

Optum Life Sciences Leaders Forum 2022

Creative Direction: David Henderleiter

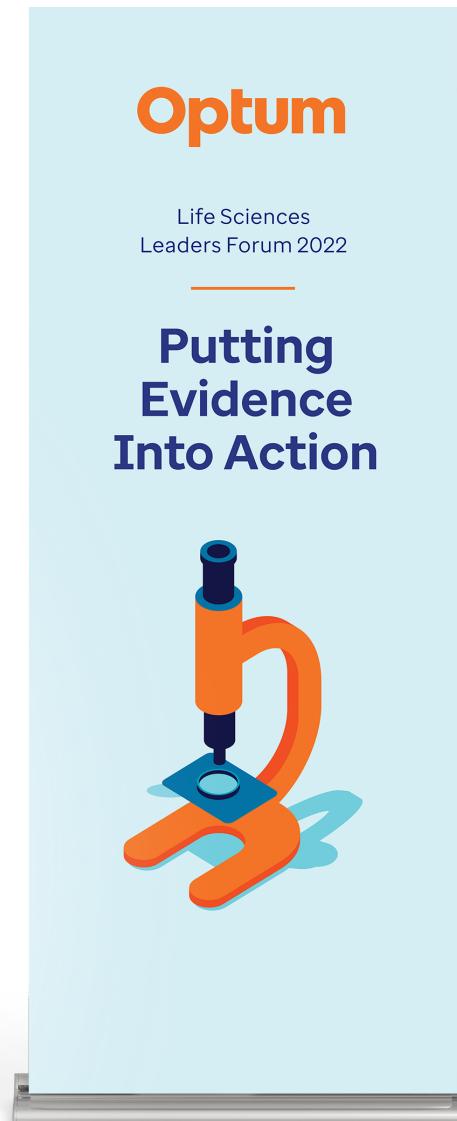
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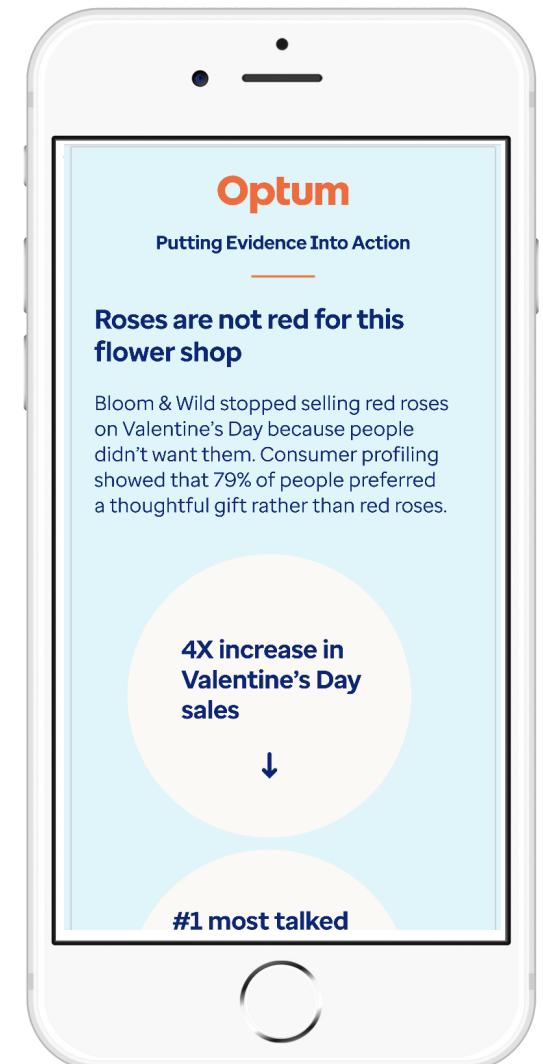
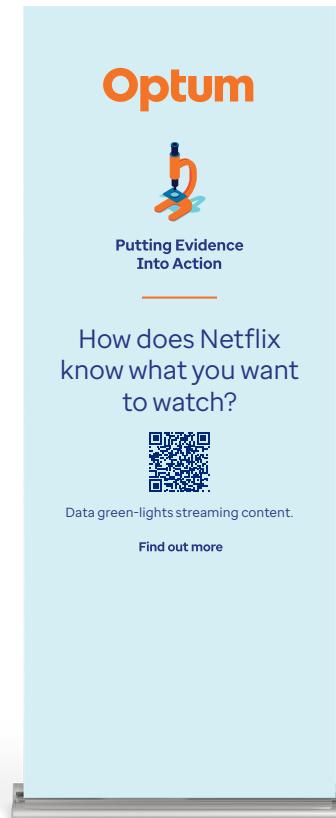
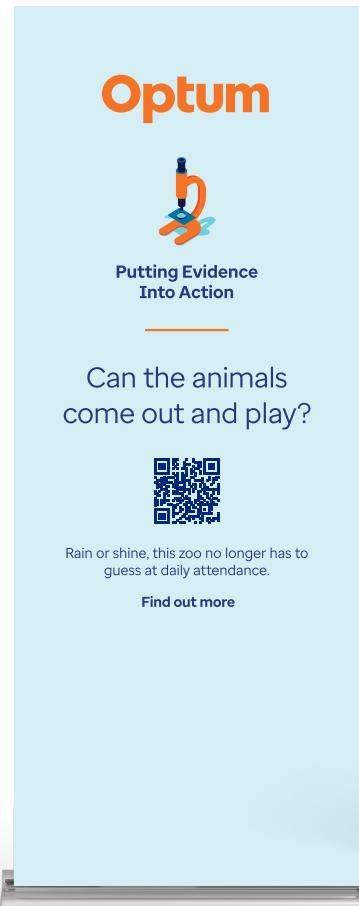
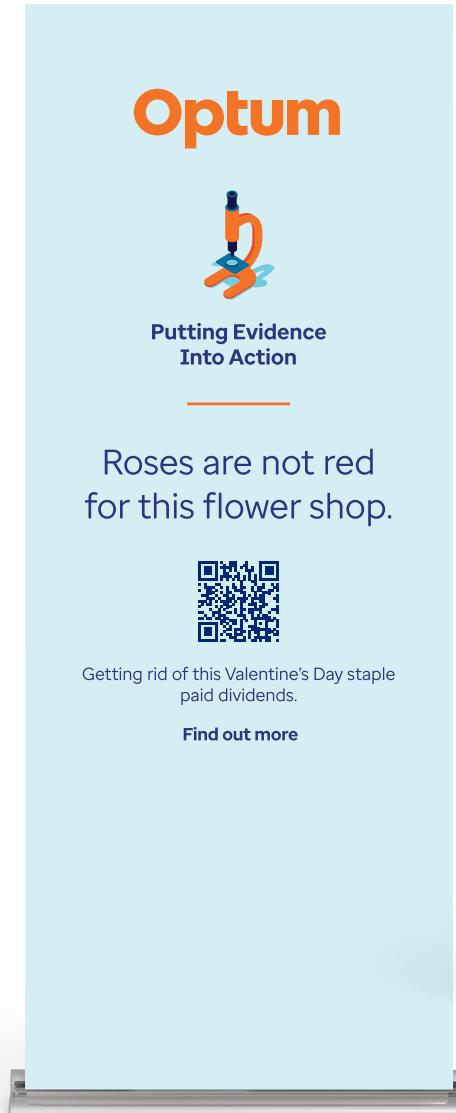
Banners: Event and session way-finding



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Banners with QR codes leading to mobile website

Attendees see a curious headline and scan the QR code to reveal the answer and some interesting stats



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Room drop: Welcome letter, agenda, "Trailblazer" trail mix snack and charitable donation information card

Optum

Welcome to Minnesota!

We are so happy to have you as part of the inaugural Optum Life Sciences Leaders Forum in the home state of Optum. But this area is more than just home to 16 Fortune 500 companies and 10,000 lakes.

Throughout history, Minnesotans have been at the forefront of Putting Evidence Into Action. In the 1800s, as a small family practice on the Minnesota frontier dubbed "the clinic in the cornfield" started. It has grown into the world-renowned Mayo Clinic, the preferred destination of patients from all over the world. Mayo has been ranked No. 1 ranked hospital by U.S. News & World Report for six consecutive years.

We can thank Minnesota's ingenuity for the reliable reminders we know today as Post-It® Notes, for making one-trip from the car a possibility by adding a handle to grocery bags, for introducing the world to the wonders of the Milky Way – the chocolate bar, that is; and for the tasty treats included in the world's first trail mix. When Minnesotans see a need, examine the data, and spring into action to create a solution. That's even created the world's longest continuous indoor network winter more bearable.

During our interactive round of thinking outside the box evidence to ask smarter questions toward more impactful solutions.

Together, we can put Evidence into Action to work better for everyone.

Optum

Meeting agenda

Tuesday, April 12
Marriott Minneapolis Southwest, Minnetonka, MN
6:30-9:30 p.m. Welcome reception and dinner in the Lake Minnetonka Ballroom

Wednesday, April 13
Optum Headquarters, Eden Prairie, MN
You will notice that your badge has a color block at the bottom. The color corresponds with your assigned session. You can easily identify other participants in your session and locate meeting rooms based on this color. Optum staff will all be wearing orange color-blocked badges if you need assistance or have questions.

7:30-8:15 a.m. Complimentary shuttle service from the Marriott to Optum Headquarters. The first shuttle will depart at 7:30 a.m., running approximately every 15 minutes, with the last shuttle departing at 8:25 a.m.
Breakfast
Roundtable welcomes and interactive discussions
Break
Interactive discussions
12:00-1:00 p.m. Lunch
Interactive discussions and roundtable wrap-ups
Break
3:00-3:30 p.m. Fireside Chat with UnitedHealth Group executives in the Optum auditorium
3:30-3:45 p.m. Complimentary shuttle departures from Optum main entrance to MSP Airport

Putting Evidence Into Action



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Name badges and speaker name tent



Osa Akinbosoye
AbbVie

Life Sciences Leaders Forum

Icebreaker activity: Slider boxes with Lego pieces are on tables throughout the event

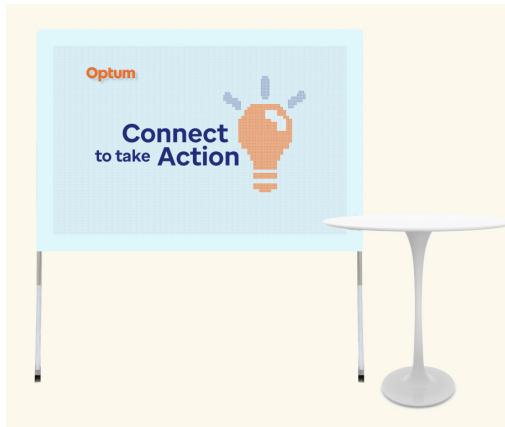
Attendees take the box and add pieces to the “Connect to take action” Lego wall for a fun break and to join the group in building something together



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Lego wall is blank at start of event, with a faint outline to guide placement of pieces

Messaging on wall urges collaboration and partnership to solve challenges



Lego wall concept render



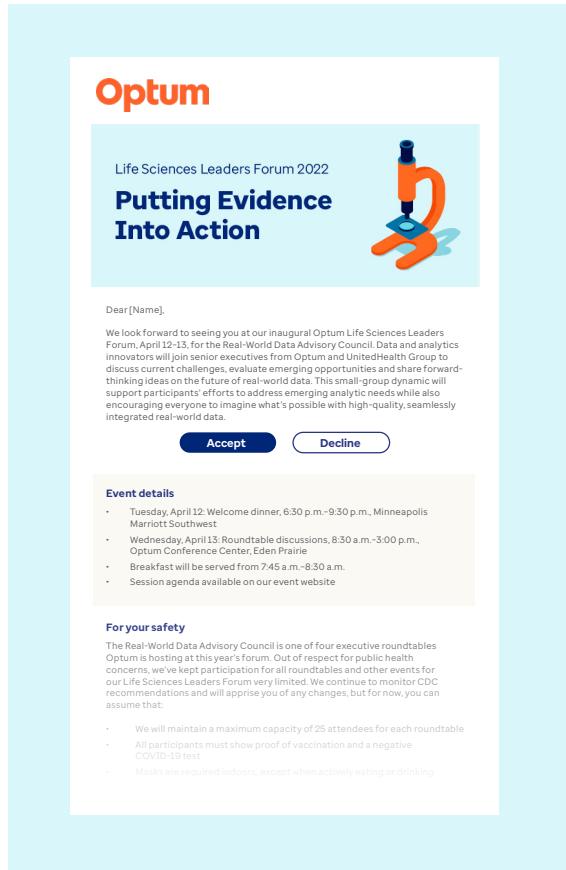
Lego wall build mid-day



Lego wall build at conference close

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Digital marketing campaign: Email and registration pages



Email invite

The registration page is titled 'Attendee Info' and is part of the 'Optum' website. It features a light blue header with the event title 'Life Sciences Leaders Forum 2022 Putting Evidence Into Action' and a stylized orange microscope icon. The main content area is titled 'Attendee information' with a sub-instruction 'Please fill out the information below, then click next to continue.' It contains seven text input fields for 'First name', 'Last name', 'Badge first name', 'Badge last name', 'Company', 'Job title', and 'Email address', each marked with a red asterisk for required fields. At the bottom are 'Accept' and 'Decline' buttons.

Main registration web page

The welcome page is titled 'Welcome - Optum' and is part of the 'Optum' website. It features a light blue header with the event title 'Life Sciences Leaders Forum 2022 Advancing Real-World Evidence' and a stylized orange microscope icon. The main content area is titled 'Welcome to the Advancing Real-World Evidence Roundtable Sessions' and includes a welcome message, a list of topics to be discussed, and a note that the invitation is not transferable. It also features 'Decline' and 'Register' buttons. At the bottom, there is a note about contacting support and links to privacy, cookies, and user terms.

Track web page

Thank you

