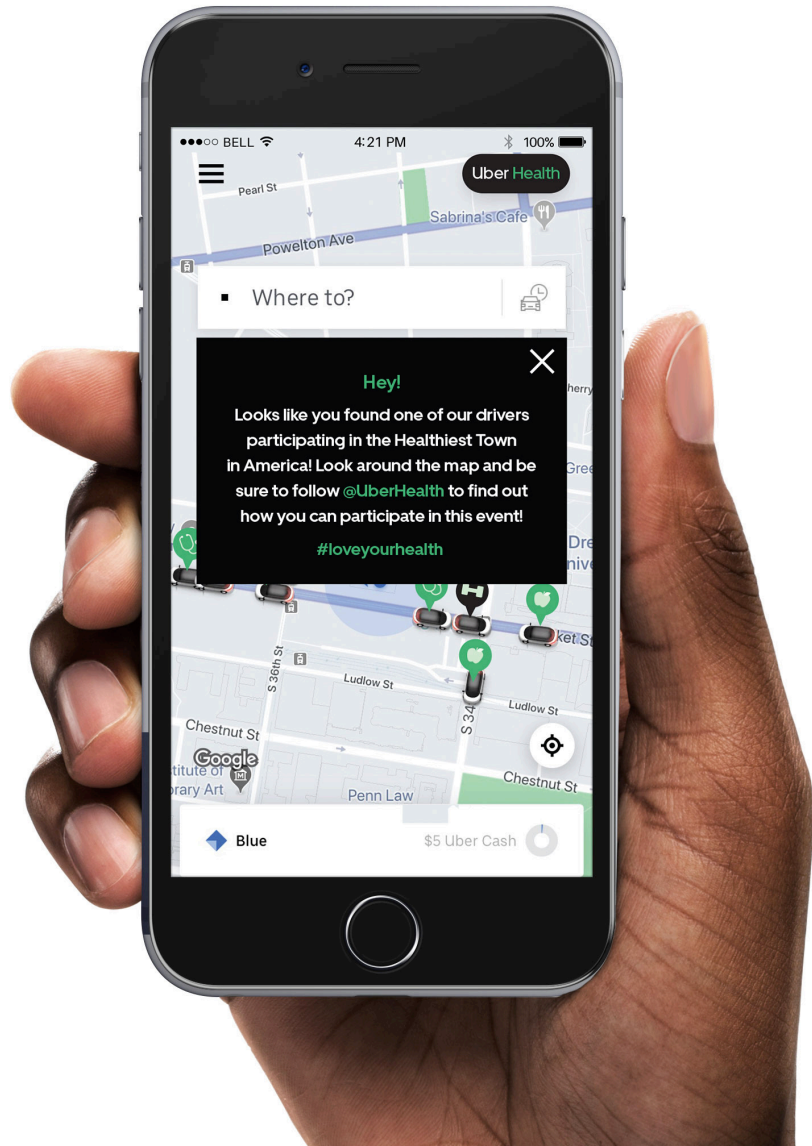
Users on the Uber app in the Philadelphia region will notice different icons on top of some cars. These are the drivers who are participating in the Healthiest Town in America campaign. Upon clicking one of these cars, there will be a pop up that prompts them to check out the Uber Health social media handle as well as search the hashtag, love your health.
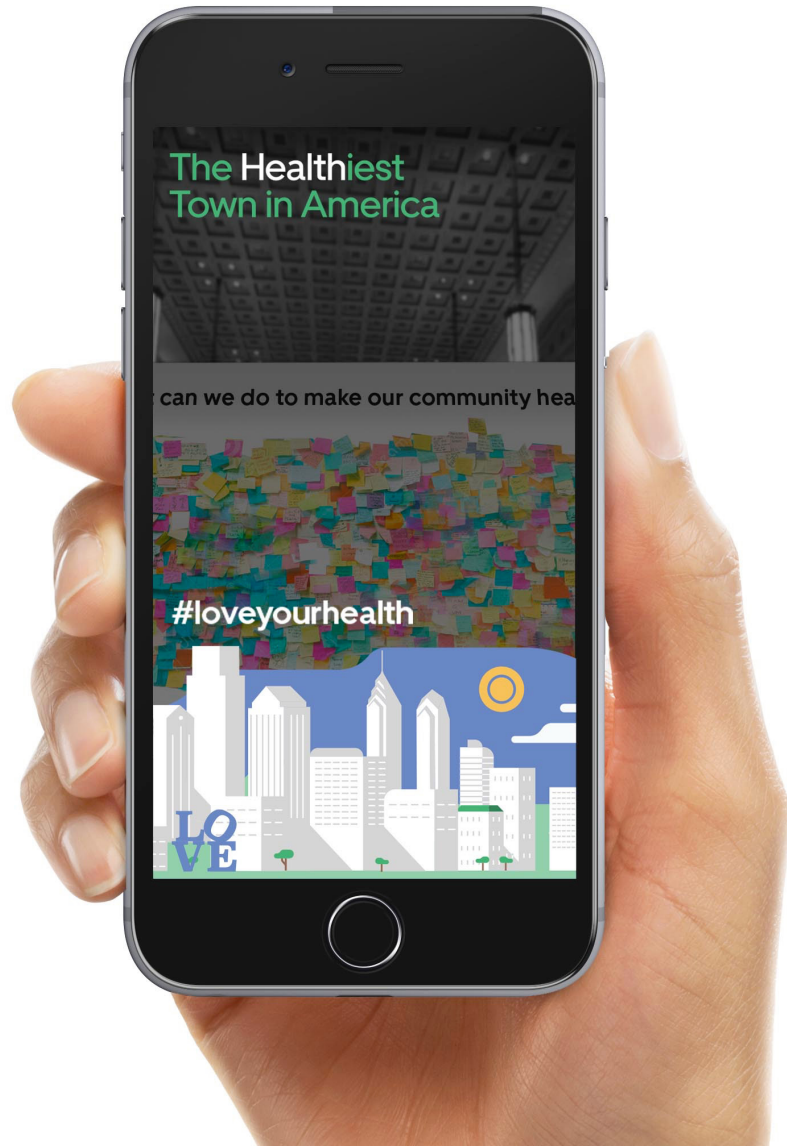
There are two customized snapchat filters for this event.

The first is a general filter that has the Philadelphia skyline in the Uber illustration style.

There are two customized snapchat filters for this event.

the second shows a trophy to commemorate the rider-patient's journey as they complete all three checkpoints.

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Checkpoint 3, community building exercise.

Checkpoint 3 will be open to both riders and the general public.

Anyone not registered for the event but interested in providing a suggestion may do so and will receive an Uber Health pen for their contribution.

At the end of the day, all suggestions will be documented, vetted for appropriateness, and passed along to the city council of Philadelphia as feedback for improving the community.

Activation →
Evaluation

Outlining key performance indicators.

The KPI's outlined below will provide the necessary data to evaluate campaign performance.

Leads Generated (HCPs)
Website traffic generated
Website traffic → website leads
Website lead → MQL ratio
MQL→ SQL ratio
SQL → Quote ratio
Quote → Close ratio
Sales growth
Cost of customer acquisition (Riders/HCPs)
Social media reach and engagement
Email marketing performance data
% increase in driver-partner registration.

Meeting goals, determining success.

The success of this campaign will be determined by its ability to satisfy the outlined business objectives: develop new business partnerships to increase sales revenue while raising awareness of improved access to healthcare.

By acheiving these goals, Uber Health will make Philadelphia The Healthiest Town in America.

Team EightTwentySeven:
Ben Red
Sabrina Tran

Special Thanks:
Justin Boone
Brand X
Uber Health

63

Links
to
research
sources.

Census Data (2012-2018)
https://www.census.gov/quickfacts/
philadelphiacountypennsylvania

Number of Uber drivers in philly: https://s3.amazonaws.
com/uber-static/comms/PDF/Uber_Driver-Partners_Hall_
Kreuger_2015.pdf
https://billypenn.com/2015/01/22/philly-uber-by-the-numbers-
2500-drivers-58k-paid-for-impounds/

SEPTA Financial Reports (balance sheets 2018/2019): http://septa.
org/strategic-plan/reports/2018-audited-financials.pdf

SEPTA Rider Satisfaction Report - 2018:
http://septa.org/strategic-plan/reports/2018-survey-results.pdf

SEPTA Ridership report - 2019
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SEPTA Fare-Equity Report - 2017
https://www.septa.org/notice/pdf/2017-fare-equity-analysis-
titlevi.pdf

SEPTA 2018 fare increases:
https://www.septa.org/media/releases/2017/06-29-17.html

World Health Organization definition of Health:
https://www.who.int/about/who-we-are/frequently-asked-