



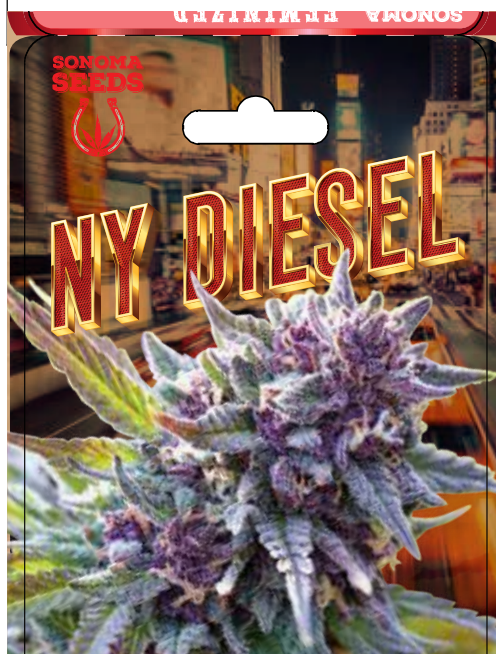
**SARAH E
KUSHNER**

DESIGN/PACKAGING

PORTFOLIO

CLIENT: SONOMA SEEDS

Sonoma Seeds and brands owned by the same parent company were in need of overhauled packaging throughout the various lines. Each brand had a look and feel that needed to be adhered to, with the bulk of the packaging having been previously designed and laid out. The fronts of the packages for Sonoma Seeds were widely up to me, with the design of each strain reflecting the effects, flavor notes, or the name.



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CLIENT: BEAVER SEEDS

As with Sonoma Seeds, the look for each strain were more individual within the existing package layout. With Beaver Seeds, the art had to be carefully laid out in order to repeat exactly once folded, to maintain a continuous image behind the die cut mascot image.



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CLIENT: MERLE NORMAN COSMETICS

Merle Norman Cosmetics has more unique needs for design due to the structure of the company, which includes training materials, guides, and other materials the various store franchise owners might need, on top of the usual print media, packaging, and various advertising formats.

While I was packaging designer, the small size of the creative department also meant that I would be used in other capacities by creating informational support materials, newsletters, editable forms, as well as in-store displays, window graphics, web banners, social media images, and more.



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MERLE NORMAN[®]
cosmetics

CHEEK CRAYON

LAUNCH DATE: MAY 2018

MARKETING OVERVIEW

Trends are shifting to healthy-looking skin, which includes a return to the naturally shaped face (meaning softer contouring and flushed cheeks). Cheek Crayon is designed to naturally enhance skin ... there's nothing quite like the fresh effect of a cream based cheek product! Added to this trend, consumers are gravitating to products that make this look easy to achieve. Cheek Crayon comes in a convenient, easy-to-use, crayon-style package. Simply dot, blend and dash out the door!

PRODUCT OVERVIEW

A creamy crayon with velvety texture designed for versatility and convenience. Lightweight formula applies like a cream but wears like a powder. Blends and layers seamlessly to enhance cheeks and face. Available in four blushing shades that range from rose to coral, a sun kissed bronzer and a champagne hued highlighter.

TARGET: Customers who are interested in enhancing their cheeks or face with natural color that is quick, easy and convenient.



PRODUCT PROFILE

Size: .23 oz

Directions

Dot onto cheeks or face and blend. Layer until you achieve desired look.

- To bronze apply anywhere the sun naturally hits the face (cheeks, bridge of nose and forehead.)
- To highlight apply where the light catches the high points of the face (tops of cheeks, center of nose, cupid's bow and brow bones.)
- For a more luminous finish, blend blush shade with highlight.

Suggested Retail Price:
\$20.00 U.S.
\$25.00 Canada

MNC 2018

KEY INGREDIENTS

ZINC PCA

Moisturizes the skin.

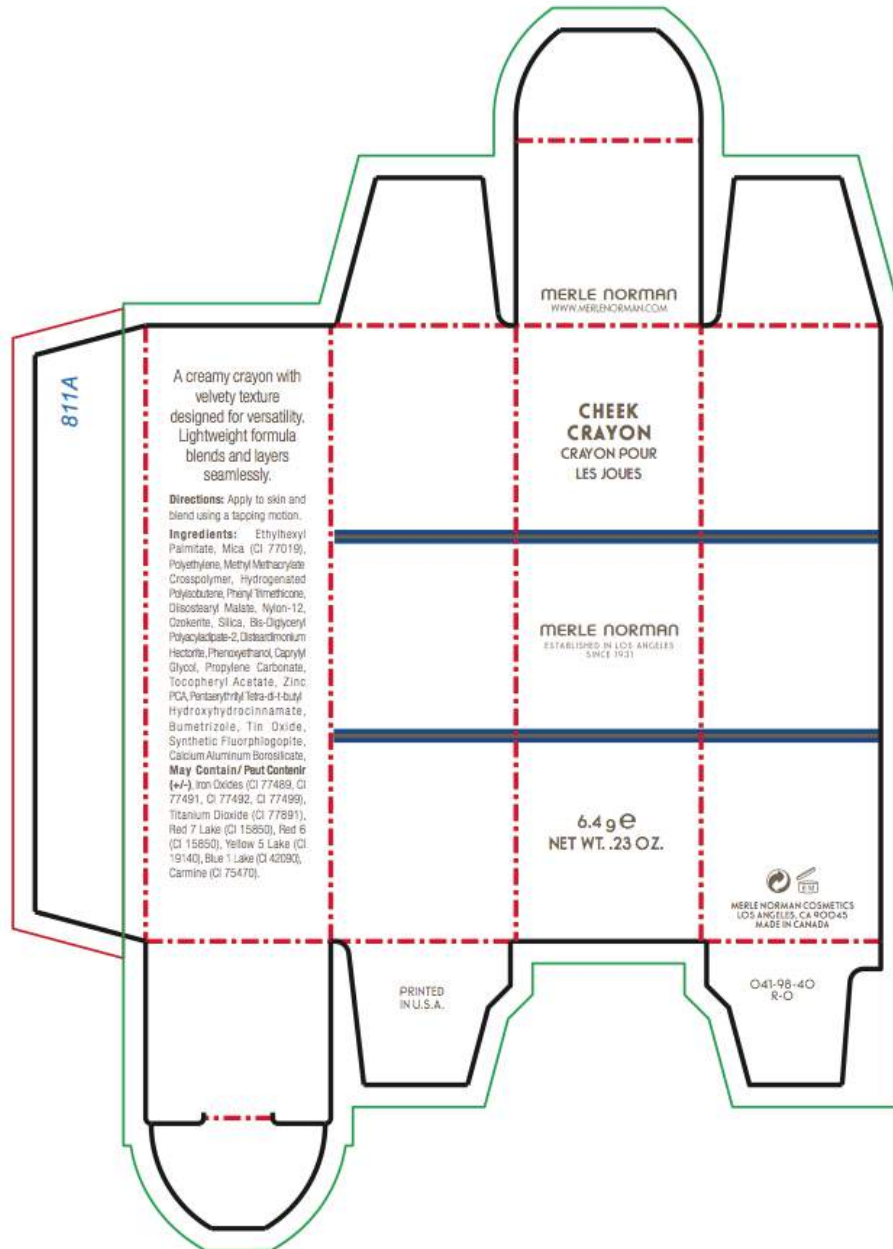
Free from:

- Alcohol
- Fragrance
- Gluten
- Oil
- Parabens

Dermatologist tested.

CHEEK COLORS

Retail
Carton



Retail Base
Label



In Store
Tester



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Editable
Postcards



Cheek Crayon Ad Slick 18-4
S.A.U. system: 2 columns x 3.5" (4-1/4" x 3-1/2")



Cheek Crayon Ad Slick 18-4
S.A.U. system: 2 columns x 3.5" (4-1/4" x 3-1/2")

Editable
Ad Slicks

CLIENT: MERLE NORMAN COSMETICS



In Store Poster/Displays

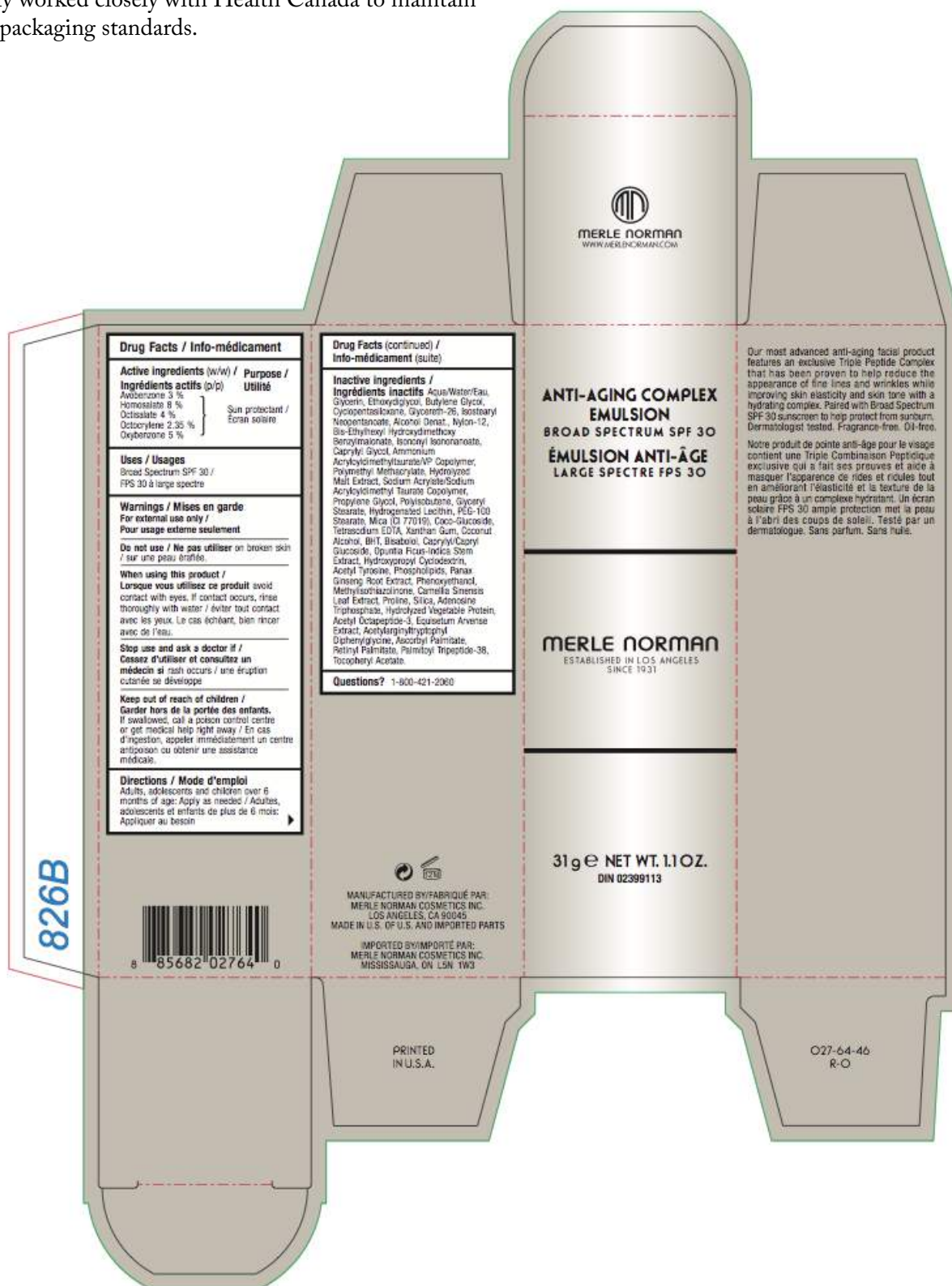
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Retail Packaging Canada Market

I personally worked closely with Health Canada to maintain Canadian packaging standards.



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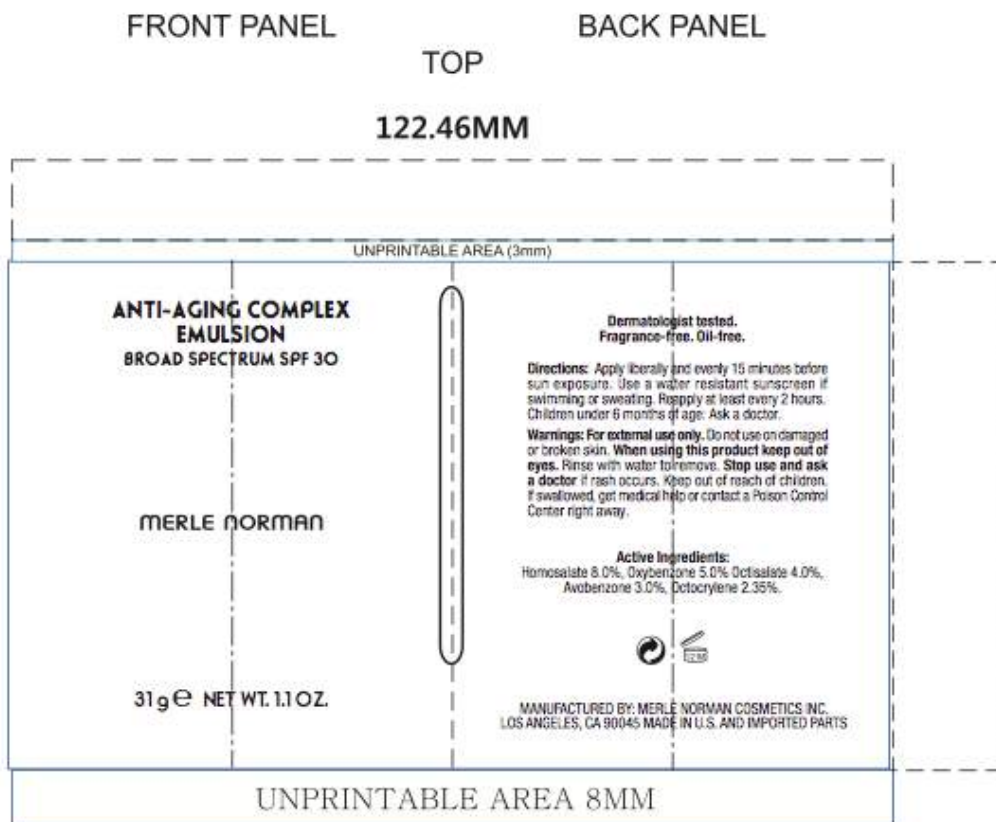
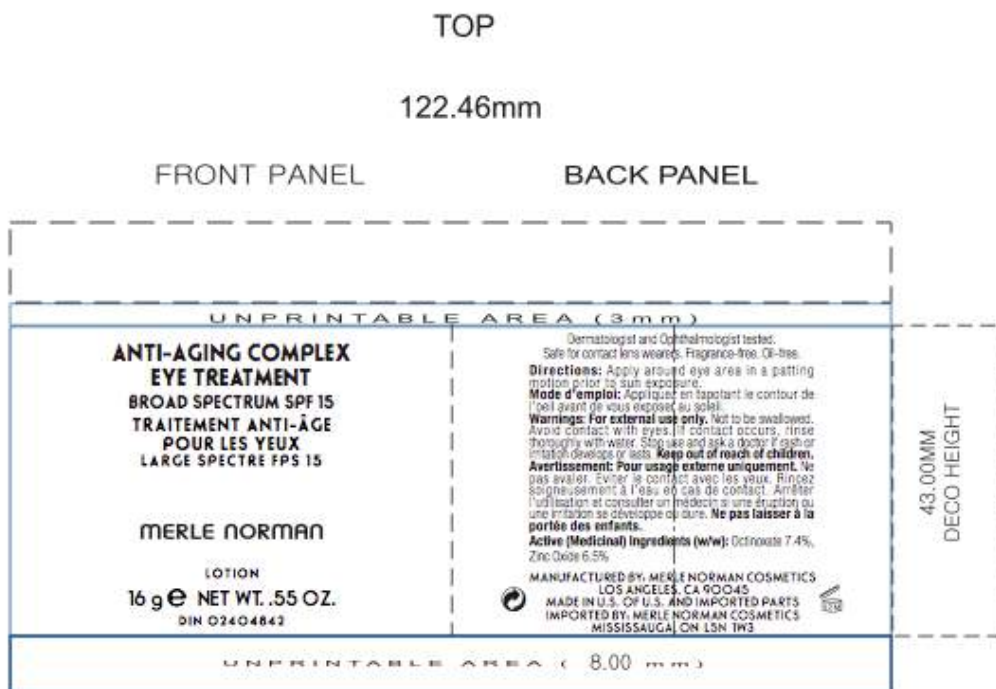
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Seasonal Packaging



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DESCRIPTIC
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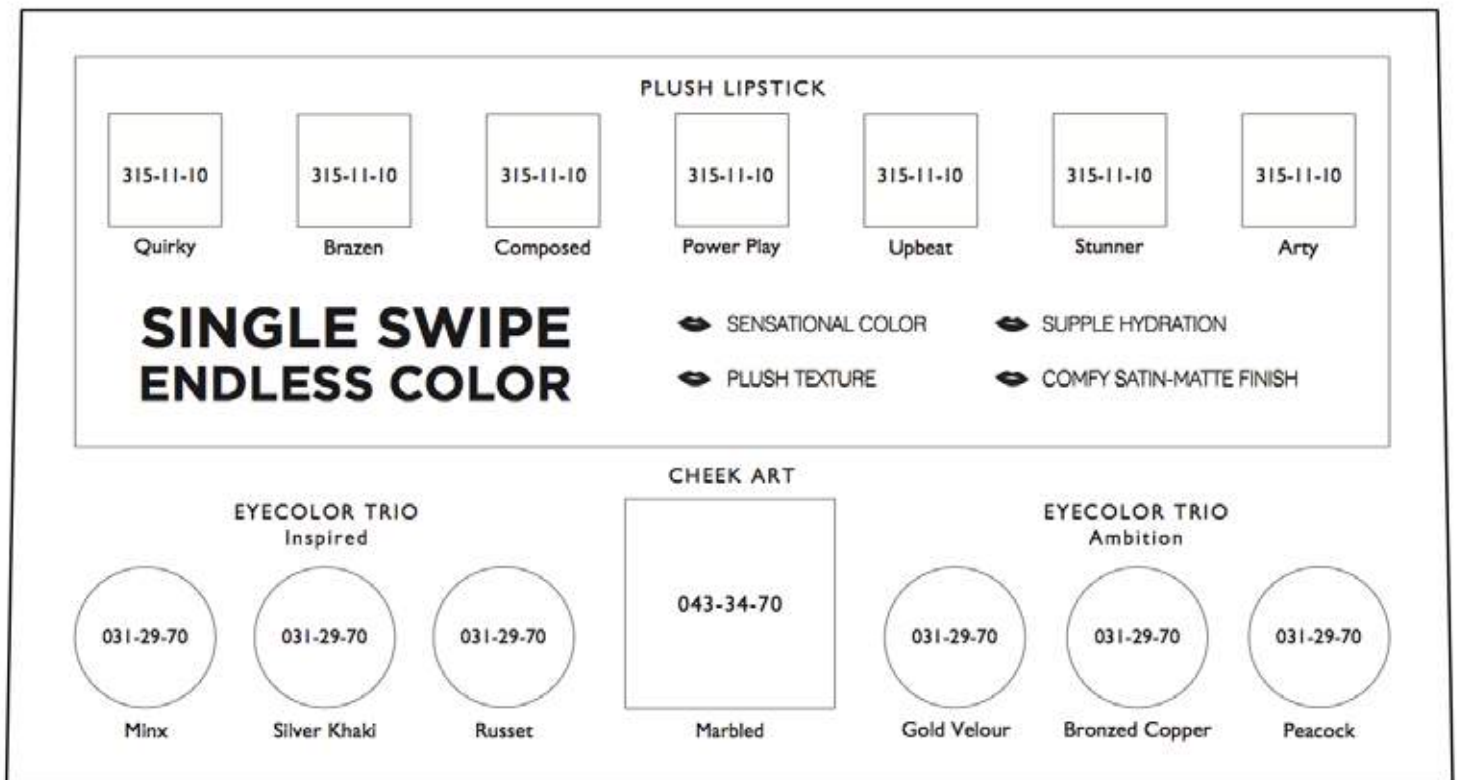
1.75"



1.25"

1/16" corner radius

FALL 2018 PRELIMINARY LAYOUT



Vacuform layout

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Postcards

Postcards were available for franchise owners as ready done so that all that needed to be done was to have address lists printed, or as editable on the internet for their own in-store promotional messaging.



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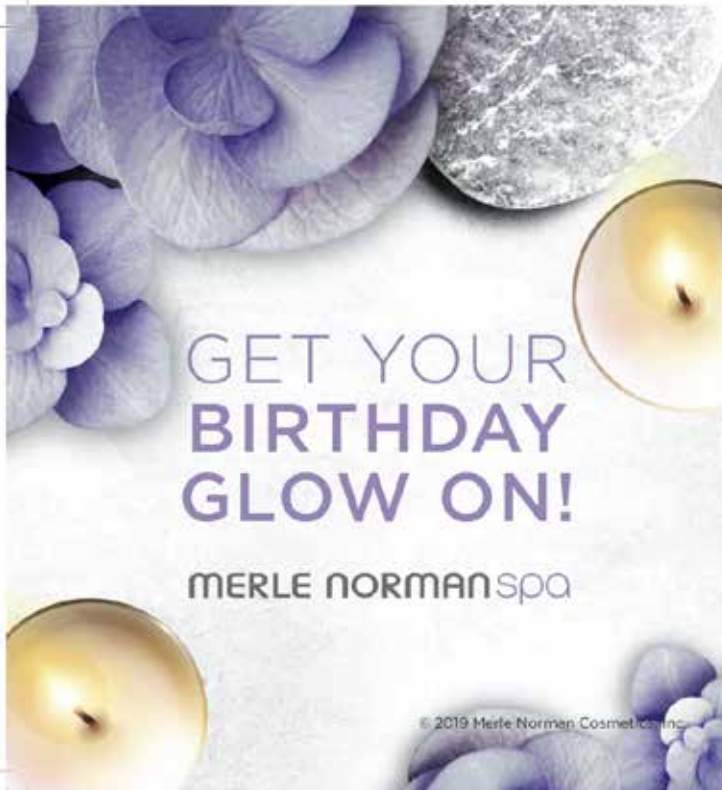
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MERLE NORMAN
cosmetics

SHOP SMALL AT MERLE NORMAN

Stop by our Studio on
Small Business Saturday,
November 30th, to kick off
the holiday season with
your favorite beauty brand.
#shopsmall



HAPPY BIRTHDAY MERLE GIRL!

Here's wishing you
a year of tranquility and
gorgeous, glowing skin.

Come in and treat yourself
to a service today.



Newsletter

With the bi-annual "Beauty News," I was responsible for collecting the various promotions for the season, as well as come up with an overall theme. For this volume, considering that it would cover the time frame for Valentines Day and other spring and romantic activities, I dedicated the volume to lips. While there were other skin brightening promotions to deal with post-winter skin, I used the theme to suggest lip colors across the various lip products for various skin tones and occasions, as well as cross promote lip care products for better lip color application.



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BEAUTY NEWS



**RESTORE.
REFRESH.
REVEAL.**

Relief your winter dry, damaged skin. Single-step **Olay® Regenerist® Face** with patented **WATERMAGIC™** technology performs in one step...

- RESTORE** by gently restoring dead cells from the skin's surface with **SN** (Squalene) from deep-sea fish.
- REFRESH** skin with **Vitamin E** and **Licorice** extract for a comfortable, soothing appearance.
- REVEAL** healthy, power-soaking skin that's softer, smoother and more even-toned.

Spreads on lips and around body.

TIP: To avoid skin irritation, minimize the use of heavy makeup and harsh chemicals for at least two days.

*Super-charge
your Skin*

AROUND THE CLOCK

Use Evening Concentrate in the morning and Relief Night Creams at bedtime. This power pair instantly hydrates and enhances product performance for a more youthful appearance.

a.m.
Powerful anti-aging.
Retinol and Hyaluronic Acid energize and boost skin's moisture barrier.

p.m.
Rejuvenating Retinol and 20th Century Hyaluronic Acid to boost skin's moisture barrier.

ALL SKIN TYPES WELCOMED!

MERLE NORMAN[®]
cosmetics

WHAT'S YOUR #COLORPERSONALITY

Let your lip color do the talking with Plush Lipstick.



IF YOUR STYLE ICON IS:



TRY THESE SHADES:

INNER ROCK STAR

(LUPITA NYONG'O, IRIS APFEL)

You're a rebel with personal style who takes fashion and beauty risks. Bold and unique in every way, you make and break the rules.



Choosy



Daredevil



Arty



Composed

SOPHISTICATED LADY

(MICHELLE OBAMA, VICTORIA BECKHAM)

Effortlessly chic and well put-together, you intermix timeless classics with modern statement pieces for stunning sophistication.



Tigress*



Coronation



City Girl



Quirky

STYLISTA

(SARAH JESSICA PARKER, TRACEE ELLIS ROSS)

You're a "Girl About Town," always best-dressed and on the scene! The Queen of Cool, people look to you for style inspiration and your enviable social calendar.



Infatuated*



Upbeat



Sonic



Brazen



Stunner

ULTRA-FEMME & FABULOUS

(REESE WITHERSPOON, KATE MIDDLETON)

Ladylike and graceful, you harness the power of pink. After all, "a girl should be two things... classy and fabulous" - Coco Chanel.



Mischief



Courageous



Flutter



Oh Behave

POWERHOUSE IN PUMPS

(AMAL CLOONEY, ANNA WINTOUR)

You exude confidence in every way possible. Poised yet stylish, your wardrobe reflects a woman on a mission who demands respect, fabulously.



Power Play



Stylish



Rapture*



Brassy*



Enamored*

*Available November 1, 2018

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good^{for the} face. good^{for the} body



Anti-Aging Complex Body Lotion

Rejuvenates and nurtures dry skin with long-lasting hydration. Enriched with Green Coffee and age-defying ingredients, this moisturizer softens and plumps for smoother, visibly firmer-looking skin.



Come in for a Free Skin Assessment.
Visit merlenorman.com for the Studio nearest you.

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MERLE NORMAN®
cosmetics

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Marketing Calendar

Because of the franchise set up, it was imperative that owners be informed about various promotions that the company was planning through the year, not only for the company, but to encourage the owners to come up with creative in-store promotions that could incorporate product launches, seasonal items, and more.



MAY NEW PRODUCTS, PROMOTIONS & PROGRAMS

Summer GWP
Summer Color Collection
On-Screen GWP
Mother's Day

May Additional Featured Products

Blow Tool
SPF Spray
Pink Skincare System
Anti-Aging Complex Body Care

JUNE PLANNING

Follow up with customers who received the Summer GWP
Contact top customer who has not visited in the last 3 months and invite them in for a Summer makeover
Sign up for July Beauty Bliss Regional if you haven't already

June Advertising Focus

Summer Color Collection
SPF Spray
Expert Makeup Services

June Traffic Building Ideas

June 1st - National Best Friend Day
June 15th - Father's Day
June 18th - Hot Day of Summer
June 21st - "Beauty Secret" Event
Graduation - Plan an Expert Makeup Services Event

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2019 MARKETING CALENDAR***					(Based on an in-counter dates)			

MERLE NORMAN
COSMETICS

CIRCUIT SELLING

GOAL: To provide every customer with an amazing personalized experience including customized recommendations that meet their skin care and color needs and exceed their beauty goals!



1 CONNECT <ul style="list-style-type: none"> • Warm, Genuine & Unique Greeting • Smile • Positive Energy 	4 TRY-BEFORE-YOU-BUY <ul style="list-style-type: none"> • Encourage a Seat • Demonstrate, Show and Teach • PFA - Personal Face Analysis
2 INVESTIGATE <ul style="list-style-type: none"> • Ask Open-Ended Questions • Active Listening • Empathy 	5 CLOSE THE SALE <ul style="list-style-type: none"> • Be Confident • Ask for the Sale
3 PLAY <ul style="list-style-type: none"> • Continue Investigating • Show Options • Share F&B's (Features & Benefits) • Ask Opinion, Reaffirm Choices 	6 BUILD LOYALTY <ul style="list-style-type: none"> • Thank Your Customer • Invite Them Back • Offer Customer Registry/VIP List

MERLE NORMAN
COSMETICS

CREDIT CARD PROCESSING

Money-Saving Advantages

The Merle Norman Credit Card program is designed to save Studio Owners from the many fees leveraged by the other credit card companies in the marketplace. Start taking advantage today of the benefits:

- 1 Credit Card Terminal provided at no charge by Merle Norman Cosmetics
- 2 No transaction fees
- 3 No statement fees
- 4 No call-in authorization fees
- 5 No manual card input fees

MERLE NORMAN
COSMETICS

MERLE NORMAN CREDIT CARD RATES

Card Type	Merle Norman Cosmetics Rate
PIN Based Debit Cards	1.30%
MasterCard & Visa	1.60%
Discover	2.30%
American Express	3.30%
Monthly service fee	\$10

The percentages listed above are deducted from each card transaction as processed by card type. Your daily balance and settle figures and your net figure (after service charge) are posted daily and appear on your monthly Merle Norman Statement. Merle Norman ordinarily receives your credit card transaction two business days after the balance and settle date.

All of the additional fees that banks charge such as transaction fees, fees for supplies, additional fees for manually keying transactions or rewards cards, and the cost to purchase a terminal are already included in the percentages listed above. You will have no additional charges attached to your account.

MORE REASONS TO PROCESS THROUGH US!

- ✓ Use our group transaction power for a highly competitive set flat rate. Promotional rates and "come ons" are out there, but beware - they won't last long!
- ✓ No upcharge for phone or key-in transactions.
- ✓ Being current with us means your inventory is secured.
 - Having the right inventory mix at all times to meet customer needs while continuing to generate sales is critical so you the Owner are profitable. Our credit card program takes the concern out of having the cash flow to pay for the inventory.

Individual Credit Card Processing programs are all different. Put Home Office to work for you to best evaluate your situation and reap the rewards!

email credit@merlenorman.com or call (800) 348-0045



FEBRUARY SELLING PHRASES

POWER PAIR:

Follow the Circuit Selling model to ensure every customer is introduced to the dynamic duo Power Pair.

INVESTIGATE by asking open-ended questions and listening for key concerns that can be addressed by the Power Pair gift such as dryness, dullness, large pores AND uneven texture.

"In this bitter cold what are you using to keep your skin hydrated and looking its best?"

"Describe any OTHER concerns you may be having with your skin."

"Tell me more about the sensitivity you're experiencing."

TRY BEFORE YOU BUY - share the features and benefits while demonstrating each product on the back of the hand or during an express facial. Refer to the information you learned during the *Investigate* step to reinforce why you're recommending these products and help discover other products that might be missing from her routine.

*"Energizing Concentrate is perfect to address the dryness you're concerned about. For those days when your skin needs a boost of hydration, I'd also recommend pampering your skin with **Moisture Rich Facial Treatment**. It provides instant hydration leaving your skin feeling comfortable and refreshed. Let me show you."*

*"Each morning, apply **Energizing Concentrate** after you cleanse and tone, then follow with your **Wrinkle Smoother** and **Wrinkle Smoother Eye**."*

*"Since you mentioned you've had some sensitivity issues in the past, I'd recommend you start using **Retinol Night Complex** every other evening to see how your skin tolerates it. It's also very important that you use a product with SPF protection during the day. Let me show you our **Anti-Aging Complex Emulsion**. It's very lightweight, packed with peptides that improve skins overall appearance and has an SPF 30!"*

Selling Phrases:

Use these phrases as a starting point to help introduce this gift set to customers or create your own.

"The Power Pair gift features two of our top-selling serums and is a great way to start addressing your concerns of premature aging."

"Since serums are new to your routine, I'd recommend starting with our Power Pair gift set. It features two of our top-selling serums that will to address your concerns with dryness and uneven skin texture."



*the perfect gift set that pairs
and **Retinol Night Complex**.
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Social Media Materials for Franchise
Social Feeds



DAYTIME DATE to NIGHT

Whether you're snapping a selfie or getting ready for your Big Day, you want to know the products that not only make you camera-ready, but look great no matter how late. Need a little coaching? Talk to a Beauty Consultant! From lips to lashes and everything in between, we'll help you look your best!

1 24k Gold Foundation Primer gives your look a smooth start



2 Aqua Balance Makeup semi-matte finish plays nicely with flash photography



4 Eye Shadow Primer primes lids to give shadow something to latch onto



3 Ultra Powder Foundation loves the camera! Apply with a fluffy brush to set your makeup



5 Pro Pen Eyeliner thin or thick, this long-wearing formula doesn't budge for up to 10-14 hours!



6 Inner Eyeliner apply to inner corner of eyes and waterline for an instant bright eyed look



7 Mascara Primer gives mascara something to hug, with flexible, lifted, magnified results




8 Lash Lift Waterproof Mascara a must if you're a crier!



9 Liquid Lipcolor an almost kiss-proof semi-matte finish with amazing staying power



10 Expert Touch Finishing Spray the most important step that helps your pretty look stay put!



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CLIENT: STAR NAIL INTERNATIONAL

Star Nail International is the parent company of several ranges of nail product brands. Cuccio Naturalé was the brand for natural nails that utilized more botanicals and was promoted as a spa/lifestyle brand, while Cuccio Pro was for professional nail techs and supplied more acrylic and gel nail supplies.



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Confused About Gels?

Cuccio Pro™ clarifies the different types and will help you build a profitable UV Gel service by offering your clients the best gel option for their needs.

"Clients are all asking for gel applications now. I want to make sure I offer them the right gel. When do I use **soft** gels versus **hard** gels?" Sophie K. - Nottinghamshire UK



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T3 UV Gels

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Choices...Choices...

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soft VS HARD pronto! T3 UV Gels



Suggested Soft Gel Applications

NEW! Sunset Collection



NEW! Cosmic Glitter Collection



NEW! Soak Off Topcoat



NEW! Gel Master Tech Tool & 36 Watt UV Lamp
Buy UV Lamp & Get 4 Bulbs FREE!

Shared Features

Both Cure Under UV Light
Both Are Great For Nail

Best Client Use

For your natural nail client
Strengthens natural nails

For your nail extension client

Flexibility

Flexible "Soft" Gel That Soaks Off in 5 Minutes. Removes Quickly & Easily

"Hard" Gel with Fibreglass Reinforcement For Strength & Durability

Top Features

Great for Clients That like to Change Colors Frequently
Soft Gel Colors Can Mixed to Make Unique Colors
Soft Gel Colors Can Mixed to Make Unique Colors
Longer lasting Than Traditional Polish, With Minimal Color Selection
Great for Fall Art

Perfect for Sculpting and Long Nail Styles Popular in Europe
SemiPermanent Long lasting Over Chip or Scratch
SemiPermanent Long lasting Over Chip or Scratch
Classic French Pink Shades Match Fall Inspiration

Call for a FREE Sample of Gel Master NEW 7g Size

Call for a FREE Sample of Opacure Matte NEW 7g Size

Suggested Hard Gel Applications

T3 Pink, Clear & White



NEW! T3 UV Gel Classic French Collection



NEW! UV Gel Seal



9 Watt UV Lamp
Buy UV Lamp & Get Replacement Bulbs FREE

Cuccio Professional Tel. 0115 9753656

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*I Can't Believe
It's Not A Lotion.*

CUCCIO
NATURALE

Lyte

ULTRA SHEER
ULTRA SMOOTH
ULTRA LYTE
BODY BUTTER

24 HOUR
HYDRATION

*Formulated with Time-Released
Essentials That Moisturize Hands,
Feet, and Body Every 2 Hours.*

Available in Cream & Whip forms. Many & Inc. Skin
Sensitivities & Other Skin and Fragrance & Aids.

800.762.6245
661.257.7827
cuccio.com

CUCCIO
NATURALE

*Because Every Woman Deserves
Younger Looking, More Beautiful Hands*

youth
BY CUCCIO NATURALE™

*Anti-Aging
Hand Care Kit*

4 Add-On Services Designed to
Enhance Professional Spa Manicures

The Complete Anti-Aging
Add-On Treatment
Pomegranate & Fig Re-
newal Treatment
Grapeseed Oil & Paraffin
Treatment
Deep Dermal Body Heat
Activated Treatment

Kit Contains: Pomegranate & Fig Body Heat Paraffin & an
Activated Hand Body Mask (1)
1 oz., Deep Thermal Rejuvenation
Mask (1 oz.), Pomegranate & Fig
Body Heat, Active Body Butter
(1 oz.), Deep Dermal Heat,
Deep Thermal Application Brush

Salon: \$24.95
Item #3220

800.762.6245 661.257.7827

cuccio.com

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*Lemongrass
and Lavender*

Butter Blend
for hands, feet and body

CUCCIO™
NATURALE
Luxury Spa Products

24 HOUR HYDRATION
Enhanced with Time Released
Essentials That Moisturize
Skin Every 2 Hours

**BOTANICAL
LEMONGRASS & LAVENDER**

Together Lemongrass and Lavender create a powerful combination of stress relieving and deep hydration benefits that naturally help invigorate, calm and soothe the skin without the feeling of excess oil.

Enhance the Scentual Spa Experience™ *Top World International Company* +965 2267100 / 101 www.topworld-int.com

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CLIENT: CUCCIO

The Cuccio brand had long been a manicure and pedicure spa line, without any nail polish within the brand. When it was decided to bring polish and gels into the brand, it had to express a difference within a saturated market, as well as maintain the feel of the established Cuccio lines.

For the launch, "For the Love of Colour" was chosen to be the tag-line, which drew attention to the formulations rich pigments, as well as played upon the nail technicians' passion for artistry. The goal was to create "Love Stories" for each color, and evocative photography was created.

For initial launch materials, I created several watercolor images which I photoshopped together to create the iconic heart image. I also created the typography overlay, which was used throughout ad campaigns, POP displays, packaging and trade show materials.



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CUCCIO COLOUR
FOR THE LOVE OF COLOUR



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CLIENT: CUCCIO

CUCCIO COLOUR SEASONAL COLLECTIONS

With time, a bit more “play” was needed with seasonal collections. For this spring collection, when presented with the colors, it was decided to play on the origins of the Cuccio brand in 1981 on Venice Beach. I found imagery for presentation, the brochure layout, all retouching of products, swatches and displays, as well as designing the display header card.



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ALL SEASON PROFESSIONAL FOR SALLY BEAUTY

ASP Signature Match-ups box



310.987.6313

the **ROCK-OUT** KNOCKOUT

These Nails Are Sure to Make Some Noise!

Delight & wow your clients by offering them perfectly crafted, professional nails, using the industry's leading powder and liquid acrylic system, Acrylic by All Season Professionals™. Then crank the volume to eleven with the HCTEST trends in nail art from Cinq Nail Creations™. Get all this and more at over 2000 Sally Beauty Locations Nationwide.



The "Rock-Out" nail art look combines Cinq's Acrylic Powder, Acrylic by All Season Professionals™ Acrylic Powder and Acrylic by All Season Professionals™ Acrylic Liquid. Create from Cinq Nail Creations™ for a trendy, moisture that you clients will love to get!



Shop SallyBeauty.com
or call 800.ASK.SALLY
for the store nearest you.

cinq + A.S.P.
NAIL CREATIONS OF SEASON PROFESSIONALS
Making Beautiful Nails Together

GET the
"ROCK-OUT"
LOOK

Scan the QR code with
a smartphone app to
discover more!



cinq + A.S.P.
NAIL CREATIONS OF SEASON PROFESSIONALS
Making Beautiful Nails Together

GET THE **SCOOP** ON THE HOTTEST TRENDS IN NAIL ART

Get a Taste of What's Hot in the Professional Nail Industry by Visiting the Full Service Nail Art Center at Over 2000 Sally Beauty Locations Nationwide. Featuring Professional Products From A.S.P.™ All Season Professionals and Cinq Nail Creations™, Sally Beauty has Everything You Need to Delight Your Clients and Stay on Top of the Fashion's Trends in Nail Art Design.

GET the
"SPRINKLES"
LOOK



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This nail art look combines A.S.P. Acrylic by All Season Professionals™ Acrylic Powder and Acrylic by All Season Professionals™ Acrylic Liquid. Create from Cinq Nail Creations™ for a trendy, moisture that you clients will love to get!

GET the
SCOOP
ON NAIL ART



SARAH E KUSHNER

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cina + ASP
NAIL CREATIONS all season professionals
Making Beautiful Nails Together

GET the "UNDER THE SEA" LOOK
Scan the QR code with your smartphone for exclusive access

GET THIS LOOK

HOOKED ON NAIL ART

To be a Successful Professional Nail Technician it is important to be on the cusp of the latest styles and fads. At ASP - All Season Professionals and Cina Nail Creations, We Constantly Strive to Provide You With the Highest Quality Professional Nail Products that are in line with the most current trends in Fashion and Beauty. Get All This and More Available at the Full Service Nail Center at 2600 Sally Beauty Locations Nationwide.

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FPO

cina + ASP
NAIL CREATIONS all season professionals
Making Beautiful Nails Together

GET the "STEP IT UP" LOOK
Scan the QR code with your smartphone for exclusive access

GET THIS LOOK

STEP IT UP

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The Hook-It!™ is a new product. Contains Acrylic, Primer, Sealing Acrylic Powder and Binding Acrylic Liquid. Also ASP's Precision Primer and Precision Push Nail Art.

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CLIENT: PROVIDENCE ST. JOSEPH HEALTH

The campaign for Providence came very specifically after a string of unfortunate incidents that led to some negative press. The campaign was designed to engender trust with the community, and highlight the hospital's dedication to quality of care.



Proudly based in Puget Sound

psjhealth.org

Delivering the Future of Health – Today

Every day, 111,000 caregivers proudly serve patients and communities through Providence St. Joseph Health, a unique not-for-profit health and social services system with 50 hospitals, 829 clinics and hundreds of services offered outside hospital walls. Together, we share a singular commitment to improve the health of everyone in our communities, especially those who are poor and vulnerable. Like other innovative organizations changing the world for the better, Providence St. Joseph Health is proudly based in Puget Sound.

A leading parent organization in health care, we offer a comprehensive range of services across Alaska, California, Montana, New Mexico, Oregon, Texas and Washington through a diverse family of Catholic, other faith-based and secular organizations. Here in Seattle, Swedish Health Services and Pacific Medical Centers serve as flagship secular institutions in our system.

Providence St. Joseph Health provides accessible, high-quality, compassionate health care in an increasingly uncertain world—regardless of coverage or ability to pay. We help people and communities benefit from the best health care model for the future—today.

"Providence St. Joseph Health's 160-year history of compassionate service continues today. Together, we are transforming health care for the future through digital innovation, population health, mental health, specialty institutes and clinical quality."

Rod Hochman, M.D.
President and CEO
Providence St. Joseph Health



Delivering the Future of Health – Today

50 hospitals, 829 clinics and hundreds of services outside hospital walls are joined together as Providence St. Joseph Health, a unique not-for-profit health and social services system focused on a mission to serve all. Every day, our 111,000 caregivers and nearly 22,000 physicians and advanced practice clinicians proudly serve patients through a family of health organizations across seven states. Like other innovative organizations changing the world for the better, Providence St. Joseph Health is proudly based in Puget Sound.

We're a leading parent organization in health care created with one goal in mind, to improve the health of everyone in the communities we serve, especially those who are poor and vulnerable. We offer a comprehensive range of services across Alaska, California, Montana, New Mexico, Oregon, Texas and Washington through a diverse family of Catholic, other faith-based and secular organizations. Here in Seattle, Swedish Health Services and Pacific Medical Centers serve as flagship secular institutions in our system.

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Ira Byock, M.D., FAAHPM
Executive Director and Chief Medical Officer
Providence St. Joseph Health Institute for Human Caring

Delivering the Future of Health — Today

Dr. Ira Byock leads Providence St. Joseph Health's Institute
for Human Caring.

Studies show most Americans want to spend their final days at home, surrounded by those they love. Yet about 70 percent spend their last days in hospitals or nursing homes. These patients and their families are deprived of their final preferences—and at a higher cost for end-of-life care.

Dr. Ira Byock is a leading palliative care physician, highly-regarded author and expert, and public advocate for improving care through the end of life.

Dr. Byock and his team are committed to value-based and whole-person health care for frail elders, seriously ill or otherwise vulnerable patients and their families. Going beyond medical needs and focusing on the whole person, including mind, body, spirit and the personal relationships that are such an important part of who we are. This effort brings greater attention to the personal side of illness, dying, caregiving and grieving.

At Providence St. Joseph Health, our goal is to offer clinicians the resources, training and support they need to have more meaningful conversations with patients and families in developing the best approach to care. **We're delivering the future of health—today.**



Providence
St. Joseph Health

A family of innovative health organizations

psjhealth.org

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