

**Company:** Geisinger, Danville, PA

**Nomination Submitted by:** Geisinger- Silver Circle

**Company Description:** Founded more than 100 years ago by Abigail Geisinger for her central PA community, Geisinger has expanded to become a coordinated intersection of services and providers – primary care and specialists, hospitals and trauma centers, insurance, medical education and research. But what makes Geisinger unique is the patients and communities who are the focus of everything – our essential partners.

**Nomination Category:** Publication Categories

**Nomination Sub Category:** Other Publication - Association or Non-Profit

**Nomination Title:** The Circle

1. Date this publication was first distributed:

2019

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 200 words used.**

*The Circle* is the supporting publication for **Silver Circle**, a free membership for people aged 55+ within reach of Geisinger, a Pennsylvania-based health system and insurer. Our brand awareness goal is to earn trust and lead readers' interest toward our senior-focused primary care model and Medicare advantage plans.

*The Circle*, a 12-page magazine, boasts a monthly direct mail readership of over 40,000. The content theme embraces four pillars of living life to the fullest: **Health** (how to keep body & mind fit and healthy), **People** (the way you connect with family, friends, and community), **Finance** (ways to save, ways to avoid scams, how to get assistance when needed) and **Play** (time that's just about you- pursuing a passion, learning a new skill, or simply relaxing and having fun).

*The Circle* provides motivational and positive pieces to connect readers to our message. Readers often share comments about their monthly edition giving them a feeling of connection, and mental enrichment from the Word Search puzzle and Crafting Corner. Due to enjoyment of the magazine, readers regularly express a positive bias towards seeking Geisinger for their healthcare and health insurance needs, as well as suggesting their friends and family do the same.

3. Provide the applicable creative and production credits for this entry:

Linda Rowe- Editor

Amy Gingham- Program Coordinator/Editor

Beth Kaszuba- Managing Editor

Leena Hashim-Waris- Graphic Designer



## Attachments/Videos/Links:

[The Circle](#)



[REDACTED FOR PUBLICATION]