



Edera Creative:
Inspire and Delight

FOR VERMONT STATEWIDE MARKETING CONTRACT



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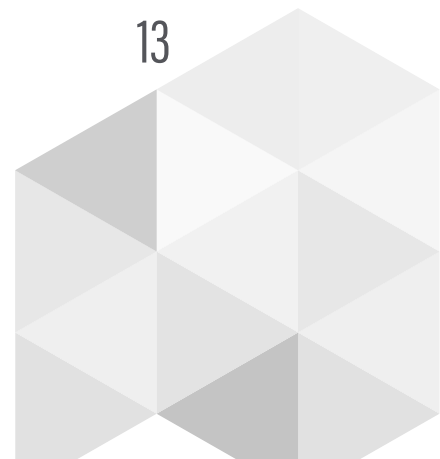
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Who We Are

Dr. Kevin Carr founded Edera L3C in 2018 with the aim of building better businesses and effecting positive change in the communities where we live and work. To align with this ideal, Dr. Carr chose to incorporate Edera in Vermont, the first state to support his aspiration by authorizing low-profit limited liability companies (L3Cs). Vermont's focus on government and community support for businesses closely parallels Edera's own mission and purpose. Edera is a Historically Underutilized Business Zone (HUBZone) small business with a remote presence in 31 states.

Edera believes individuals maximize their impact when they work together and operate with the strong desire to give back to their communities. Edera is demographically diverse, with experience across many industries and fields. Our staff's dedication, diversity, consistent and constant ardor for excellence, and depth of experience set us apart.

An integral part of the Edera's brand is our promise to deliver superior quality in all materials, artifacts, and deliverables we produce. Our comprehensive, professional production process, combined with rigorous quality assurance (QA), lays the foundation for our commitment to deliver excellence.

Today, the Edera Creative Studio includes a talented multidisciplinary team of creative strategists, copywriters, marketing and communications specialists, editors, graphic designers, and QA experts. Together they specialize in translating complex information into compelling narratives and visuals that clearly communicate impact, inspire action, and drive change — an ability that helps Edera accommodate the unique needs of every client and project, no matter how niche.



WRITING & EDITING SERVICES



Our writers and editors work with our clients' existing styles and voice, ensuring consistent messaging and on-brand communications. For new endeavors, Edera's Creative Team can help clients develop a unique identity and stand out in a crowded marketplace.

DESIGN & PRINT PRODUCTION



Our Creative Methodology is rooted in design thinking that places the user at the center of each design decision made. The result is beautiful, intelligent design that resonates with viewers, while seamlessly integrating with and elevating the client's (external or internal) existing branding.

Our Work



Select a Tile Below to See
Examples of Our Work

Strategic Plan

Communications
& Information
Design

Executive Team
Communications
& Marketing

Branding &
Marketing

Capability &
Marketing
Strategy

Strategic Plan



National Parks Service

Edera served as prime contractor when we collaborated with with National Park Service (NPS) Washington Support Office Cultural Resources, Partnerships, and Science Directorate (WASO CRPS) to write to write, copyedit, lay out, and illustrate a five-year Strategic Plan. Edera's editors and graphic designers worked closely with CRPS staff to provide a professional, tone-appropriate plan to serve as a foundational tool for CRPS moving forward. The Strategic Plan complies with the NPS Style Guide and Branding Guidelines and is 508 compliant.

Copywriting and Editing Support

Edera was provided with initial drafts of goal statements and objectives, listening group responses, and action item possibilities. Edera editors heavily edited the submitted text, organizing and fleshing out the initial information to create a comprehensive mapping of the proposed goals and objectives. Through multiple drafts that consolidated a large variety of stakeholder inputs and feedback, Edera crafted a 10-page formatted Strategic Plan in strategic Plan in Microsoft (MS) Word that included goals, objectives, and action areas unilaterally approved by CRPS leadership.

The acknowledgements section, partially written by CRPS's Associate Director, was edited in phases, with the final draft proofread by Edera. The preface was originally written by Edera before going through multiple iterations (incorporating NPS stakeholder changes) and proofread by Edera for the final print version.

Design and Print Production Support

The plan contained acknowledgement and preface sections with beautiful photographs, curated by Edera's designers, edited to conform to designers, edited to conform to the Chicago Manual of Style (CMOS). Edera also designed a beautiful, one-page placemat in Adobe InDesign, edited to contain summarized strategic language for maximum impact.

Last, Edera produced a detailed print and production specification document for the NPS. The print specifications included all relevant details a printer requires to produce the final product (e.g., page count, bleeds, trim sizes). Edera conducted market research to provide the client with recommended paper stock options.

Strategic Plan

The Cultural Resources, Partnerships, and Science Directorate of the National Park Service Washington Support Office



STRATEGIC PLAN | 2023

Preserving the Past, Investing in the Future

National Park Service's (NPS's) mission to lead the nation in stewardship, protection, and interpretation of our collective heritage has never been more important — or more challenging. The four big goals encompassing flexibility, inclusiveness, diversity, and preservation leadership focus the Cultural Resources, Partnerships, and Science (CRPS) Directorate on actions that will drive success over the next five years. Together, we will succeed in our mission to preserve the past while investing in the future.



LEAD

CULTURAL RESOURCES PRESERVATION

Promote and guide the preservation of cultural resources to meet congressional mandates and agency priorities, and provide leadership for heritage stewardship throughout the nation and the world.



RESPOND

AND ADAPT TO CHANGE

Cocreate a CRPS that is flexible and adaptable to environmental change and technological advances and is at the forefront of professional practices.



EMBRACE

DIVERSITY AND ACCESSIBILITY

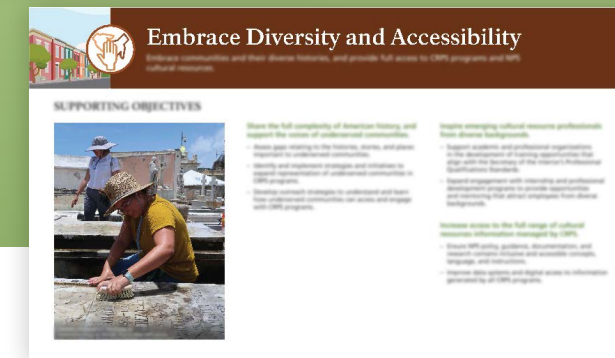
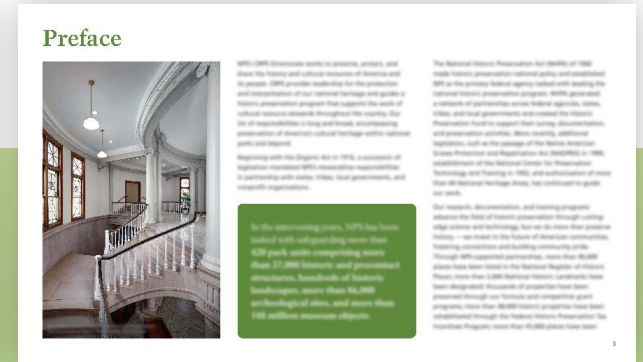
Embrace communities and their diverse histories, and provide full access to CRPS programs and NPS cultural resources.



CULTIVATE

AN INCLUSIVE WORKFORCE

Foster a work environment that promotes a culture of respect and values personal and professional growth.



Executive Team Communications & Marketing

Edera was approached by a U.S. Government Executive Integration Team to assist their Communications Project Management Office (PMO) by overseeing, coordinating, and implementing communications activities, campaigns, and related materials development for internal and external communications.

Led by Edera, the Communications PMO's mission was to provide clear and consistent communication for its stakeholders, with the intention of increasing knowledge and awareness of, desire for, and engagement with their program. To improve the efficacy and reach of the technical content required by the client, the Creative Studio team researched the best approach to market the program within the agency based on client needs, stakeholder needs, and available resources.

Copywriting and Editing Support

Edera's team developed a strategic communication program and led external and internal communications campaigns across the organization to raise awareness and support for the initiative. The team also created and delivered communications targeting stakeholders within affiliated regional health systems.

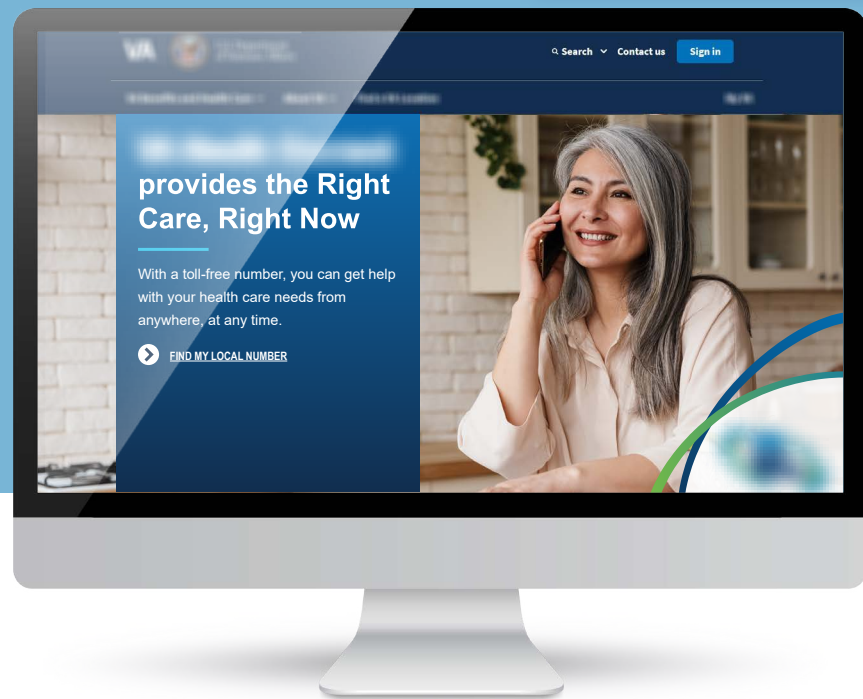
The team developed a suite of materials for the project, including a comprehensive communications plan; content for a weekly newsletter and other regular communications from leadership to stakeholders; an internal repository for content; an external landing page for the project; and posters, fliers, toolkits, and other client-requested deliverables.

Design and Print Production Support

Edera's team developed a comprehensive collection of brand and visual identity guidelines that included brand collateral, such as wordmarks and templates. The style guide contributed to visual and written consistency, addressing client concerns with previous communications efforts.

Using the style guide as a basis, Edera's designers created a suite of print-compliant materials to house our writers' content. The template – used for all documents developed in MS Word – was optimized for print and followed Section 508 accommodation requirements.

Executive Team Communications & Marketing



Branding & Marketing



Trusted Medical

The Edera Creative Studio has supported our affiliate, Trusted Medical, since December 2021. In that time, Trusted Medical has opened 13 clinics, served more than 10,000 Veterans, launched a major recruitment campaign for clinicians, and hosted several events celebrating the opening of new clinics. Edera created branding with a supporting marketing strategy to launch the Trusted Medical brand in the market. As part of this effort, we developed a comprehensive suite of marketing materials and sales collateral, including a website, social media, media relations materials, event management, and printed signage.

Copywriting and Editing Support

In the last year, Edera has provided copywriting and editing support for all materials produced by Trusted Medical. This includes social media content to promote the brand, press releases, and executive communications for internal distribution and publication. The Creative Studio team also developed content to pair with a redesigned, branded website to improve user-experience access to information about Trusted Medical's offerings and locations. Media outreach, including placement of press releases and executive communications, is handled by our team as well.

Design and Print Production Support

Edera's team also supports Trusted Medical's clinic opening event needs, including designed banners, wayfinding signs, social media graphics, event website design, table covers, and other printed materials for both outdoor and indoor in-person events. Once cost-effective vendors are chosen that can meet deadlines, Edera manages the end-to-end, print production process including, but not limited to, publishing print-ready files, developing print specifications, tracking shipping, etc.

Branding & Marketing



Communications & Information Design

Edera supported a research organization in providing visual communication support and information design for a large federal health care project. Edera developed a range of communication materials, including branding, executive level presentations, and visuals for the client to use as communication tools with stakeholders (e.g., providers, payers, government agencies).

Copywriting and Editing Support

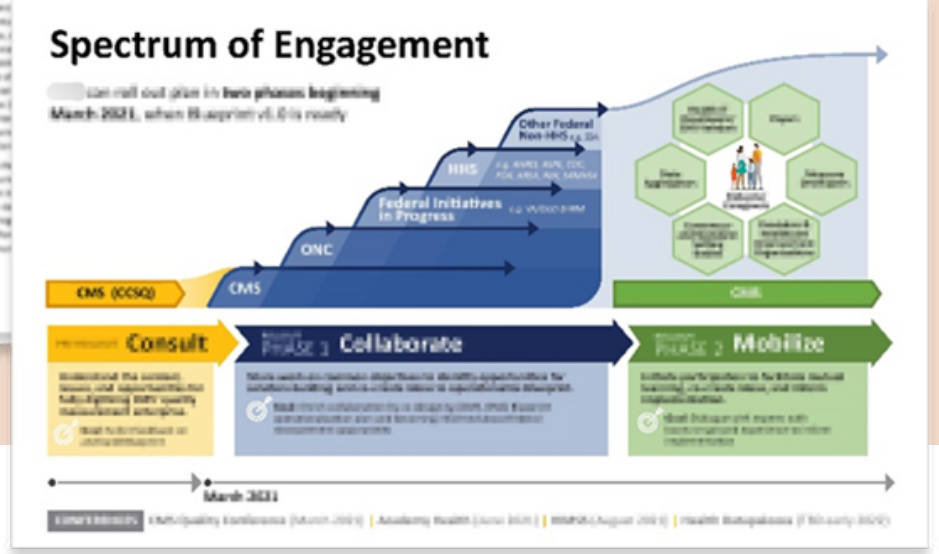
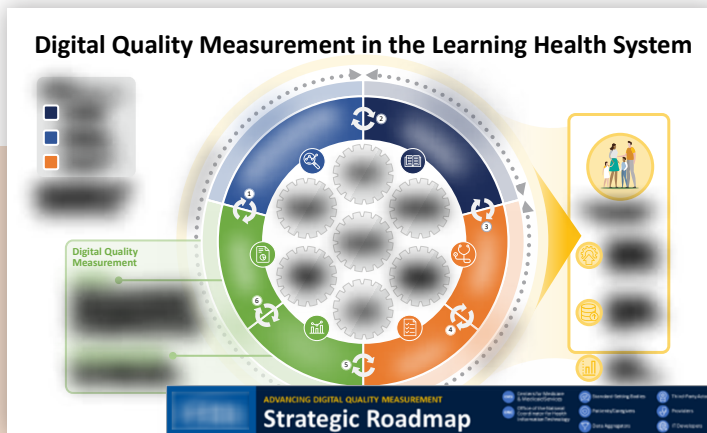
Along with graphic support services, our team provided technical writing for a suite of executive presentation materials, transforming highly technical content into digestible, understandable narratives for various audiences that had varying technical knowledge.

Design and Print Production Support

Edera's Creative Studio collaborated closely with client subject matter experts (SMEs) to create custom information designs and infographics (e.g., timelines, ecosystems, processes), effectively conveying technical recommendations to a diverse group of stakeholders. All visuals delivered were Section 508 compliant/accessible and are published publicly on the client's website.

In addition to creating a series of illustrative images to help the client communicate complex information, Edera formatted and designed a public report in MS Word to make the data more consumable.

Communications & Information Design



Capability & Marketing Strategy



Salesforce Healthcare Capability Model

Edera's work on this engagement included assisting in determining the right solutions and product offerings for global customers across health care industry segments through market analysis, strategic planning, and marketing strategy development. Edera presented "best of breed" key activities and milestones needed to develop the client's strategic vision. Edera created assets that closely aligned with the client's existing branding and guidelines to aid in reassessing and confirming their objectives, validating and updating existing blueprints and framework, and launching a new vision and direction.

Copywriting and Editing Support

Edera crafted a succinct Healthcare Strategy and Implementation plan that included Marketing Plan Recommendations, which outlined targets for marketing messaging and a campaign of thought leadership in an eminence campaign.

Edera managed internal and external reviews, multiple rounds of revisions, feedback, and approvals, including internal editors/reviewers and various client stakeholders.

Design and Print Production Support

Edera's Creative team leveraged existing client graphic assets to produce beautiful, effective deliverables.

We visualized market and capability analysis data in clear, impactful visuals, enabling client leadership to quickly communicate the changes introduced to the organization as a whole.

Capability & Marketing Strategy

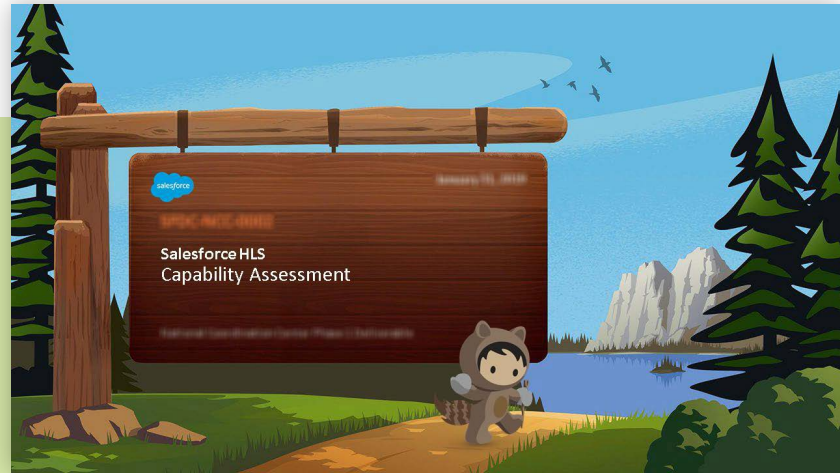


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HIGH-LEVEL CAPABILITY ASSESSMENT Executive Summary

PURPOSE	METHOD	Key Findings
<p>The purpose of this assessment is to evaluate the current capabilities of the healthcare industry and identify areas for improvement. The assessment is based on a review of industry trends, a survey of industry experts, and a series of focus groups.</p>	<p>The methodology used for this assessment includes a review of industry trends, a survey of industry experts, and a series of focus groups. The assessment is based on a review of industry trends, a survey of industry experts, and a series of focus groups.</p>	<ul style="list-style-type: none"> Key findings include the need for improved data interoperability, the importance of patient engagement, and the need for more robust cybersecurity measures.
		Quick Wins
		<ul style="list-style-type: none"> Quick wins include the implementation of interoperable data standards, the use of patient engagement tools, and the implementation of robust cybersecurity measures.
		Long-term Considerations
		<ul style="list-style-type: none"> Long-term considerations include the need for continued investment in research and development, the importance of ongoing education and training, and the need for continued collaboration between industry stakeholders.

Avenues to Attaining Targets

Consider developing prime contracts in addition to focusing on industry partnerships, augmenting value health cloud functionality to support long-term growth.

Prime	Hybrid	Partner
<p>DIFFICULT</p> <p>SHORT TERM: Focus on developing prime contracts and augmenting value health cloud functionality.</p> <p>LONG TERM: Focus on developing prime contracts and augmenting value health cloud functionality.</p>	<p>MEDIUM</p> <p>SHORT TERM: Focus on developing prime contracts and augmenting value health cloud functionality.</p> <p>LONG TERM: Focus on developing prime contracts and augmenting value health cloud functionality.</p>	<p>EASY</p> <p>SHORT TERM: Focus on developing prime contracts and augmenting value health cloud functionality.</p> <p>LONG TERM: Focus on developing prime contracts and augmenting value health cloud functionality.</p>

Edera Capability Assessment

Consider developing prime contracts in addition to focusing on industry partnerships.

1 Functional Map	2 Review	3 Score
<p>Functional Map: A detailed map of the organization's capabilities and functions.</p>	<p>Review: A detailed review of the organization's capabilities and functions.</p>	<p>Score: A score of 45% (31/36) indicating the organization's current capabilities.</p>

Things Salesforce is Doing Well

Focusing and Identifying Synergies in Each Sector

Provider	Payers	Life Sciences
<p>High-level overview of the provider sector, including key trends and challenges.</p>	<p>High-level overview of the payer sector, including key trends and challenges.</p>	<p>High-level overview of the life sciences sector, including key trends and challenges.</p>

Additional Work Samples

Logo Design





Social Media



Social Media





SAVE UP TO 80%
ON YOUR PRESCRIPTIONS




STEP 1
Find Your Prescription

Search our expansive list of pharmacies to compare prescription prices near you




STEP 2
You Save With Coupons

Select a coupon for your prescription and use it at the pharmacy to save big



STEP 3
We GiveBack to Charity

In addition to saving on prescriptions, a donation will be made to a charity every time you save!



Fairfield County's
Community Foundation
TOGETHER WE THRIVE