

## Kaiser Permanente News Center

### Press Releases: National

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## Kaiser Permanente Highlights the Importance of Integrated Health Care with New Ads Debuting in September

### *'Thrive' Ads Focus on Healthy Families and Health Advocacy*

**OAKLAND, Calif.** — The seventh season of Kaiser Permanente's *Thrive* advertising campaign debuts today. This year, the ads focus on the importance of integrated health care and Kaiser Permanente's commitment to healthy families.

Previous campaigns have reinforced Kaiser Permanente's focus on prevention, wellness and "thriving" at every stage of life. The newest campaign, which includes television, radio, print and online ads, showcases Kaiser Permanente's integrated health care delivery system and the organization's commitment to the health and wellness of the whole family — beginning at birth. The new television ads — "Plus One," "Where Do Babies Come From?" and "Integrated Care" — emphasize services available to help Kaiser Permanente members thrive at different stages of life.

"These commercials expand on Kaiser Permanente's message of total health," said Debbie Cantu, vice president of brand marketing and advertising for Kaiser Permanente. "The ads 'Plus One' and 'Where Do Babies Come From?' celebrate children and families and underscore Kaiser Permanente's personalized approach to medicine. The 'Integrated Care' spot highlights the benefits of Kaiser Permanente's coordinated care. We are proud to emphasize our commitment to healthier communities and comprehensive care to promote a culture of wellness — Kaiser Permanente's point of differentiation."

The first ad, "[Plus One](#)," is a 30-second spot that illustrates all of the prenatal services available at Kaiser Permanente. Using the backdrop of a positive pregnancy test, the advertisement creatively portrays all of the classes, specialists and "stretchy pants" women will need now that they are "plus one."

"[Where Do Babies Come From?](#)" poses the age-old question to a group of children to get their honest, unscripted answers. Responses range from "hugs," to "the hospital," to "your mom...or something else." This charming spot puts children as the focus; their unabashed, truthful answers remind us all of the wonders of pregnancy and childbirth. From ob/gyns to pediatricians, nurses, lactation consultants and midwives, Kaiser Permanente caregivers understand the importance of prenatal and maternal care.

The last ad, "[Integrated Care](#)," takes the viewer through a journey dedicated to one patient, Linda. Several scenes showcase not only Linda's medical history, but also her hobbies and lifestyle. This holistic view of the patient can then be shared with the patient's full care team through Kaiser Permanente's secure, electronic health record system — Kaiser Permanente HealthConnect®. This comprehensive view allows a complete team of experts to coordinate in supporting Linda's total health because, as the ad concludes, "when it comes to your health, the best picture of you is the big picture."

The spots will run in California; Portland, Oregon; Denver, Colorado; Atlanta, Georgia; the District of



[Watch the 'Plus One' Thrive Ad](#)



[Watch the 'Where Do Babies Come From?' Thrive Ad](#)



[Watch the 'Integrated Care' Thrive Ad](#)

Columbia, Hawaii and parts of Maryland and Virginia. The television ads debut on Sept. 6.

The multi-year *Thrive* campaign was created in partnership with Warren, Michigan-based advertising agency [Campbell-Ewald](#), which has worked with Kaiser Permanente since the rollout of the first *Thrive* ads in 2004.

The ads, plus Kaiser Permanente content including health tips, nutrition information, recipes, *Thrive* music selections and an exercise widget can be accessed at [www.kp.org/thrive](http://www.kp.org/thrive). The ads can also be accessed from YouTube at [www.youtube.com/kaiserpermanenteorg](http://www.youtube.com/kaiserpermanenteorg).

**About Kaiser Permanente**

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 8.6 million members in nine states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: [www.kp.org/newscenter](http://www.kp.org/newscenter).

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