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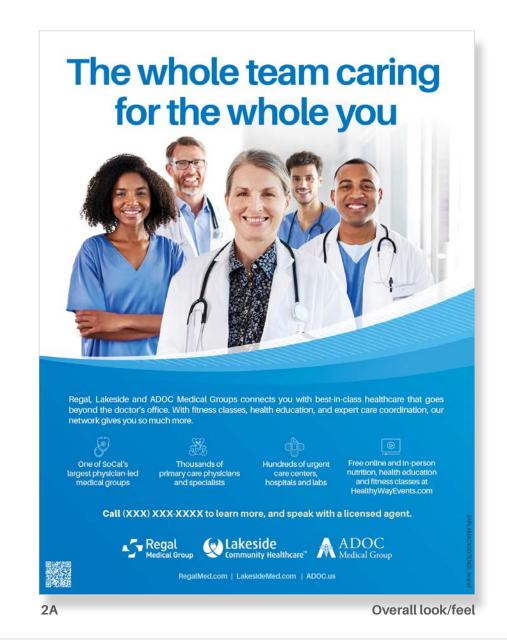
# The whole team caring for the whole you

#### **Primary version**

Regal Medical Group has been serving the community for more than 30 years, providing a vast network of quality doctors, specialists, hospitals and urgent care centers devoted to your health and well-being. With resources that go beyond the doctor's office, we help you live a well-balanced life through every stage of your healthcare journey.

### **Abridged version**

Regal Medical Group connects you with best-in-class healthcare that goes beyond the doctor's office. With fitness classes, health education and expert care coordination, our network gives you so much more.



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# SoCal's largest network

#### **Network size primary version**

As SoCal's largest physician-led network, Regal Medical Group gives you more choices to find the doctor and healthcare that fit your needs. We have thousands of doctors and specialists to choose from and everyday resources that extend beyond the doctor's office. With a focus on coordinated, whole-person care and disease prevention, we offer well-rounded support for your care needs through every stage of your unique health journey.

### Network size abridged version

As SoCal's largest physician-led network, Regal Medical Group gives you more choices to find the doctor and healthcare that fit your needs. With fitness classes, health education, and expert care coordination, our network gives you so much more.

3A Overall look/feel

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# Campaign overview | headlines + subheads

### Primary headlines - member audience

- The whole team caring for the whole you
- · Complete care, focused on you
- Quality care, focused on you

- Complete, quality care close to home
- It's not just care. It's the way we care.

### **Secondary headlines**

- The healthcare network that gives you more
- Healthcare that goes beyond the doctor's office
- · Live healthy, your way
- For a healthier you
- Healthy looks good on you
- · Healthier days ahead
- Healthier together
- We're bringing healthy back

- · Healthcare focused on you
- · Good health is like a breath of fresh air
- · Live well through every stage of life
- Trusted for more than 30 years
- Welcome to SoCal's largest physician-led medical group
- Find out why our Medicare members have chosen our network of doctors and hospitals
- We accept Medicare Advantage!

### Subheads - interchangeable with most headlines above

- The whole team caring for the whole you
- · Welcome to SoCal's largest physician-led medical group
- Caring for our community for more than 30 years
- It's not just care. It's the way we care. [Lakeside]



### Medicare Advantage headlines + subheads

- Take control of your health with Medicare Advantage
- Discover the advantage of coordinated care
- Discover the value of Medicare Advantage
- Where value meets quality
- Coordinated care at its best
- Seamless, coordinated care tailored to you
- Your health is our priority
- Connect every dot on your health journey

### **Medicare Advantage CTA**

#### Standard version:

Get the most out of your Medicare benefits. For more information, please call (XXX) XXX-XXXX to speak with a licensed agent.

#### **Short version:**

Medicare questions?
Call (XXX) XXX-XXXX to speak with a licensed agent.

### Super short version (billboards etc.)

Medicare questions? (XXX) XXX-XXXX

# Updated language for Medicare to be used in 2024-2025

- If you're new to Medicare, or currently on Medicare, you can enroll or make changes beginning October 15 through December 7, 2024.
- Medicare plans change every year so it's important to have your plans reviewed by a licensed insurance agent to ensure you still have the right coverage that meets your needs for 2025.
- Make sure to also ask about Medicare Advantage, which can help reduce out-of-pocket expenses while maximizing your healthcare needs.
- To learn more about Regal and Lakeside Medical Groups, or about our doctors and your Medicare health plan options for 2025, call (866) 984-0527, TTY 7-11 (M-F, 9am-5pm) to speak with a licensed insurance agent, or visit RegalHealth365.com. CA License # XXXXXX
- To learn more, call (866) 984-0527, TTY 7-11 (M-F, 9am-5pm) to speak with a licensed insurance agent, or visit RegalHealth365.com.
   CA License # XXXXXX



OOH - bus king 6A



OOH - bus king **6B** 



6C OOH - bus tail

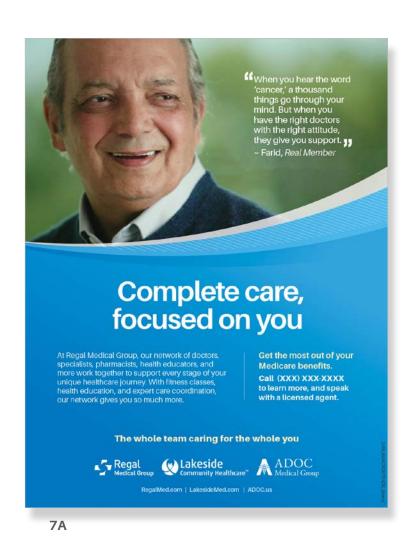


6D



# Ambassador campaign | promotion

To leverage our member video and testimonials, we've highlighted several members to represent us in their own words. There may be restrictions on usage, so please verify with Creative when requesting use.





When you have the right doctors with the right attitude. they give you support. ~ Farid, Real Member



7C OOH - bus king/tail



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# When you have the right doctors with the right attitude, they give you support.

~ Frank, Real Member









Frank

Farid

Sheri Nancy

### Senior testimonials (pictured above):

"They follow-up, they check on me. Through the whole network, everything is here." - Frank, Member

"Regal became like a family. We were that close." - Frank, Member

"When you hear the word 'cancer,' a thousand things go through your mind. But when you have the right doctors with the right attitude, they give you support." – Farid, Real Member

"The diabetic team made me feel very cared for." - Sheri, Member

"The most positive part of my experience with the diabetes team was how quickly they both returned communication with me. They made me feel very cared for." – Sheri, Real Member

#### **Testimonials:**

"I'm the healthiest, lightest, and most positive I've ever been." – Joseph, Member

"My needs have changed, but they've always kept up with them." -Leo, Member

"If I had all the money in the world, and I could choose any doctor, I would choose my Lakeside doctor." – Keith, Member

"The doctor calling me was just something I really needed. Especially the way she explained things to me."

- Donelle, Real Member

"I feel like I'm seeing a friend who knows me, knows what worries me, what my lifestyle is, and knows my history. So, I'm talking to a friend who's very reassuring." – Keith, Real Member







### Social media promotion





9A



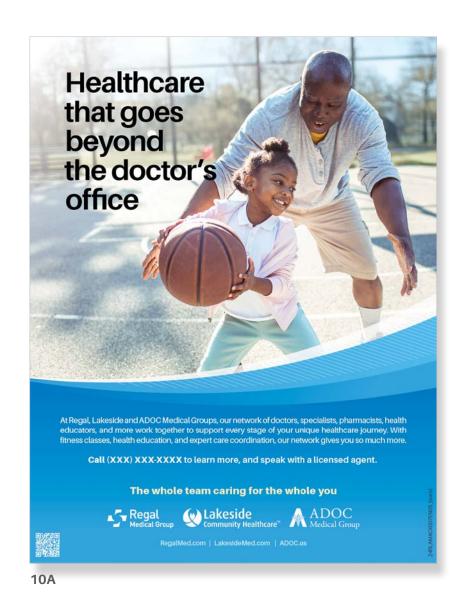
Meet the Team

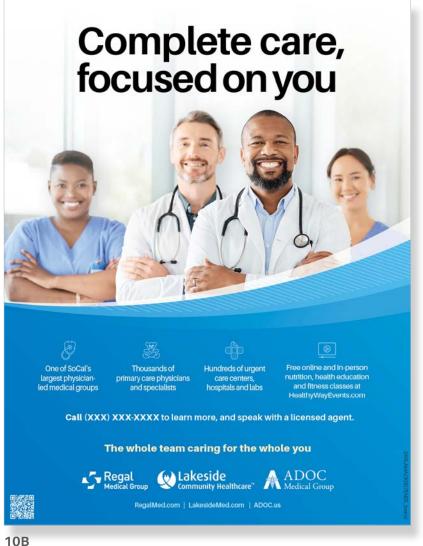
9C





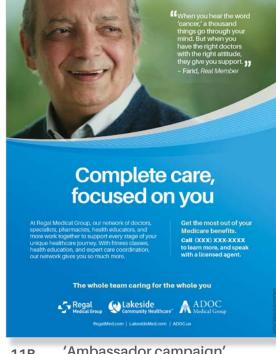
9E





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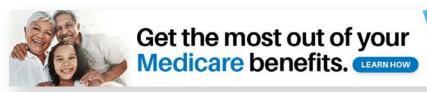
'Ambassador campaign' 11B



Full page - newsprint 11C

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728x90px 12A

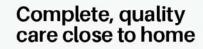


Complete care, focused on you





12F 300x250px





12C 320x50px

**Medicare** members choose our network



12D

It's not just care. It's the way we care.



12E

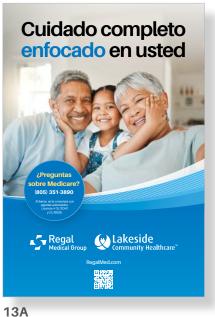


12

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13C

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14B



14C

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15A



# Complete, quality care close to home

Medicare questions? (877) 216-4652



15B



They follow-up, they check on me. Through the whole network, everything is here.

~ Frank, Real Member

Ambassador campaign





# **Brand promotion** | bus tails





16A



16B

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17B Full page magazine



17C Full page - newsprint

17

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The whole team caring for the whole you CEARNMORE



18A



Get the most out of your Medicare benefits



18B



It's not just care. It's the way we care.





18C



The whole team caring for the whole you CEARNMORE



18E



18E



18F



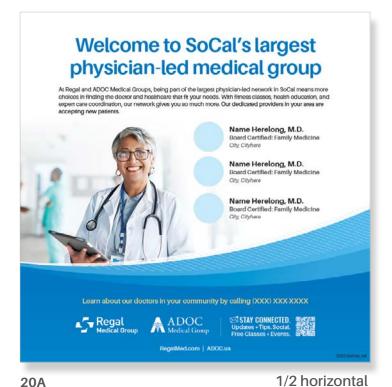
19A







19C



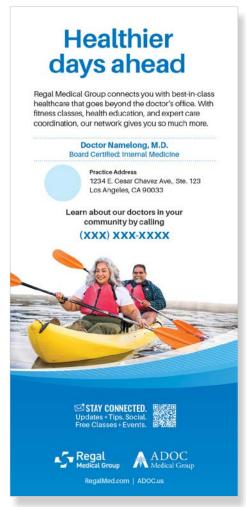




20C Full page

20

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21A Quarter page vertical





21B

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### Provider promotion | slim bio





Board Certified: Internal Medicine & **Nuclear Medicine** 

### Quality healthcare, focused on you



#### Dr. Rezvani is a dedicated internist who provides quality care and compassion to his patients.

He has vast experience in both office-based and in-hospital medical practice. Dr. Rezvani takes the extra time to spend with patients and deeply cares for their overall health and well-being.



### Education and Accreditation

#### Medical Degree

Shahid Beheshti University of Medical Sciences - Tehran Iran Internship and Residency

#### Detroit Medical Center - Detroit, MI William Beaumont Hospital - El Paso, TX

#### Office Address

3831 Hughes Ave., Ste. 604 Culver City. CA 90232 Office: (310) 842-8988



Office Hours Monday - Friday: 9:00 a.m. - 5:00 p.m.

#### Additional Languages

Spanish, Farsi, and limited French





22A

# Complete, quality care throughout SoCal

We help you live a well-balanced life through every stage of your healthcare journey.



primary care

specialists









One of SoCal's

largest

medical groups

Expanded access options: in-person, online and telehealth

D Free online nutrition, health education and fitness classes

If you would like more information, please call the office at

### (310) 842-8988

sign up for our monthly digital newsletter.
Visit RegalMed.com/intouch or scan code.



For a calendar of free classes and events in your area, visit HealthyWayEvents.com





Slim bio rack card

#### Meet Golden Gate Health

### Quality healthcare, focused on you



Namita Mohideen, M.D. Board Certified: Pediatrics

Medical Degree



Butool Abdullah, M.D. Board Certified: Family Medicine Medical Degree American University of Antigua - New York, NY



Juhishree Adhikari, M.D. Board Certified: Pediatrics Medical Degree Kathmandu University - Brooklyn, NY



Ernesto Cruz, M.D. Board Certified: Pediatrics Medical Degree





Board Certified: Pediatrics Medical Degree St. George's Universit St. George, Grenada rsity School of Medicine



Ramandeep Kaur, M.D. Board Certified: Pediatrics Medical Degree American University of the Caribbean School of Medicine - Cupecoy, St. Maarten



Rubin Lin, M.D. Board Certified: Family Medicine Medical Degree





22**B** 

### Complete, quality care throughout SoCal





Thousands of primary care centers, hospitals



Expanded access options: in-person. online and telehealth

physician-led

medical groups

D Free online nutrition, health education and fitness classes

Hundreds

of urgent care

and labs

For more information, visit or call one of our office locations at the following:

16854 lvv Ave Fontana, CA 92335 Office: (909) 791-1000

603 F. Latham Ave. Hemet, CA 92543 Office: (951) 502-3500 811 F 11th St Ste 201 Upland, CA 91786

Office: (909) 985-0883

1694 Plum Lane, Ste. 101 Redlands, CA 92374 Office: (909) 798-5599

16465 Sierra Lakes Pkwy., Fontana, CA 92336 Office: (909) 823-8000

#### Stay on top of your health. Sign up for our monthly digital newsletter. Visit RegalMed.com/intouch or scan code

For a calendar of free classes and events in your area, visit HealthyWayEvents.com



Slim group bio rack card



# Broker + provider audience | headlines + subheads

### **Broker + provider headlines**

- The healthcare network that gives you more
- Partner with SoCal's largest healthcare network
- · Join SoCal's largest physician-led medical group
- SoCal's experts in coordinated care
- Healthcare beyond the doctor's office

Subheads - interchangeable with most headlines above

- It's not just care. It's the way we care. [Lakeside]
- Caring for our community for more than 30 years



# Landing pages | online presence



Regal homepage



Lakeside homepage

# Imagery | color palette for reference

### **Primary color story**



Primary color for Regal, ADOC and tribrand



Primary color for Lakeside focused collateral

### **Primary gradients**

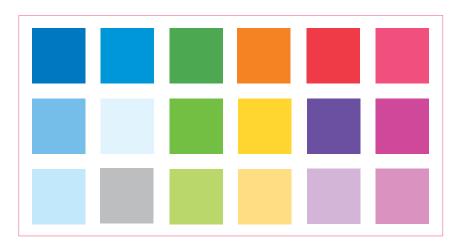


Gradient for Regal, ADOC and tribrand



Gradient for Lakeside focused collateral

### **Expanded illustration palette**



Expanded palette will be used as secondary colors to complement the primary colors, or as needed to create visual interest in social media and illustrations.

































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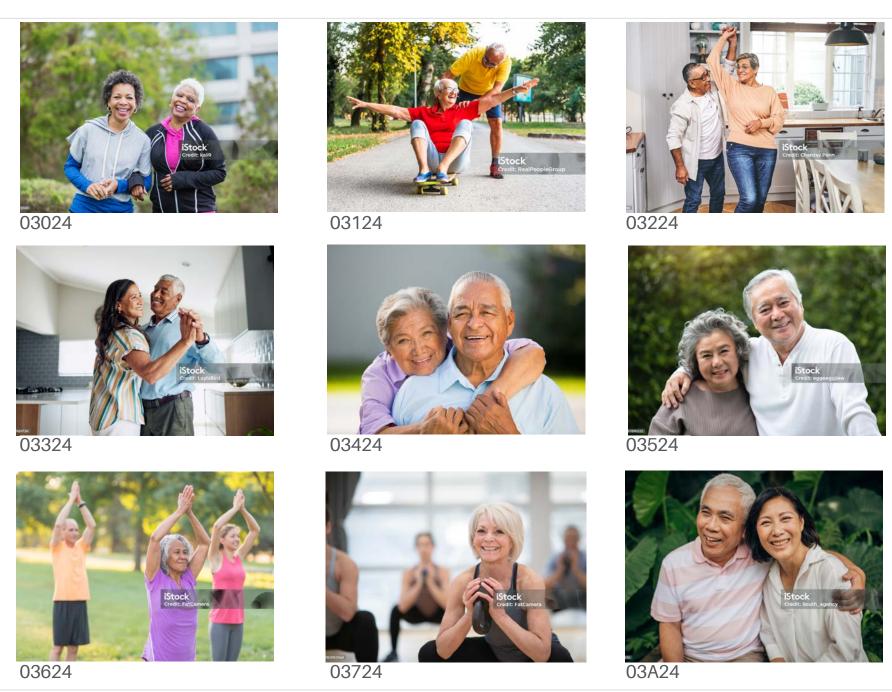




















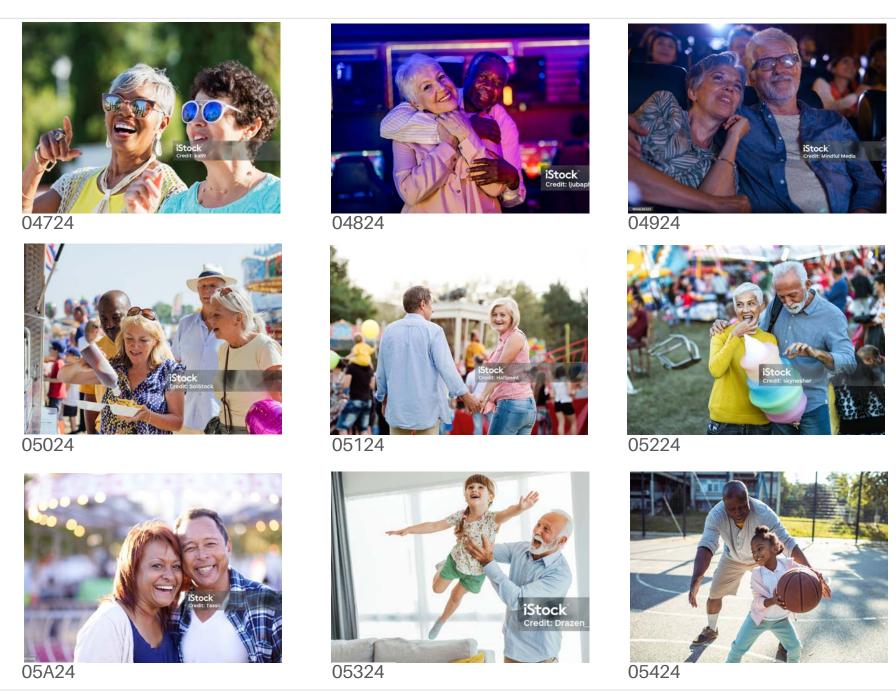


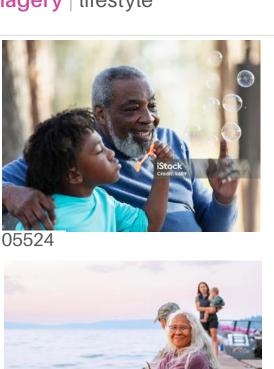




















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