

Lori Lynn Reinstrom

Apple Inc.

Target Audience

This press kit is being created for the strategic plan I put together for Apple Inc. in our first course. The title of the campaign is “Passion ... Purpose ... Power” with a slogan of “Because you’re never too old to really live.” It targets consumers 65 years of age and older because that is a demographic that Apple seems to miss when launching products. I also chose this target audience because of research I did that showed this age group is the largest percentage of non-internet users, with reasons cited pertaining mainly to relevance (34 percent) and usability (32 percent).

One of the tactics I suggested in my strategic plan was to show seniors the importance of being able to connect with their health-care providers via eConsults and patient portal accounts. This assignment will expound on that further by showing how this could be done. Whereas I would suggest doing this on an international basis, for purposes of this assignment, I will target Rochester, Minnesota, home of Mayo Clinic.

Strategic Messages

- Being able to connect with others is important
- You matter

Objectives

- To engage the older generation and make them aware of the many opportunities available to them via the internet.
- To provide hands-on learning opportunities for seniors who may feel technologically challenged.
- Ultimately, to help increase sales of iPads and/or MacBook Pros at least 20 percent by the end of 2017.

Materials Included

- News release
- Fact sheet (Seniors and Online Health Care)
- Event fact sheet
- 3 statements on salient issues
- Feature story

Target Publications

1. Paul Scott, Health Reporter for the Post-Bulletin

pscott@postbulletin.com

Scott is a Reporter and Columnist for the Post-Bulletin (local daily paper) in Rochester, Minnesota covering Health & Medicine, with a specific focus on the Mayo Clinic. He writes the weekly "Good Health" column covering Health and Medicine issues. Contact him via email.

2. Mr. Lee Aase, Executive Producer, Mayo Clinic Radio/KROC-AM Radio Show

news@kroc.com

Mr. Aase is also the social media guru at Mayo Clinic, so he would be a good liaison between Mayo Clinic and the community in getting the word out via multiple channels.

3. Mr. Tom Overlie, Co-Author and Reporter, KTTC-TV

toverlie@kttc.com

KTTC is the main news station for Rochester, so in order to hit the main media targets, I chose this station. Mr. Overlie hosts the annual Eagles Cancer Telethon, has been honored by the American Cancer Society, Alzheimer's Association, Minnesota Veterans and other charitable organizations. His connections with seniors in the Rochester area as well as his coverage of healthcare issues would make him the perfect person to cover this event.

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Email pitch to Mr. Paul Scott, Health Reporter for the Post-Bulletin

Subject: Seniors and Online Health Care: Apple 'MacKnights' to the Rescue

Hello Paul,

Apple Inc., in partnership with Mayo Clinic, will be presenting an interactive seminar for seniors who wish to learn more about accessing and managing their health care online. This event will take place in Geffen Auditorium, Subway Level of the Gonda Building, from 10:00 to noon on Monday, January 9.

Research shows that of the 13 percent of Americans who don't use the internet, 41 percent are people 65 years of age and older. Reasons cited for non-use pertain mainly to relevance (34 percent) and usability (32 percent).

Apple Inc. and some of the nation's leading health-care facilities want to change that by showing people in the 65+ age group the relevance of the internet to their personal health care as well as how easy it is for them to access their medical information online.

I've included a media kit for you, which includes a feature article that I think will provide an excellent viewpoint of just how important this knowledge can be. If I can assist you in any way, please let me know. I will touch base with you next week to see if there is anything else you need.

Warmest regards,
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NEWS RELEASE

December 19, 2016

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SENIORS AND ONLINE HEALTH CARE

Apple 'MacKnights' to the Rescue

ROCHESTER, MN – Apple Inc., in partnership with Mayo Clinic, will be presenting an interactive seminar for seniors who wish to learn more about accessing and managing their health care online. This event will take place in Geffen Auditorium, Subway Level of the Gonda Building, from 10:00 to noon on Monday, January 9, 2017.

Apple "MacKnights" will come to the rescue of seniors who may feel intimidated by technology and have qualms about accessing their medical record online. With eConsults and patient portal accounts being the wave of the future, it is important for seniors to know how to manage their health care via the internet.

"Innovation in health care is not just about inventing new cures. It also is about changing the delivery system," says Steve Kelley, Director of the Center for Science, Technology and Public Policy at the University of Minnesota's Humphrey School of Public Affairs.

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Participants will learn how to set up a patient portal account, print out clinical notes, look up test results, send a secure message to their provider, make appointments, check their patient schedule, initiate an eConsult, renew prescriptions and even pay their bill online if interested.

“Knowing how to connect with my doctor via an eConsult helped me tremendously,” says Harold Peterson, a widower who recently had knee surgery after suffering a fall. “All of my children live quite a distance away; and when I wasn’t sure what to do at one point with my incision care, I was able to show my doctor the incision site over my computer. She told me what to do, and it saved me having to figure out how to get into town for an actual appointment.”

Apple decided to beef up its educational component to seniors when research showed that seniors are the largest demographic not using the internet. Since relevance and usability were cited as the main reasons for staying away, Apple feels it’s important to show this age group how accessing the internet is pertinent to them personally and that it can help make their life easier.

In addition to Mayo Clinic, Apple is partnering with Cleveland Clinic, Johns Hopkins, M.D. Anderson Cancer Center and UCLA Health to connect seniors with online health-care learning. If these programs are successful, Apple will expand its outreach program to include assisted-living facilities and nursing homes.

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Apple Inc. is the world's largest information technology company. It designs, develops and sells consumer electronics, consumer software and online services. Its mission is to make a contribution to the world by making tools for the mind that advance humankind.

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www.facebook.com/apple

www.twitter.com/apple

<http://www.apple.com/seniors>

SENIORS AND ONLINE HEALTH CARE FACT SHEET

Apple Inc.'s MacKnights, in partnership with some of the nation's leading health-care facilities, will be coming to the rescue of local seniors who wish to know more about taking charge of their health care online. With "eConsults" and patient portal accounts the wave of the future, it is important for seniors to know how to maneuver their way around the virtual world.

- Virtual visits (eConsults) save physicians and patients time and money.
- Thousands of patients are seeing Mayo doctors without leaving home via eConsults with members of their Mayo care team.
- Instead of having to travel long distances to see a specialist, patients can have their local physician send their medical records to a specialist and discuss the case via a videoconference.
- Save travel expenses for follow-up care by connecting from your very own living room via FaceTime or other similar free video-calling app.
- Patients experiencing an emergency in rural or remote areas can have access to medical care immediately via an eConsult.
- Knowing how to access their patient portal accounts allows seniors to check test results within hours of test completion.
- Patients are able to email their care providers directly via their patient portal accounts.

"Innovation in health care is not just about inventing new cures. It also is about changing the delivery system."
--Steve Kelley, Director of the Center for Science, Technology and Public Policy
University of Minnesota's Humphrey School of Public Affairs

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SENIORS AND ONLINE HEALTH CARE EVENT FACT SHEET

Apple Inc., in partnership with some of the nation's leading health-care facilities, will be coming to the rescue of local seniors who wish to know more about taking charge of their health care online. With "eConsults" and patient portal accounts the wave of the future, it is important for seniors to know how to maneuver their way around the virtual world.

Schedule of Events

Mayo Clinic	Rochester, MN	January 9, 2017	10:00 - Noon	Gonda Building Geffen Hall
Cleveland Clinic	Cleveland, OH	January 10, 2017	10:00 - Noon	1 st Floor WEST Auditorium
Johns Hopkins	Baltimore, MD	January 11, 2017	10:00 - Noon	Feinstone Hall
MD Anderson	Houston, TX	January 12, 2017	10:00 - Noon	Pickens Academic Tower
UCLA Health	Los Angeles, CA	January 13, 2017	10:00 - Noon	Young Research Library- Conference Room 11360

Apple "MacKnights" will be on hand to teach seniors how to:

- Set up/access their patient portal account
- Print out clinical notes
- Look up test results
- Send secure messages to their provider
- Make appointments
- Check their patient schedule
- Initiate an eConsult
- Renew prescriptions
- Pay their bill

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SENIORS AND ONLINE HEALTH CARE

What people are saying ...

"The medicine of yesterday doesn't look like the medicine of today. Connected care via online patient portals and virtual consults, what we call eConsults at Mayo Clinic, is a key component in the way medicine will be practiced going forward. Bringing our seniors up to speed on how to access their medical record and connect online with their care team is vital to the quality of care they will receive. For patients who live in remote areas or are unable to come in to be seen due to severe weather, connected care can assist them in getting the answers they need without having to wait." - John H. Noseworthy, M.D. (CEO, Mayo Clinic)

"At Johns Hopkins we are always looking for innovative ways to improve the medical care of our patients. MyChart, our online patient portal, allows patients to stay on top of their own health care by granting them direct access to their electronic medical record. It is imperative that our seniors know how to access their account and maneuver around within it. By connecting with their health-care providers in a timely manner, patients' needs are addressed quickly and efficiently. Test results and clinical notes can be printed out within hours rather than having to wait days for a paper copy to be mailed." - John M. Colmers, MPH (Vice President/Health Care Transformation and Strategic Planning, Johns Hopkins Medicine)

"Patients are often sent to M.D. Anderson by their local health-care providers. Coordinating follow-up care via telemedicine is convenient and cost-effective for many of our aging patients. Instead of expending their energy on traveling a long distance to be seen, they can use their time and energy to recuperate and focus on getting well. Teaching them how to use the technology is such an important issue, and it is wonderful to see Apple taking such a key role in this endeavor." - Rebecca Kaul, (Chief Innovation Officer, M.D. Anderson Cancer Center)

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How an iPad Saved My Life ***Carol Carmichael Thought Her Life was Over***

Six months ago, Carol Carmichael was depressed. She didn't care whether she lived or died. She had recently been diagnosed with stage III breast cancer, and she had no family living nearby. Her two grown children had busy lives of their own: one was serving in the military overseas, and the other was taking care of a daughter who had recently had a baby.

Carmichael, age 70, decided to have a double mastectomy followed by chemotherapy and radiation therapy. Having been a teacher most of her life, she didn't think it would be a problem for her to go home after surgery and take care of herself. She was from a strong Midwest farm family and was used to toughing things out. She figured if anything came up that she couldn't handle, she would just call a neighbor or 911. What Carmichael didn't factor into the equation was being diagnosed with type 2 diabetes shortly after surgery.

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"Luckily for me, my children had given me an iPad for Christmas last year. They decided it would be a good way for me to keep in touch with them. They made sure I knew how to use it, and they had me practice FaceTiming them multiple times over the next few months," says Carmichael. Little did she know this would be the best gift they could have given her.

Carmichael was finishing up an eConsult appointment with her nurse practitioner when she began feeling incredibly dizzy and out of sorts, and her head started to hurt. She remembers the nurse practitioner asking if she was okay but remembers nothing after that. The next thing she knew, she was in the intensive care unit of her local hospital.

Turns out Carmichael was suffering from treatment-induced type 2 diabetes, something 8 to 18 percent of all cancer patients run the risk of developing. Often linked to breast cancer, treatment-induced type 2 diabetes can be triggered by chemotherapy and steroid use.

When Sue, the nurse practitioner, noticed that Carmichael was exhibiting unusual symptoms, she called 911 immediately and had emergency personnel dispatched to Carmichael's home. "Had Carol not been interacting with me virtually at the time," says Sue, "I don't think she would be here today. Her blood glucose numbers were dangerously high when she was brought into the ER."

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Carmichael recovered from her bout of hyperglycemia and is diligently doing what she can to live a healthy lifestyle. Once a week, she checks in with Sue, who is able to monitor her blood glucose virtually and makes sure she is staying on top of things. She found that not only did her iPad save her life, it has also helped make it more meaningful.

She has joined an online mentoring group, which connects her to middle school students in South America desiring to practice their English-speaking skills. She established an online cancer support group for patients who have developed treatment-induced diabetes, and she checks in with her children multiple times were week. "Seeing my new great-granddaughter's first smile was such a beautiful moment for me."