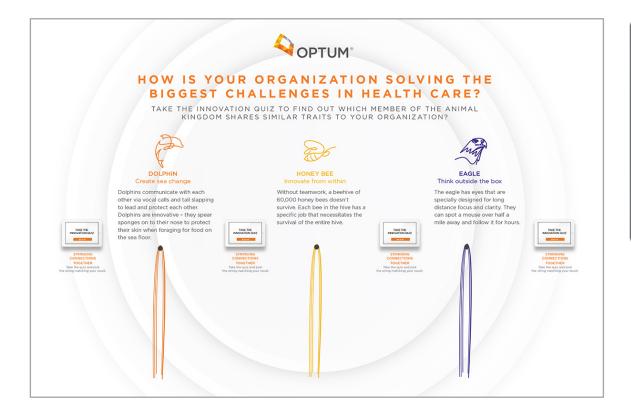


The Optum[®] patio was an outdoor brand experience at the 2019 HLTH conference. The theme "connections" was brought to life through activations involving a variety of materials, including a string wall, Lego[®] display and persona quiz.

CREATIVE DIRECTION: DAVID HENDERLEITER **WRITING:** JENNIFER HEADLEY

Persona Quiz Wall Attendees took a short quiz to find their "spirit animal." They were given a coordinating string color to use at the next activation.







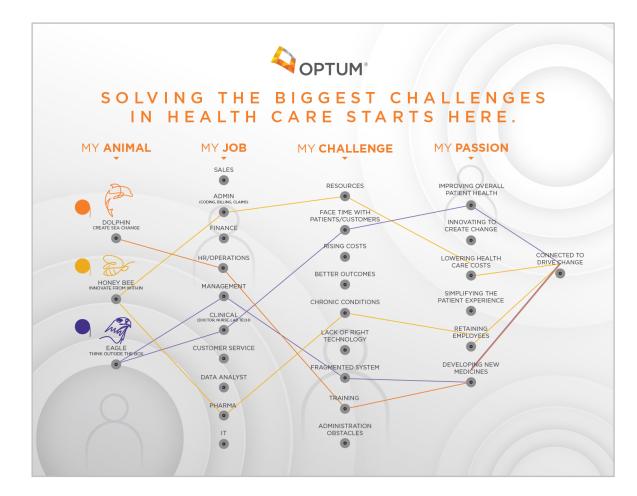
Persona Quiz Wall



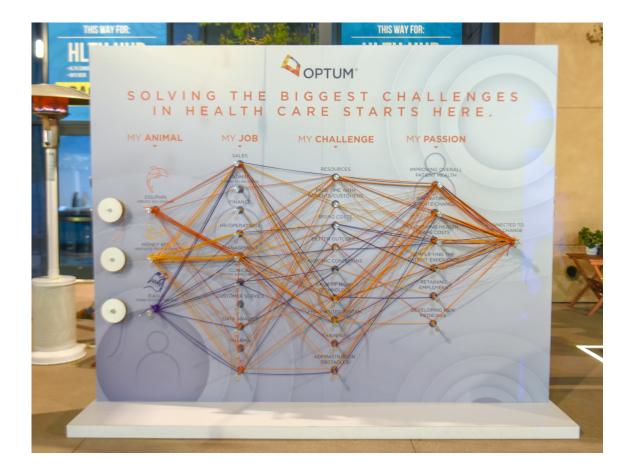


String Wall

Attendees wrapped string according to animal around pegs to visualize how they are connected to solving challenges in health care.

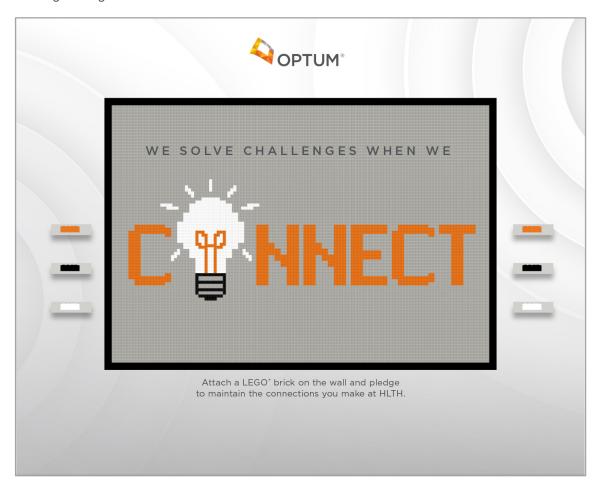


String Wall



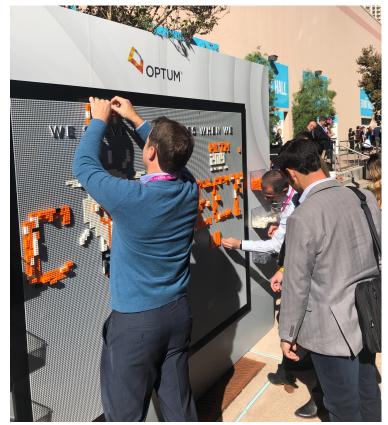


Lego[®] Wall Attendees place bricks to build on a giant Lego[®] wall.



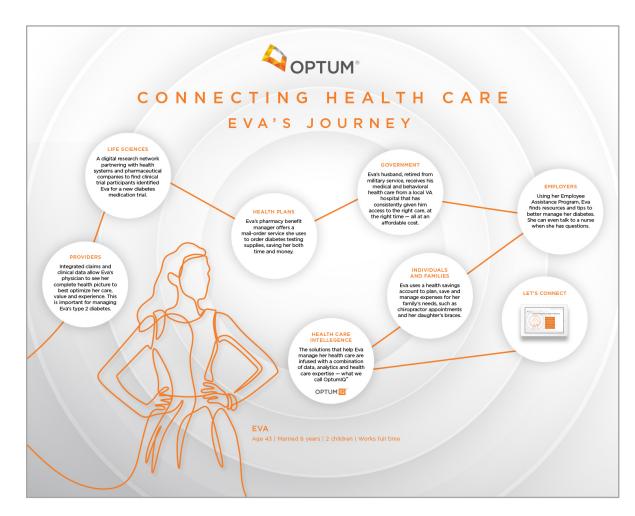
Lego Wall





Eva's Journey

Large wall that used string to show the connected journey of "Eva" as she engages with different areas of the health system.



Eva's Journey





Branded Food Truck Wrap



Branded Food Truck Wrap



