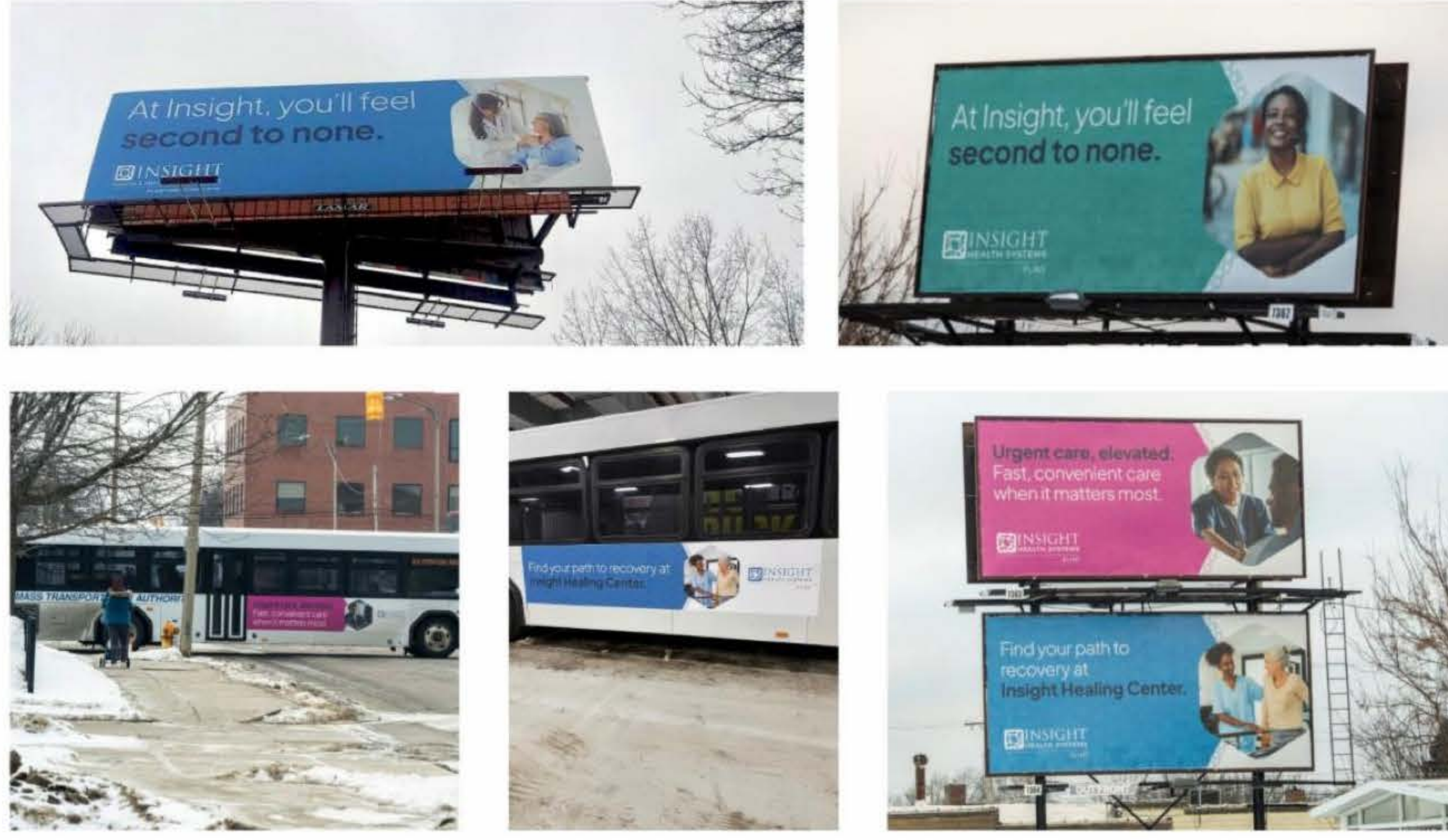


Insight Marketing Update



Building Awareness with Out-of-Home Marketing

We're excited to launch a new phase of our out-of-home advertising efforts, with billboards now live in Flint and Coldwater and transit ads rolling out across Flint. These highly visible placements help expand awareness of Insight's services, strengthen our presence in the communities we serve, and connect more people to the care they need. This campaign represents an important milestone in our marketing strategy, building consistent brand recognition, reinforcing trust, and ensuring Insight remains top of mind for patients and families across the region.



Fighting Food Insecurity with IRUSA

Our recent community outreach efforts at Insight Hospital and Medical Center Chicago and SBEV have made a meaningful impact in the fight against food insecurity. Through our meal-pack pilot program hosted with Islamic Relief USA in January, volunteers and partners helped serve 700 families with nutritious hot meals and shelf-stable food. We also hosted free food truck events and a Ramadan food-box giveaway this winter. The events brought together staff, community partners, and volunteers to ensure our neighbors had access to nutritious meals and resources.

Programs like these are especially important as food insecurity continues to affect families across Chicago, where as many as one in five households face challenges accessing consistent, healthy food. By offering nutritious meals and supportive community spaces, Insight and its partners are helping meet immediate needs while strengthening trust and connection with the communities we serve. Together, these initiatives reflect our ongoing commitment to whole-person care, addressing not only medical needs, but the social determinants of health that shape overall well-being.

[Check out this interview](#) with IRUSA's Jasmine Saadeh discussing the meal-pack initiative at the hospital and its impact.



Insight Wears Red for Heart Month

Insight is proud to recognize Heart Month by wearing red and raising awareness about heart disease and the importance of cardiovascular health. Throughout February, teams across our locations are showing their support and encouraging healthy habits in our communities. Insight Hospital & Medical Center Chicago will also host a special Wear Red for Women community event on February 27 from 11:00 a.m. to 3:00 p.m., featuring heart-healthy food, wellness activities, games, and cardiologist-led discussions. If you're interested in learning more or getting involved, please contact Lara Yako at lara.yako@insightchicago.com.



Visit Us at the Cumulus Media Health & Wellness Expo March 7

We encourage you to stop by and see us at the Cumulus Media Health & Wellness Expo on Saturday, March 7, from 10:00 a.m. to 2:00 p.m. at the Flint Farmers' Market! This free, community-focused event is a great opportunity to connect, learn, and support local wellness initiatives. We're excited to showcase Insight and be part of such a meaningful event alongside other organizations dedicated to promoting health and well-being. We hope to see you there!

National Doctor's Day Is March 30 – Submit Your Department Photos

National Doctor's Day is coming up on Monday, March 30, and we're excited to celebrate the incredible physicians who make a difference every day at Insight. Department Managers—we need your help! We're planning a special social media feature and are looking for group photos of physicians from each department. If your team would like to be included, please send a group photo to creative@iinn.com by Friday, March 20.

Thank you for helping us recognize and honor our dedicated providers!

Help Us Make an Impact at Community Events

We have an exciting lineup of community events planned throughout the year across Chicago, Flint/Metro Detroit, and Coldwater, and we're looking for Insight team members to get involved. These events are a meaningful way to represent Insight in the community, connect with the people we serve, and share our mission beyond our walls. Staff participation is essential to the success of these efforts, helping us build trust, offer screenings, and expand awareness of the services and support Insight provides.

Links to regional event calendars with details on upcoming opportunities and how to sign up to volunteer are below. These calendars will be updated regularly as dates, times, and volunteer needs are confirmed. If you have questions or would like to suggest a community event that could be a good fit for Insight, please contact Alexa Polinsky, Director of Corporate Marketing, at alexa.polinsky@iinn.com.

[Chicago Events Calendar](#)

[Flint/Metro Detroit Events Calendar](#)

[Coldwater Events Calendar](#)

Stay Connected with Insight on Social Media

Follow. Like. Share.

Follow Insight on social media and help us spread the word. By liking, sharing, and commenting on posts, you'll stay informed while also extending the reach of our events, services, and community initiatives. Staff engagement adds authenticity, strengthens trust, and shows the collective impact we make together.

We've also started highlighting our physicians across Insight's social platforms to showcase their expertise and the great work happening throughout the organization. If you or someone from your team would like to participate, [submit a creative request](#) and we'll work with you to get it scheduled.

