

Featured Client

AmeriChoice



who they are:

AmeriChoice is a managed care organization providing health benefits to recipients of government-sponsored health programs such as Medicaid, SCHIP, adultBasic, and Medicare. Its Personal Care Model features direct member contact by clinical staff who work to build a support network for chronically and acutely ill members involving family, physicians, government and community-based organizations. AmeriChoice serves more than 2.3 million members in more than 20 states, including Pennsylvania, where the organization has been providing health benefits for 20 years. Its parent company, UnitedHealth Group, serves more than 70 million individuals nationwide.

what we do for them:

Hollister Creative designs It's About Me, an informative newsletter for the teen membership of AmeriChoice of Pennsylvania. As a health plan, AmeriChoice actively promotes good health care during adolescence, a time when teens are making choices that will influence their health for the rest of their lives. AmeriChoice works with the Family Planning Council to develop articles for It's About Me on topics such as skin care, healthy eating, tobacco use, dealing with bullying, and talking to the doctor during an office visit.

why they like us:

"Our newsletter has been well received by our teen audience, health providers and community organizations. The format, layout, and design have helped us effectively communicate critical information to an audience that does not easily take an interest in its health. We look forward to continuing this creative collaboration. Hollister Creative is exactly what we were looking for!"
— Jessica Anglin, MPH, Project Manager, Quality Management Dept., AmeriChoice of PA