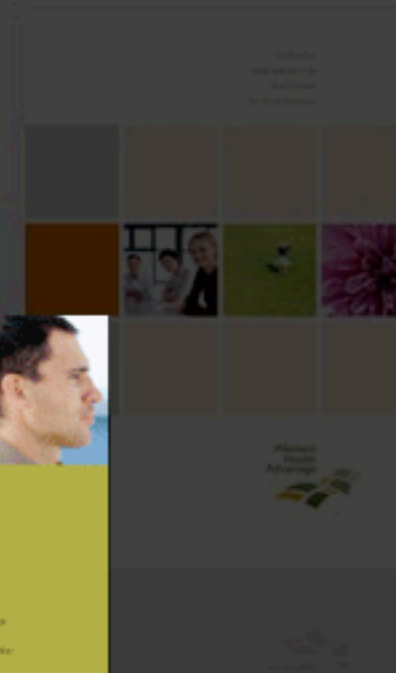
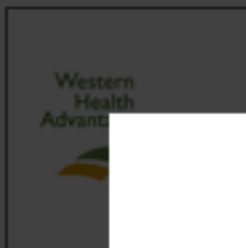


### Marketing collateral: sales resources

Next, we produced materials that would sell the benefits of the plan and reflect its new brand essence. We obtained rights to use images of a local painter's work, supplemented by images of regional flowers to help breathe life into collateral pieces. [View detail](#)



Wallrich developed for new customers to the new customers to the managed care Yet after ten years of known. Wallrich helped by and marketing WHA's members growth in membership. efforts that transformed