

**CLIENT** Bank of Hawaii

**PROJECT** Direct mail

## OBJECTIVE

Introduce concierge-style medical services to private banking clients.

## BACKGROUND

In 2006, Bank of Hawaii partnered with Flagship Health to make an exclusive healthcare program available to customers of the bank's Private Client Group.

The program caters to affluent individuals through access to a global network of prominent specialists, plus 24/7 support from a team of medical experts for urgent or emergency assistance anywhere worldwide.

## PROJECT OVERVIEW

Although Flagship's program doesn't replace medical insurance, it enhances care through priority appointments with leading specialists, phone consultations with medical experts, 24/7 emergency assistance worldwide (including air evacuation if necessary), and other concierge medical benefits.

This mailing introduces the program as an exclusive "by invitation only" offering for gaining access to a high level of care without undue bureaucracy and delay. The brochure presents several scenarios that illustrate various program benefits.



See below for larger views of this mailing.

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# Envelope

 **Bank of Hawaii**  
*Private Client Services*

Client Name  
Street Address  
Honolulu, HI 90000

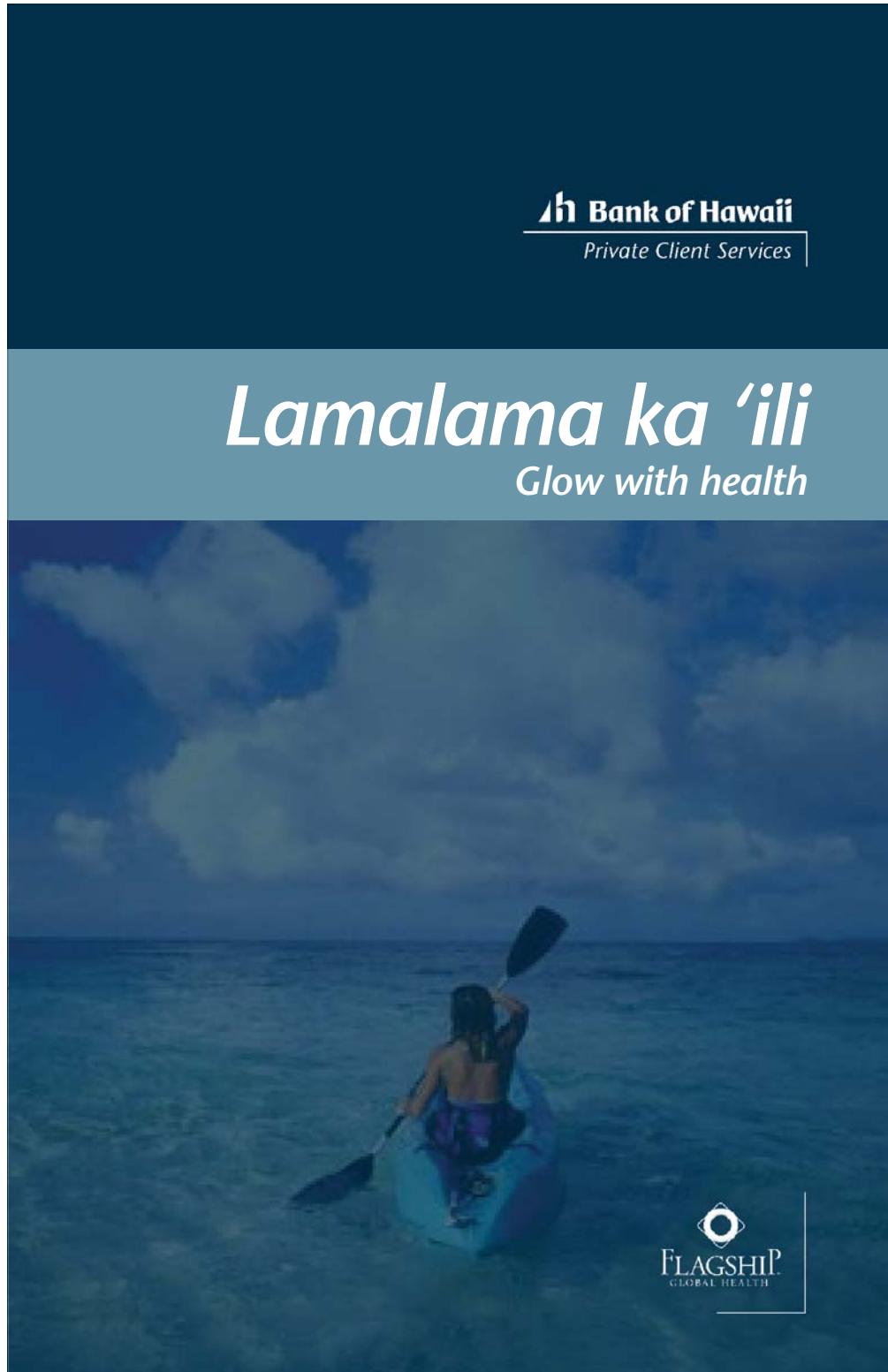


*By invitation only:*  
Exclusive health services for select clients.

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Brochure cover



Brochure flap panel

## Now Bank of Hawaii helps you manage your wealth – and your good health.

You are invited to join a select group of Bank of Hawaii clients in an exclusive program that offers specialized medical services and expert guidance in navigating the complex healthcare system.

As a member of Flagship Global Health, you'll have private access to a group of distinguished physicians and surgeons who are dedicated to your health and well being. Take advantage of:

- Priority members-only access to some of the finest medical specialists here in Hawaii and worldwide
- Comprehensive physicals and work-ups at leading executive health facilities around the country
- 24/7 emergency air evacuation on medically equipped aircraft dispatched virtually anywhere worldwide
- Personal electronic health record management to keep your medical information up to date
- Emergency hospitalization support with on-call experts who can speak to ER personnel on your behalf

This exclusive portfolio of healthcare services is now available to select Bank of Hawaii clients. To learn more, call 000-000-0000.

# Brochure inside right

(See next three pages for larger views of these panels)

**Whenever, wherever**

**Get quick, expert answers and 24/7 access to exceptional medical care.**

**I was diagnosed with a rare condition. How can I find a leading specialist?**  
Our network of world-class physicians is always available to help you evaluate treatment options or offer a second opinion. Call Flagship Global Health for priority access to a medical or surgical expert here in Hawaii, or on the mainland, with experience treating your condition.

**How can I find out what my father's diagnosis really means?**  
When a family member is sick, answers are only a phone call away. Whether you need an explanation of a diagnosis, an overview of treatment options, or simply to verify information that you've found online, you can call our medical team for support or a referral to a highly qualified specialist.

**If I become seriously ill during my next trip to Asia, how can I get help?**  
Simply call Flagship Global Health to locate the best specialist or clinic near you. And if you are facing a serious emergency, help will be on the way. We can dispatch a medically equipped aircraft with a trained healthcare team to virtually anywhere worldwide – at no cost to you.

**If I'm unconscious, how can doctors access my complete medical history?**  
When you can't answer questions about your medical history, your Flagship Health Global Health ID™ provides emergency teams with online access to your complete medical records. Authorized personnel can quickly access this vital information through a secure web site.

**Your good health is a priceless asset.**  
Let Flagship Global Health help you protect it.  
Call 000-000-0000 to learn more.

**FLAGSHIP**  
GLOBAL HEALTH

CLIENT Bank of Hawaii

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Brochure inside left



Brochure inside center

## — Get quick, expert answers and 24/7 access to exceptional medical care.

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Brochure inside right



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**Your good health  
is a priceless asset.**

Let Flagship Global Health  
help you protect it.

Call 000-000-0000 to learn more.



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## Brochure back cover

Your life is too precious for  
anything less than exceptional care.



Bank of Hawaii is pleased to bring you Flagship Global Health,  
offering priority members-only access to distinguished  
medical specialists when you need them the most.

7 Waterfront Plaza, Suite 400  
500 Ala Moana Blvd.  
Honolulu, Hawaii 96813  
000 000 0000  
[bohhealth.com](http://bohhealth.com)

 **Bank of Hawaii**  
*Private Client Services*

CLIENT Bank of Hawaii

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## Letter



Dear Client Name:

We're pleased that you've put your trust in Bank of Hawaii to help manage your assets. But as you know, all the wealth you've built means little without good health.

And while those of us in Hawaii do enjoy excellent medical care, doctor shortages and a complex healthcare system often makes getting quality care frustrating and confusing.

As a valued client, you are invited to join an exclusive members-only network that provides specialty medical services, access to prominent specialists worldwide, priority appointments, and a 24/7 hotline for emergency support and assistance.

Flagship Global Health has just opened its Honolulu office, and as a new member, you can take advantage of:

- Exclusive access to some of the most distinguished physician specialists in Hawaii and the rest of the world
- 24/7 medical emergency support, including air evacuation from virtually anywhere in the world at no cost to you.
- A global health ID system that gives you – and the doctors you consult – access to an accurate and up-to-date medical history
- A portfolio of additional healthcare support services.

Your Bank of Hawaii relationship manager will contact you shortly to answer your questions about this exclusive program. Or call 000-000-0000 for more details.

Sincerely,

Shelley B. Thompson  
Senior Executive Vice President

P.S. Now that Flagship Global Health has established an office in Honolulu, a portion of your membership fee will be donated to improving healthcare in Hawaii. This significant support for our local community is yet another reason to consider this invitation for membership.

