

Thrive



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Editor-In-Chief

Clinicians in Kaiser Permanente have always attended to the health of their patients, though more in the form of health maintenance or preventive health. Health as a domain is a much larger set, and people are increasingly identifying ways to not only improve their own health but even create health. Though our chronologic age marches on unimpeded by advances in science and technology, our biologic age can be slowed, even reversed, as captured in the title of a book reviewed in our Winter 2004 issue: *Grow Younger, Live Longer*.¹

Kaiser Permanente has a new image: health. Sam Averett, Director of Strategic Communications for KP

Northwest, recently presented the *Thrive* ad campaign to the Northwest Permanente Board of Directors, which I attend. Sam was one of many across the program who contributed to the development of *Thrive*. I asked him to introduce this campaign to you. You may have seen these new advertisements. If not, a sample is on the facing page.

May you live long and thrive. ❖

Reference

1. Elder C. *Grow Younger, Live Longer: 10 Steps to Reverse Aging* by Deepak Chopra, MD, and David Simon, MD. *Perm J* Winter 2004;8(1):110-1.

Truth In Advertising



Sam Averett,
Director of Strategic
Communications,
KP/NW

On August 2, Kaiser Permanente (KP) rolled out a new advertising approach, marking a significant change in the way we talk about our organization and our relationship with our members and communities we serve. The theme line is *Thrive*.

The thinking behind *Thrive* emerged from a fundamental insight: health and health care are two different things. While health care is certainly important, it is our health that really matters to us. And health means much more than not being sick. Health depends on balance, balance in our lives and balance in our attention to our whole selves—mind, body and spirit. Health is measured in our ability to achieve our goals, enjoy our relation-

ships, make positive changes when needed, and take care of our selves and our families.

If our new advertising is successful, nonmembers will come to know KP as an advocate for health, totally committed to the well-being of our members and our communities. We believe this message is believable coming from us. After all, our mission has always been to promote health—not just treat illness and injury.

Moreover, we believe *Thrive* offers a refreshing, inspiring message that will ring true with many. Just

as we know how important health is, we recognize that achieving it isn't easy. Our friends and neighbors are looking for an-

swers: from family and coworkers, from health clubs and trainers, from Internet sites and in books.

Yet the people of KP deliver health every day. Sure, most of our effort goes to delivering health care. That's our job. But we promote health, too. With new online services, with health education initiatives adapted to changing needs and with our unique, team-based, integrated approach to care, we empower our members to maximize their well-being, to lead healthier, happier lives ... to thrive.

Our members recognize the value we offer as a health care delivery system and as advocates for total health. With *Thrive*, we hope to spread that message to those who haven't had a chance to experience KP first hand. ❖

**... empower
our members to
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to thrive.**



We stand for broccoli. For Pilates. And dental floss. We believe in the treadmill and its siblings StairMaster[®] and elliptical. In SPF 30 we trust. We stand for seat belts and stopping HIV. And we believe fruit makes a wonderful dessert. We have faith in optimism. In laughter as medicine as well as penicillin. And we are morally opposed to laziness. We believe in physical therapy, psychotherapy, even music therapy. All hail cold turkey, the gum, and the patch. We're anti-addiction. Pro-antioxidant. And have never met a vegetable we didn't like. We believe there is art to medicine as well as science. And we believe health isn't an industry, it's a cause. We are Kaiser Permanente and we stand for health. May you live long and thrive.

KAISER PERMANENTE[®]  **thrive**