



Insight Marketing Update



Your Connection to Insight Marketing

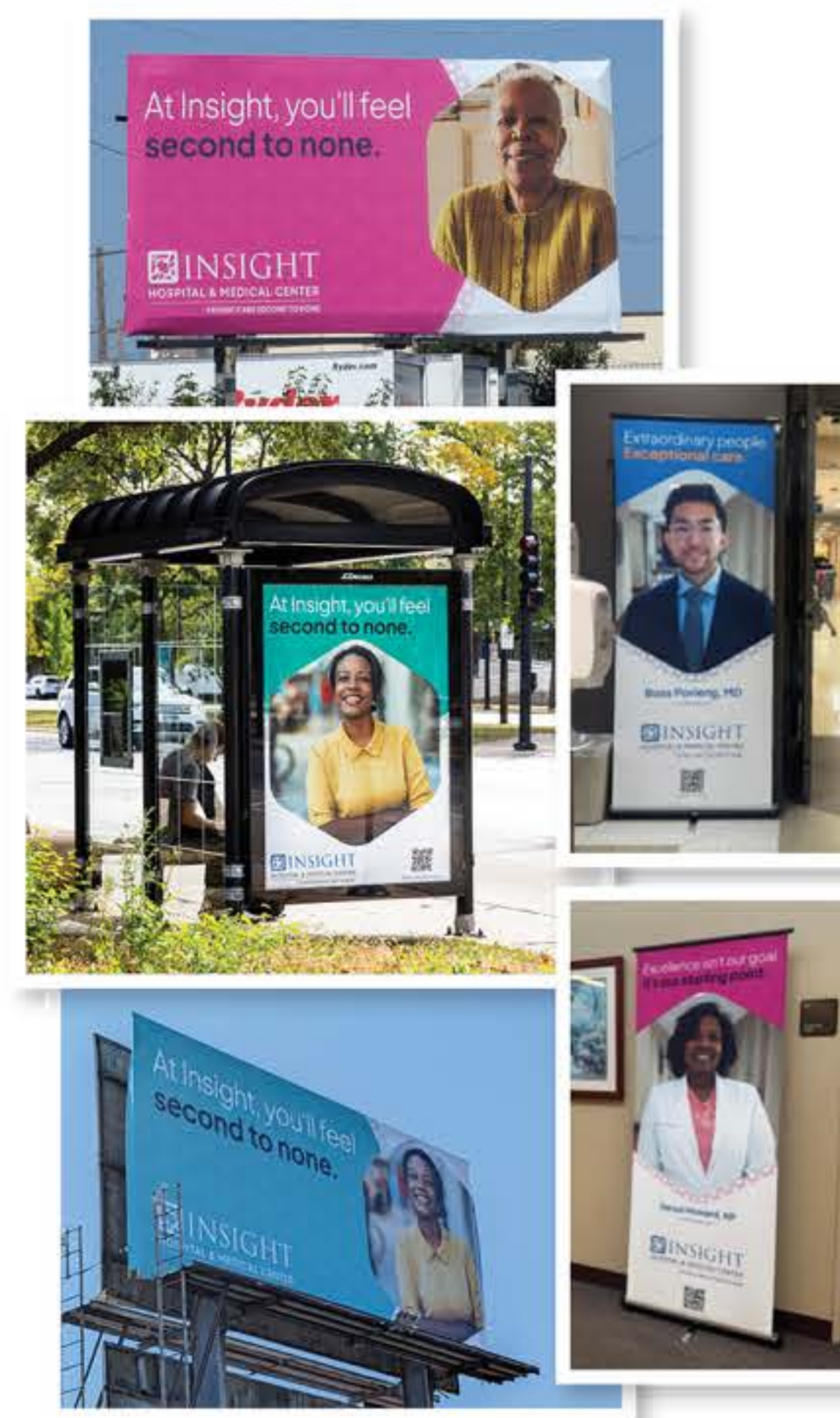
Happy New Year and welcome to a new way of staying connected with the Insight marketing team! As we continue building a strong, unified voice for Insight, the goal of this newsletter is to share what's happening across our marketing efforts, showcase recent projects and events, and highlight opportunities for how you can get involved. We hope you find this newsletter informative and engaging and that it supports our shared mission of delivering patient care second to none.

A Fresh Look for Insight

Over the past year, we've made significant progress in refreshing the Insight brand. As you've likely noticed, we've introduced updated graphics and color palettes, more refined messaging, and a cohesive look and feel across our materials. This work was made possible through close collaboration with our new agency partner, Rice McVaney Communications, whose strategic guidance has been instrumental throughout the process.

We were also proud to launch new out of home advertising, including billboards and Chicago bus shelter ads, along with Insight's television, streaming, and digital ads. None of this would have been possible without the collaboration and support of our team across Insight, whose assistance has helped bring these projects to life.

Looking ahead to 2026, we're excited to continue this momentum with a full website redesign and more video storytelling that highlights the experiences of our patients and the Insight team. It's been incredibly rewarding for our team to be part of this work and we hope you've seen and felt the impact of these efforts.



Connecting with Our Communities

Community outreach is a cornerstone of Insight's mission and an essential part of our marketing efforts. This fall, we were proud to engage with our communities in meaningful ways. Highlights include the Pope Leo XIV plaque dedication in Chicago, honoring his 70th birthday and commemorating the site of his birth at the hospital in 1955; the Chicago Marathon watch party; our Faith Leaders Lunch in Chicago; and our annual turkey drive food giveaways in both Flint and Chicago, which provided support to over 1,000 families facing food insecurity. These events not only make a difference in people's lives but also help share Insight's story and commitment to the communities we serve.

Community outreach is truly a team effort and Insight's volunteers are at the center of that work. Your collaboration, flexibility, and commitment allow these events to run smoothly and leave a lasting impression on those we serve. Thank you!

If you have ideas for community events or would like to get involved, please contact Alexa Polinsky, Director of Corporate Marketing, at alexa.polinsky@inn.com.



2025 Grants Team Wrap Up

Meet the Grants Team: Turning Ideas into Funded Opportunities

We'd like to introduce you to the team behind Insight's grant success!

Chris: A longtime grant writer with a passion for research and data, Chris creates compelling proposals that unlock key funding.

Jess: Leads the management of grant funding to support organizational growth and sustainability. She oversees writing, funder relationships, and ensures the grant machine runs smoothly.

Lori: With a deep commitment to Insight's mission, Lori weaves vision and successes into persuasive narratives that secure funding, ensuring applications align with funder priorities and tight deadlines.

Tony: Leads strategy, manages SME and stakeholder relationships, and oversees grant reporting and compliance. Part detective, part diplomat, Tony keeps deadlines in check while driving successful grant acquisition.

"The grants team has worked tirelessly to secure funding for not only Insight Chicago, but all the locations we serve. They've always made it easy for us to work with them through the full grant cycle, and we look forward to future projects." - Kaleem

The grants team is here to help turn your ideas into funding opportunities! Whether you're looking to expand a program, launch a new initiative, or sustain ongoing work, partnering with us can make all the difference. We specialize in identifying funding sources, crafting strong proposals, and ensuring compliance so you can focus on your mission. The more we collaborate, the better we can align funding strategies with your needs and maximize opportunities for success. Let's work together to bring in the resources that will drive our organization forward!

2025 Highlights: A Year of Impact

It's been an exciting year for the grants team! Despite the rollercoaster of federal grants, we exceeded our submission goals and secured impactful funding for Insight and SBEV. Some highlights include:

The Gilead Foundation awarded Insight Medical Center Chicago \$181,000 in the first year (potentially \$543,000 over three years) to improve identification of HIV+ and HCV+ patients in the ED. The grant funds EMR modifications, a patient navigator, and testing costs for uninsured patients. In 2026, Insight anticipates providing 6,000 HIV tests and 1,400 HCV tests, linking patients to appropriate care.

The Anna Paulina Foundation joined SBEV's family of supporters, bringing decades of generosity to strengthen Michigan communities. Their commitment to youth enrichment and the arts aligns perfectly with SBEV's vision of empowering children through creativity, leadership, and hands-on learning. This new partnership is already energizing our programs and will help Flint youth continue to learn, lead, and shine.

Marketing and Creative Requests

Our team is here to support you with all your marketing and creative needs. Whether you have a project idea, need materials, or require assistance with messaging, we're ready to help. To ensure your request is tracked and addressed efficiently, we ask that manager submit all requests using our request form at the following links. We appreciate your collaboration in helping us provide timely and effective support across the organization.

[Michigan Requests Link](#)

[Chicago Requests Link](#)