

PRINT

Brochures

The **Regal Wellness Brochure** was designed for the **Regal Wellness Center** to promote its wellness services, including free annual wellness exams. The brochure provides essential information about how to prepare for an exam, what to expect during a visit, and additional tests that may be required. It also includes contact details and encourages engagement through social media and digital newsletters.



How to prepare for your wellness exam



Information to have with you during your exam:

- Any questions that you have about your health
- Your health plan membership card
- List of current medications, vitamins and/or supplements you are taking
- Names, phone numbers, and addresses of caregivers and emergency contacts



Free wellness exams

One of the benefits of being a Medicare Advantage member with Regal Medical Group is receiving your free annual wellness exam. The Regal Wellness Center in Temecula proudly serves the community by offering a safe and convenient location that provides complete and thorough wellness exams, and more! We're here to help support you on your journey to staying healthy.





Schedule your free annual wellness exam at (951) 491-7119

Visit HealthyWayEvents.com to see a full list of FREE programs, classes, and events in your area.

Follow us on **SOCIAL MEDIA**



STAY CONNECTED.

Sign up for our monthly digital newsletter to stay informed on healthcare-related issues and events. Scan the QR code to the right or visit RegalMed.com/InTouch



 Regal Medical Group

RegalMed.com



Regal Wellness Center

28991 Old Town Front St., Ste. 104-106
Temecula, CA 92590 • **(951) 491-7110**
Monday - Friday: 8:00 a.m. - 5:00 p.m.

 Regal Medical Group

RegalMed.com



What to expect during your wellness exam

Reviews

- Current medication
- Blood/lab work (please have these done before the exam)
- Past medical history

Evaluations and tests

- Memory
- Depression
- Risk of falling
- Circulation



(951) 491-7119
Call us to schedule your appointment today!



Before your exam, we will order the following lab work:

- CBC panel - to check white and red blood cells
- CMP - to check liver and kidney function, and more
- Hemoglobin A1C - to check for diabetes
- Thyroid
- Cholesterol
- Urine
- Vitamin D and B12 levels

If necessary, we may also order:

- EKG (electrocardiogram)
- Chest X-ray
- Breathing test (spirometry)
- Aortic ultrasound (painless and non-invasive imaging)
- Breast and/or colon cancer screenings
- Bone density screening

We hope you will find the Regal Wellness Center a comfortable and convenient resource for your wellness exam, and to meet your healthcare needs.

For more information, please call (951) 491-7119.

PRINT

Brochures: Design process and approach to visual storytelling

1. Understanding the target audience:

- The brochure was designed for Medicare Advantage members and seniors seeking accessible wellness services.
- The goal was to create a friendly, informative, and visually appealing layout that reassures and educates the audience.

2. Visual hierarchy and layout strategy:

- **Color palette:** Used a clean, medical blue theme to convey trust, calmness, and professionalism.
- **Typography:** Selected easy-to-read fonts with clear headlines and bullet points for quick scanning.
- **Icons and imagery:** Included diverse and relatable imagery, ensuring that potential patients see themselves reflected in the brochure.
- **Call-to-actions (CTAs):** Strategically placed contact information and scheduling prompts to encourage immediate action.

3. Print, digital, and social media adaptation:

- Designed to be print-friendly, ensuring crisp clarity at various sizes.
- Optimized for digital use, allowing for easy PDF downloads and mobile readability.
- Elements from the brochure can be repurposed into social media graphics, web banners, and email campaigns for cross-channel consistency.

4. Accessibility and user experience enhancements

- **High contrast and readability:** Designed for seniors and visually impaired individuals, ensuring adequate contrast between text and background.
- **Simple and intuitive navigation:** Sections are clearly divided, making it easier to find relevant information quickly.



PRINT

Brochures

The **Healthcare that empowers you brochure** was designed for Lakeside Community Healthcare and Regal Medical Group to provide new members with a comprehensive guide to their healthcare benefits, services, and support resources. This print and digital brochure serves as an onboarding tool, helping patients navigate their healthcare journey with clarity and ease.

The brochure emphasizes member empowerment, accessibility, and engagement, using a visually structured, easy-to-read format to enhance comprehension.



WEB

Landing pages

This **Cosmetic Services** project consists of three digital marketing landing pages designed for Lakeside Medical Group to promote **Cosmetic Services, Morpheus8** treatments, and **Day of Beauty** events. These pages were created to educate, engage, and convert potential patients by providing clear, compelling information about the treatments offered.

Each landing page follows a structured storytelling approach, ensuring that visitors receive all necessary details while maintaining a visually appealing and brand-consistent design.



WEBSITES

Design process and approach to visual storytelling

1. Establishing goals and strategy:

- Cosmetic Services Page – Highlights a range of aesthetic procedures and introduces key practitioners.
- Day of Beauty Event Page – Promotes a limited-time event with exclusive discounts and giveaways.
- Morpheus8 Page – Focuses on explaining the treatment, its benefits, and expected results.

2. Layout and structure:

- Clear visual hierarchy: Headings and subheadings guide users through essential information.
- Compelling CTAs: Strategically placed buttons encourage users to schedule consultations or learn more.
- Engaging imagery: High-quality photos of real patient results, along with lifestyle imagery, help build trust.
- Concise content: Bullet points and short paragraphs make the information digestible and easy to scan.

3. Branding and aesthetic choices:

- Soft pink and neutral tones: Evoke warmth, elegance, and approachability.
- Sophisticated Typography: Clean, modern fonts balance professionalism with a luxury feel.
- Icons and visual cues: Aid in breaking down complex medical information into easy-to-understand visuals.

4. Enhancing engagement and conversion:

- Patient testimonials: Social proof builds credibility and reassures potential patients.
- Before and after galleries: Showcases transformation results to reinforce effectiveness.
- Interactive features: Embedded videos, FAQs, and clickable elements encourage deeper engagement.



EMAIL CAMPAIGN

Emails

The Broker Mixer email campaign

consists of two high-end digital invitations designed for Regal Medical Group, Lakeside Community Healthcare, and ADOC Medical Group. These invitations promote exclusive networking events for healthcare brokers, emphasizing luxury, professionalism, and engagement.

Each design follows an elegant, formal aesthetic to align with the exclusivity of the event while maintaining brand consistency across different locations.



EMAIL CAMPAIGN

Design process and approach to visual storytelling

1. Defining the event identity

The Broker Mixer is a high-profile networking and appreciation event, requiring a design that reflects:

- Luxury and exclusivity (Elegant typography, gold accents, rich textures)
- Professionalism (Refined layouts, high readability)
- Engagement and urgency (Clear CTAs, limited spots)

A rich, textured background with metallic gold typography was selected to convey a premium feel.

2. Layout and visual hierarchy

To ensure maximum impact:

- Headline in script typography – Enhances elegance and grandeur.
- Essential event details centered – Quick readability for date, time, and location.
- Call-to-action (RSVP Now) – Clearly emphasized to drive conversions.
- Bullet-Point Features – Highlights event benefits such as networking, entertainment, and prizes.

3. Color and typography choices

- Red and gold (Long Beach Event): Evokes luxury, celebration, and warmth.
- Blue and gold (Temecula Event): Represents sophistication, exclusivity, and trust.
- Script and serif fonts: Balances elegance with readability.

Each location's theme aligns with its venue:

- Hotel Maya (Long Beach) – Glamorous and upscale feel
- Wilson Creek Winery (Temecula) – Elegant and sophisticated atmosphere

4. Enhancing engagement and conversion

- Urgency messaging: "Due to overwhelming interest, spots are limited!" creates FOMO (Fear of missing out).
- Clear RSVP button: Strategically placed for immediate user action.
- Social and networking highlights: Showcasing raffles, gourmet food, and industry connections ensures engagement.

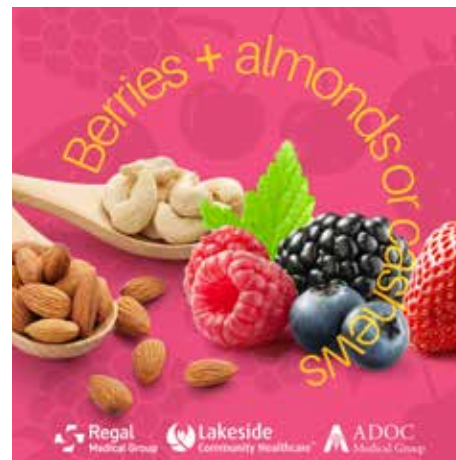


SOCIAL MEDIA POSTS

Instagram carousel post

The Sweet Treats Instagram carousel campaign was created for Regal Medical Group, Lakeside Community Healthcare, and ADOC Medical Group to promote healthy, fiber-rich snack alternatives in an engaging and visually appealing way. This social media campaign introduces a fun, colorful, and dynamic approach to nutrition awareness, aimed at encouraging audiences to explore tasty yet nutritious snack combinations.

Each carousel post highlights one healthy snack pairing, ensuring that users swipe through an interactive, cohesive experience that reinforces the message of healthy eating without sacrificing taste.



SOCIAL MEDIA POSTS

Design process and approach to visual storytelling

1. Establishing the concept and goals

The campaign's key objectives:

- Educate and engage the audience about nutritious, fiber-rich snacks.
- Make healthy eating visually appealing and fun.
- Encourage interaction with an Instagram carousel format, increasing user engagement.

The phrase "Say Goodbye to Boring Fiber" was chosen to break the stereotype of fiber being bland, replacing it with "Sweet Treats Packed with Goodness" to shift the narrative toward delicious and enjoyable healthy choices.

2. Layout and visual strategy

- **Carousel format:** Designed to be swipeable, creating an interactive experience where each slide introduces a different snack combination.
- **Vibrant colors:** Each slide features a bold background color that corresponds with the food imagery, creating a fresh, lively, and inviting look.
- **Dynamic typography:** Text wraps around food items in playful, curved layouts, making the information visually engaging and easy to follow.
- **High-quality food photography:** Each post showcases realistic, appetizing images of the snack pairings to appeal to audiences.
- **Brand consistency:** The logos of all three healthcare groups are prominently placed in each post, ensuring brand recognition while keeping the focus on the content.

3. Content and engagement strategy

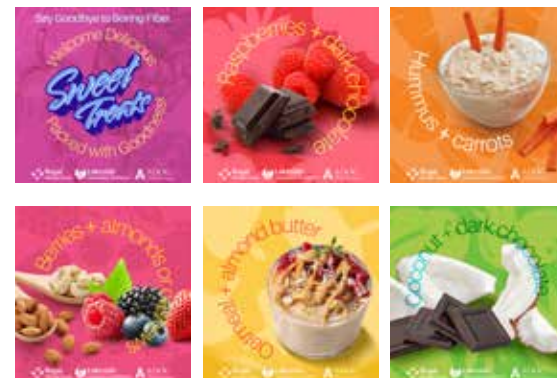
Snack Pairings with balanced nutrition:

- **Raspberries + dark chocolate**
- **Hummus + carrots**
- **Berries + almonds or cashews**
- **Oatmeal + almond butter**
- **Coconut + dark chocolate**

Each combination is visually highlighted to inspire quick, healthy snack ideas that align with fiber-rich diets.

Encouraging engagement:

- The carousel format invites users to swipe through and discover multiple snack options.
- The bright, friendly visuals make the content shareable and save-worthy, boosting engagement.
- Ideal for cross-promotion on Instagram Stories and Reels, allowing for interactive polls, Q&As, or recipe-sharing.



BROCHURES AND BOOKLETS

Description: Reno Tahoe Visitor Planner, Tahoe South, Where Ski Reno Tahoe.

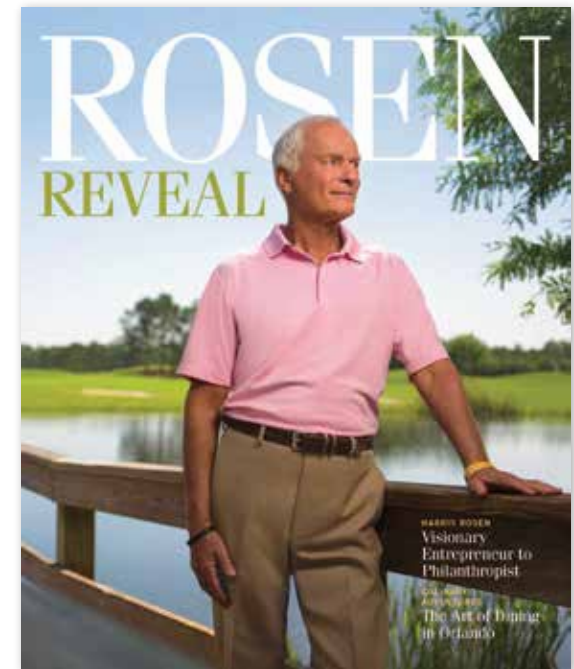
Active role: design, art direction, photo research.



MAGAZINES

Description: San Francisco Where magazine, Rosen Reveal, North Lake Tahoe Visitor Guide.

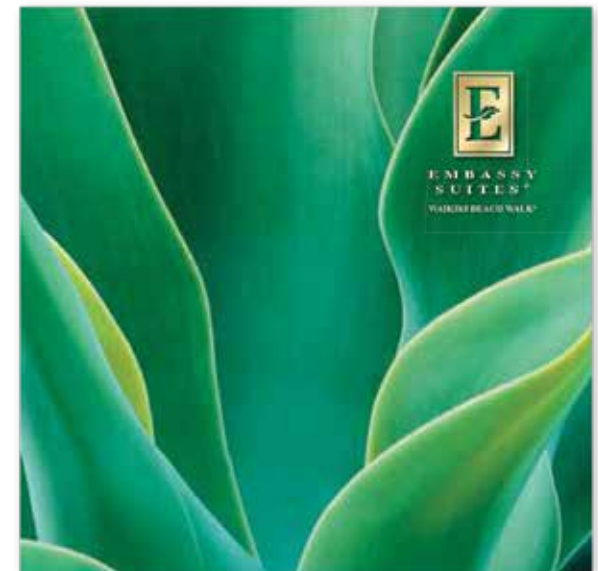
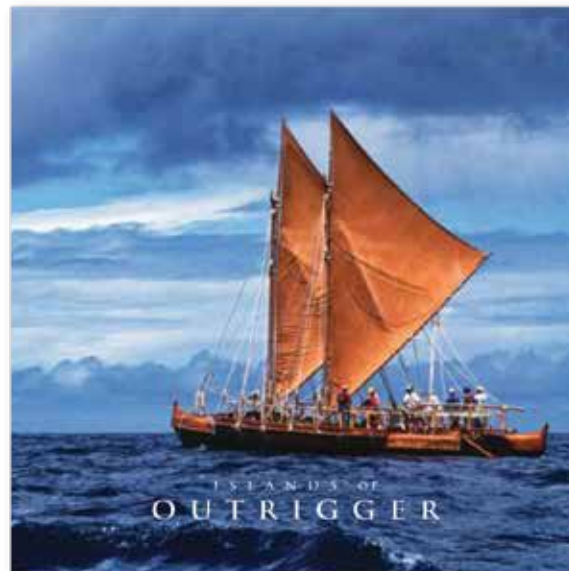
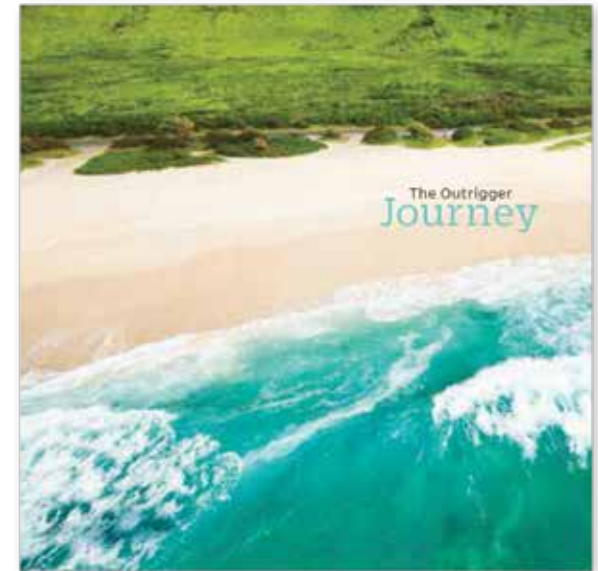
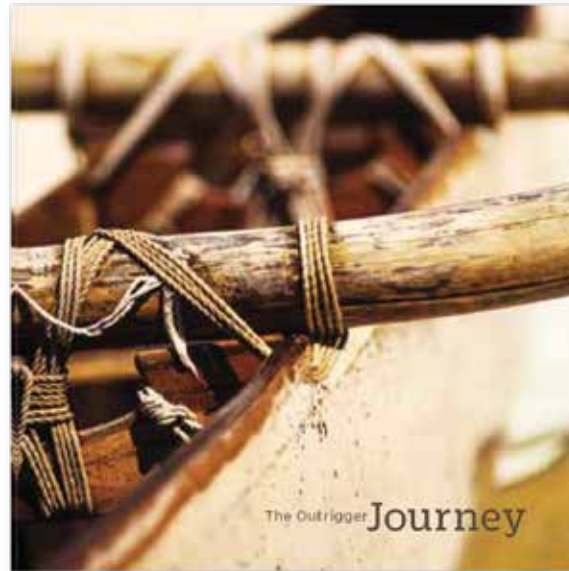
Active role: design, art direction, photo research.



HOTEL BOOKS

Description: The Outrigger Journey and Embassy Suites.

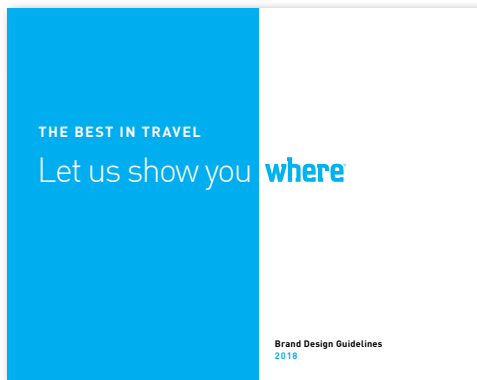
Active role: design, art direction, photo research.



WHERE® BRAND

Description: Where® Guestbook, Where® magazine, Where® Quick Guide, wheretraveler.com, Where® Brand Guidelines.

Active role: design, art direction, photo research.



where®

R[©] BRAND

Description: R magazine,
royalhawaiiancenter.com, R Media Kit,
RFP proposal, fashion feature.

Active role: design, art direction,
photo research.



THE SHOPS AT WAILEA

Description: magazine,
theshopsatwailea.com.

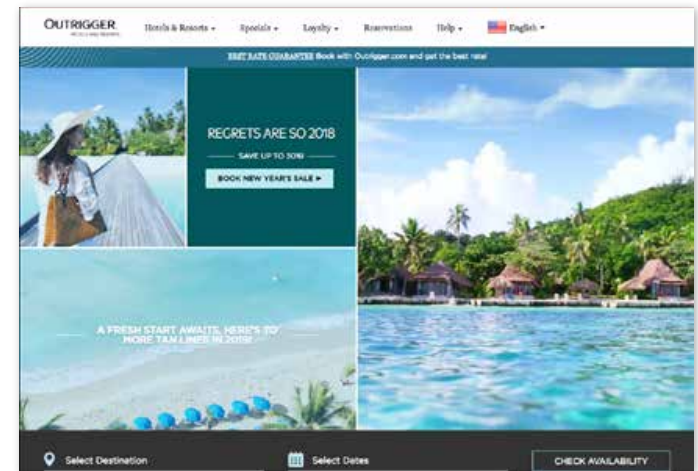
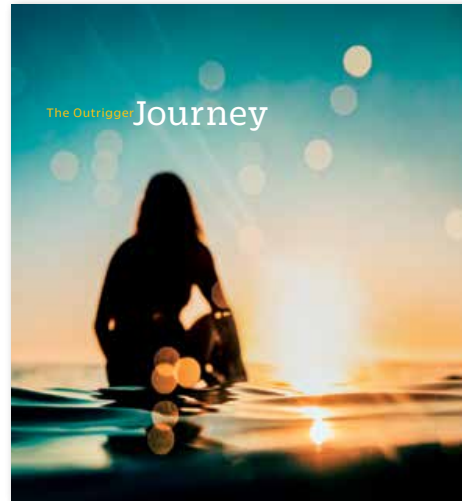
Active role: design, art direction.



OUTRIGGER® BRAND

Description: The Outrigger Journey book, Outrigger.com, identity, app, Best of Oahu, Exclusively for You, presentation.

Active role: design, art direction.



INVITATIONS

Description: Born in Brooklyn and Zero G cards.

Active role: design, illustrations.

