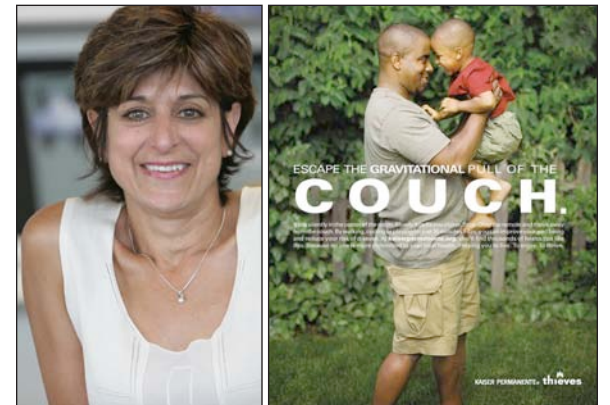


When **Thursday April 23rd at 5:00 pm**

Where **715 Café**

Who **Debbie Cantu**

Debbie is VP of Brand Marketing and Advertising at Kaiser Permanente, where she managed to lead the organization through a repositioning process that resulted in the advertising campaign, “thrive,” and inspired the organization to focus on it’s efforts to stand for total health of its members and the communities it serves. The campaign has won several awards for outstanding advertising including a Mobius Award.



Kevin Dame

Kevin is currently a leader in IDEO’s Health Practice, where he is applying design thinking to Health & Wellness across a range of stakeholders in the public and private sectors.



Program

5:00 **Introductory Videos**

Commentaries on healthy living from theonion.com



5:05 **Thought Starter**

Kevin Dame will offer some ideas from IDEO about promoting health and behavior change, and see if he can extract some insights from the world of comedy and satire.

5:15 **“Standing for Something Bigger”**

Can advertising really change brand perception of the “original HMO” -- and encourage healthy behavior? Debbie will take you behind the scenes of Kaiser Permanente’s *thrive* campaign, and let you in on how choosing to stand for total health, provided category differentiation, and in the process, a rediscovery of its own innovative dna.

5:50 **Discussion**

Kevin Dame will moderate a discussion.

Next Know How Talk will be with Aaron Patzer, founder of the personal financial management service *Mint.com*, on Thursday May 7th at 5:00 pm