

During Group Health Cooperative's open enrollment period, Rippe Keane Marketing developed a plan to engage those who choose health insurance plan for their employees at large companies such as Human Resources managers. This target audience was invited to join GHC in supporting the JDRF Walk To Cure Diabetes, so they were sent T-shirts with their names on it to wear to the event. GHC's marketing manager was interviewed on NBC 15 as the JDRF's chairperson.

Rippe Keane took it a step further with the concept of a red umbrella that symbolizes the health provider's ability to listen to its patients and block out all the "blah, blah, blah's." Red umbrellas could be purchased at several of their clinics for \$1 with proceeds benefiting the Gilda's Club.

