welcome to my second passion



JenC Designs

Jen Ciner

804.263.4243 jenc@jencdesigns.com



jenc@jencdesigns.com

LIFE IS A WILD AND WONDERFUL RIDE.



I WONDER WHAT THE GRANDKIDS THINK NOW.

You've come a long way since then and so have we. With newly designed plans featuring vision, dental and a free gym membership, we have Medicare plans that fit your lifestyle.



Anthem. 🗟 🕅 Health. Join In.

Invite outside

Call 876-543-1984 (TTY/TDD 711) seven days a week, 8 a.m. to 8 p.m. Or, call your local agent.



Invite inside, plays "Born to be Wild"

CONGRATULATIONS ON GOING FROM 0 TO 65!

Happy Birthday.

We want to remind you that you're going to have more options for your health coverage soon. You can learn more online at anthem.com or call us today!

• Deductibles as low as \$0

We're here to help: 888-876-1984 (TTY/TDD 711) seven days a week, 8 a.m. to 8 p.m.

Anthem. 🗟 🕅 Health. Join In.

Are you overpaying for your Medicare plan?

Anthem Blue Cross is an HMO/PPO plan with a Medicare contra You must continue to pay your Medicare Part B premium. The b information provided is a brief summary not a complete descrip benefits. For more information contact the plan. Limitations, co and restrictions may apply. Benefits, formulary, pharmacy netw premium and/or co-payments/co-insurance may change on Ja 1 of each year. This policy has exclusions, limitations and term which the policy may be continued in force or discontinued. Fo complete details of the coverage, contact your insurance agen Blue Cross or visit us on the web. **THIS IS AN ADVERTISEMEN**

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Y0071_14_17540_U_001 CMS ACCEPTED 10/01/2013

Call today to talk to an Anthem Blue Cross health

benefits advisor and get the right plan for you.

Call 1-855-759-3830

8 a.m. to 8 p.m., 7 days a week.

(TTY/TDD: 711)

Anthem Creative DM

Targeted Direct Mail

You've heard me say it before,

but time is

Post Std U.S. Postoge PAID

See how you can save money

Premiums

start at just

with a Medicare Advantage

plan from Anthem.

\$**()**



Broker mailer

REMINDER: Medicare Annual Enrollment ends December 7th

Lock in your benefits for 2022. Have you made the switch yet? Now is the time to review your current plan and see how much you can save with Anthem Blue Cross.

> Call today and discuss your options with an Anthem health benefits advisor and find the plan that's right for you.

Call 1-855-759-3830 (TTY/TDD: 711)

8 a.m. to 8 p.m., 7 days a week. www.anthem.com/advantage



Prospect reminder postcard





Prospect invite

Let's chat about your enrollment options...





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SALES BROCHURE



Have you taken a look at your retirees lately?

Front porches and rocking chairs. Shuffleboard and high-waisted pants. Say the word "retiree" and those images spring to mind.

That may have been true once, but today's retirees are breaking those stereotypes. They're on the ski slopes and in the board room. Catching big waves and volunteering in their communities. Even working part time — just to keep active and stimulated.



Inside spreads

Retirees are living longer, too – typically 17 years after retirement where once that number was just 7 years¹. Advances in medical and pharmacy treatments have helped extend life expectancy and quality of life.

Still, with all the advances, 80% of Americans age 65 or older are living with at least one chronic condition and 50% have at least two⁷. The effects of multiple chronic conditions on a retiree can be devastating – physically, emotionally, socially, and financially. In 2004, 91% of Medicare spending was by beneficiaries with greater than 3 chronic conditions.²

There is a solution: the Anthem SeniorCentric 360° Health[®] program. And it's way beyond a simple disease management program. The Anthem SeniorCentric 360° Health program is fully-integrated care management that customizes health solutions to help each of your retirees reach optimal health.

Unlike your retirees, you'll find it's at work all day, every day.

your payroll. Cleaned your noors and windows, made sure your customers were happy. Changed the lives of the people they worked with and served. They've given years of service to your company—maybe even the best year of their lives. Now you can help fill their retirement years with wellness.

> The Anthem SeniorCentric 360° Health program takes a comprehensive, holistic approach to your retirees' health and quality of life. It's all inclusive and doesn't focus on one "category" of health. It surrounds and supports the entire retiree population – whether they are healthy and active or in the final stages of transitioning from life.

What sets the Anthem SeniorCentric 360° Health program apart? Relationships. The relationships we build with your retirees and their caregivers, physicians and community support systems. Through these relationships we create effective, customized solutions to meet the needs of individual retirees wherever they are across the health care continuum.



Brochure cover

Just because your retirees have stopped working, doesn't mean their health care coverage should.

s to

know what else we do? We'll talk with your retirees and listen to them as they tell us about themselves, the people in their lives, their spouses, their caregivers. Their daily routines and their living situation. What's important to them. What motivates them and what scares them. After all, they are the center of our program.

One retiree at a time

That's what undershades are known sensor before soon reacting program noom the others. Our primary focus is on the retriense, no tigus their disasses. Why is that important? Because a 68-year well-controlled diabetic has different needs than a 68-year old with diabetes and renal disease. All of your retirees are unique and always will be.

Retirees' specific situations drive their optimal health program, combining their clinical needs with their psycho-social needs. After the initial assessment phase your retirees will typically fall into one of four care categories:

Preventior

what is the best way to reduce the cost of chronic disease? Avoid of delay developing them. Keeping as many of your retirees in this segment for as long as possible is the goal of the prevention intervention program. It'll help keep health care costs down and your retirees' quality of ite up.

Disease management -

Your retires who have angoing conditions can count on support and encouragement to help them manage their conditions can potentially increase their quality of life while preventing or dailying the secondary effects of their conditions. In addition, they can help reduce their need for emergency room and inpatient services Integrated Care management – Retirees with multiple conditions won't have to deal with multiple people. Instead, they'll team with a Nurse Care Manager who will help develop an integrated care plan to address their medical and psycho-social needs and risks.

Transitioning

Eventually, everyone will face the final transition from life. Your retirees and those in their lives facing it now will get the support they need to achieve the highest quality of life possible during the final months.

Data driven tools

Predictive modeling geared to the multiple conditions of the retiree

- Medical claims mining
- Pharmacy claims mining
- Health risk assessment specifically designed to identify senior health risk and psycho social poods

Support for All

All retirees have access to two key sources of support. The 24/7 Nurse Line gives your retirees access to nurses all day, every day via a toll-free number. Also available 24/7 are the online resources of MyHealth@Anthem. Just two more ways the Anthem SeniorCentric 360° Health program puts the focus on your retirees.





Enjoy your journey, worry free.

When you hit the Medicare gaps, an Anthem Blue Cross and Blue Shield Medicare Supplement Policy can carry your health benefits the rest of the way. We'll help keep you covered, and 100% confident. Anthem. 🗟 🕅 Health. Join In.

Brochure outside



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Inside, opened to first fold (third fold is a flap on the far right)



or contact your local agent.

Call 7 days a week, 8 a.m. to 8 p.m. www.anthem.com/medigap

> Times like these can be tricky to navigate, and at Anthem Blue Cross and Blue Shield, we find it helps to plan the course from solid ground. For generations, Anthem has been helping people like you get protected.

Set the most valuable course today, by adding an Anthem Medicare Supplement Policy. It continues coverage where traditional Medicare ends — AND can mean a savings of up to \$17.17 a month over competitior plans.

Get the rest of your Medicare coverage today. Call 1-800-592-3757 or contact your local agent. Call 7 days a week, 8 a.m. to 8 p.m. www.anthem.com/medigap Anthem. 🗟 🕅 Health. Join In.



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Inside, fully opened trifold brochure





Third flap opens and reveals the full chart, showing that Anthem covers the remaining health care costs



Custom Lighting Portfolio Cover and Interior

PORTFOLIO





Portfolio cover



Interior spread



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Custom Lighting Solutions	



jenc@jencdesigns.com

PORTFOLIO











Synergy



Pocketfolder outside, with flap tucked in



Pocketfolder inside, with removable business cards and inserts Business cards are adhered with fugitive glue, or can be inserted on right side





Synergy Custom Lighting

Logo Website: synergycustomlighting.com

W & MPITE





Lighting Solut	ons Portfolio	About Us	Our Customers
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WEBSITE: INTERIOR PAGES









Website, interior pages





ADVERTISEMENTS + COVER ART



Ad for Synergy Custom Lighting Solutions



Ads for Synergy Global Supply





Product catalogue cover





jenc@jencdesigns.com

PureRemote

Logo, product name, branding Packaging + POS display Sellsheet Illustration

BRANDING + PACKAGING + SELLSHEET









Packaging



Phone: 804-435-7520 · Fax: 804-435-7523 115 Windmill Point Road - White Stone, VA 22578

Synergy



Jen Ciner

804.263.4243 jenc@jencdesigns.com

BROCHURE



Brochure outside

Offers access, without requiring staff assistance.

- Stationary installation, so it's always positioned, ready for use
- Removable for special events or off-season storage
- 350 pound lifting capacity
 Removable, rechargeable
 24V battery
- Tough, powder-coated finish

804-435-7520

info@synergythesource.com



No installation required; easy to move.

- Flexible access for any area
- Movable for secure storage or protection from the elements
- 300 pound lifting capacity
 Removable, rechargeable
-] Removable, rechargeal 24V battery
- Tough, powder-coated finish







- Compact, fixed or movable lifts
 User operable via waterproof hand control
 Designed for public or private facilities
- 5-year limited warranty



Brochure cover

Jen Ciner 804.263.4243

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Heritage Hall

Brochure Art directed the feature photographs Copy highlights





Cover: Doris Bowles is Herbert Martin's favorite nurse at Heritage Hall-Charlottesville



"I was in a car accident and broke two vertebrae, fractured two ribs and shattered part of my skull. I came to Heritage Hall in a stretcher. Medical professionals told me I would never walk again, but I was determined.

"Because of the therapy I received, not only can I walk, I can help others in wheelchairs. I have had a wonderful experience with wonderful people at Heritage Hall." — Herbert Martin

> Seventeen Heritage Ha Healthcare and **Rehabilitation Centers** operate throughout Virginia. We live in the ommunities we serve.



"I came to Heritage Hall after a debilitating stroke. Through my training with the therapy department there, I strengthened my muscles and can now stand up. I am now back at home with my loved ones and my little dog, Tiny - right where I belong." - Emily Johnson

Short-Term Care Giving our best. So our patients get better.

Heritage Hall has highly trained healthcare professionals who: • Specialize in short-term care to rehabilitate patients after

possible independence • Provide physical therapy, speech therapy, occupational therapy and complex medical care



Inside spreads



• Take an interdisciplinary team approach to treating the patient – the whole patient – so they achieve the greatest

• Partner with families to guide them through the recovery process

• Support patients and their families even after they leave by arranging follow-up services such as home healthcare



Texured, uncoated paper for a personal, non-corporate feel



A Recovery Bridge[™] We build a bridge between hospital and home.

For many people, it's a fact of life. You or someone you love will need special care after a hospital stay to fully recover and get back to the business of living. You need treatment, support and guidance.

For over 30 years, we've helped thousands of families through this difficult time. They have preconceived notions. More than a little reluctance. And a lot of questions.

What kind of care is required? How long will it take?

Our team of medical, clinical and administrative professionals work together to create a roadmap to shorten the distance between hospital and home. They design individualized rehabilitation plans. Manage pain. And encourage progress.

How much will it cost?

We have insurance specialists who will explain payment options and coordinate benefits. So you get the treatment you need and the financial benefits you deserve.







At Heritage Hall, the relationship is what we do best. No one is better at guiding patients and their families from hospital to home – what we call the Recovery BridgeTM.

Short-Term Care nt. Ours.

Complex medical care. And a simple human connection

People need short-term care for a lot of reasons. But they have one thing in common. They're ready to leave the hospital but not prepared to go home.

Through daily rehabilitation and nursing care, we work with our patients to help them:

- Build a Recovery Bridge™
- Recover lost capabilities
- Improve daily living skills such as eating, dressing and bathing
- Return home to more
- independent lives

Personalized plan of care to speed our patients' recovery.

Immediately after a patient is admitted, our Recovery Team starts working to:

- Study the situation and develop a personalized recovery plan Coordinate 24-hour medication
- and pain management

• Plan speech therapy for speech and swallowing disorders; physical therapy for mobility; and occupational therapy to re-teach basic living skills



Our physical therapy program can improve endurance, strength, balance and flexibility.

Jompassionate passion



Carpenter Company Brochure Postcards

SALES SUPPORT MATERIAL







Plan to join us for our Serengeti Safari in May 2008.





Elephants have a big appetite, but it works to their advantage – because of their size and strength they don't have any natural predators.

Our Serengeti Safari is a great opportunity to see the world's greatest wildlife, including a trip to Kilimanjaro. The elephant population has been threatened by poachers, but is still one of the area's greatest assets.

Join us in May 2008. You'll never forget the elephants and the elephants will never forget you!

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SALES SUPPORT MATERIAL



Inside, opened to first fold



Inside, fully opened trifold brochure





Reminder postcards



CONTINUING EDUCATION GUIDE



Brochure cover and photomontage





Inside spread, showing category divider and course listing

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JK Coaching

Logo Stationery Website Creative banners

BRANDING



Website and creative banners, leveraging stock imagery









FARMS

jenc@jencdesigns.com

Veritas Farms Website

Logo

WEBSITE





Website and logo

Show - The Hamptons Invitational

February 6

What's it about and what makes it interesting? Cive people the Info they reed to go ahead and take the action you want. To make this item your own, click here > Add & Manage Items. Tell people more about this item.



CREATIVE DIRECT MAIL



Fully open trifold



So when you come to Fall Market 2002, be sure to visit the Carpenter Showroom and talk to the industry leaders in **sleep better™** innovation.

And if you begin to wonder why Carpenter inventions work while the competition can only "daydream" about success, the answer is simple:

before we commit to a new idea, we sleep on it.

See you at Fall Market 2002 October 14-18 at the Carpenter Showroom lll West 40th Street NYC

Carpenter Company Trade show invitation Copy refinement

Jen Ciner 804.263.4243 jenc@jencdesigns.com

JenC Designs



Panel 1 opened ideas. 3:30 AM and things never felt so right. A brand name brings no comfort to customers left tossing and turning all night. The right idea isn't to sell things, but to create a better night's sleep. sleep better... Ouside, quadfold invite imagination. innovation. Don't leave good sleep up to the imagination. At Carpenter, innovation never sleeps. Visit, and rest assured you'll We believe that in order to provide the latest in comfort, conjure up the best possible nights --with Carpenter **sleep better** products. Spring Textile Market March 31 - April 4 • Carpenter Showroom 111 W. 40th St. NYC Panel 2 opened Fully opened invite dreams. - we have to stay awake, dreaming up bigger, better ways to craft the perfect pillow.

Panel 3 opened

JenC Designs

Jen Ciner

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Invite outside



Inside, opened to first panel

With Carpenter's sleep better™ Products The Sweet Taste of Success is a Sure Thing

So bring your Sweet Tooth to the Fall Market October 14-18 Carpenter Showroom 111 West 40th Street NYC



Inside, fully opened

Carpenter Company Trade show invitation

Copywriting

CREATIVE DIRECT MAIL



CREATIVE DIRECT MAIL



lnside reveals yoyo giveaway



jenc@jencdesigns.com

Jupiter Laboratories

Trifold pocketfolder Sellsheet Inserts Logo + stationery

SALES COLLATERAL + BRANDING



Inside, fully opened trifold pocketfolder, highlighting Jupiter Environmental division on left panel, Jupiter Analytix on right





TRADESHOW POPUP DISPLAY







WEBSITE: HOME PAGE WITH ROTATING BANNER + INTERIOR





Website and creative banners, leveraging stock imagery



JenC	Designs
------	---------

jenc@jencdesigns.com

SALES BROCHURE

	Jupiter Analytix				
Non-Intrusive Community and School-Based Drug Scre	ening		Interior, unfolded to first s	Facts	
Introducing Customized Analytical S	The Facts	61%	<section-header><text><text><figure><figure></figure></figure></text></text></section-header>	Real-Time Drug Monitoring ive drug identification and ucators will know what kind, sage changes, and if new dent body. RTDM empowers to achieve a safe, drug-free e.	15 times prescription 6 times 5 times
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Inside, fully opened trifold brochure

Real-Time Drug Monitoring (RTDM), of sampling and measurement.

ogram Features

- se the most advanced a mentation available, ar
- curity
- ntegrity

es more likely to have abused n drugs **S** more likely to binge drink **S** more likely to smoke marijuana



k an individual cting their privacy!

Our data is not based on surveys or other statistical methods that may introduce bi stionable data. We employ ography Mass Spectromet

group drug is also unique as it is based on group drug usage rather than an individual's drug consumption. Personal rights are ever infringed

Jupiter Analytix provides real world analytical solutions to aid in the health, wealth and growth of our communities.

Jupiter Analytix







carcinogen by the EPA.

Benomyl mw 290.32





Mission Surf Surfwear logos

LOG









Logo / illustration

LOGO







Vasudhaiva INSTITUTE





BRANDING



Logo, letterhead, envelope and business card





TRADE SHOW DISPLAY

honor the body honor the *mind* honor the spirit There are health The purpose of benefits of each vinyasa yoga is for individual pose, internal cleansing. or "asana". Breathing and moving Through regular asana practice, the together while performing In this pose (see picture poses makes the blood hot... practitioner's body is cleansed and purified to right), "the bad fat in the benefits of which are the lower abdomen will numerous. Thinner blood becoming more flexible, lightweight and dissolve, the waist will circulates more freely, become thin and strong, expansive. At the same time, the mind and so it's better able to remove and the body will become pain, impurities and disease. light and beautiful. spirit undergo their own purification process The sweat generated is This asana also cures also beneficial, by removing becoming more flexible and open through constipation, and purifies the toxins brought out by the top part of the spinal the practice. breath control and meditation. column and the waist. experience wellness and bliss through a theraputic practice of Ashtanga Yoga

Tabletop tradeshow display





Anthem BCBS Event poster

EVENT POSTER



Event poster



jenc@jencdesigns.com

ART DIRECTION FOR PHOTOSHOOT



















BILLBOARDS + POINT OF SALE











COVER DESIGN + ILLUSTRATION



Cover art and illustration



BOOK COVERS





Book covers

many tides • many horizons • one source



contact JenC today • explore the collaborative possibilities

JenC Designs

Jen Ciner

804.263.4243 jenc@jencdesigns.com