

PROJECT:

MASSACHUSETTS HEALTHY AGING COLLABORATIVE

CLIENT:

TUFTS HEALTH PLAN FOUNDATION

RELEVANT SERVICES:

WEBSITE, REPORTS, AND GENERAL COMMUNICATIONS SUPPORT



JSI conducted formative research, created a site map, wrote website content, and identified existing online resources. JSI developed the site in WordPress and used BuddyPress to develop online community features, including member profiles, private messaging, online discussion forums, file sharing, and a healthy aging blog.

Since the website launched in January 2014, JSI has been collaborating with the Tufts Health Plan Foundation (THPF) to maintain the website, including developing new blog posts, identifying additional resources and content, and producing a biweekly eNewsletter.

HIGHLIGHTS FROM THE MASSACHUSETTS HEALTHY AGING DATA REPORT:

COMMUNITY PROFILES 2014

COMMISSIONED BY
TUFTS  Health Plan
FOUNDATION

RESEARCH AND ANALYSIS BY
 **UMASS BOSTON**

IN COLLABORATION WITH

 **HEALTHY AGING COLLABORATIVE**

 **The Massachusetts Health Policy Forum**



JSI develops the content and layout for biweekly collaborative email newsletters.

★ HIGHLIGHT

Based upon the success of the initial engagement, the THPF hired JSI to assume additional communications responsibilities in 2015, including developing the THPF Corporate Citizenship Annual Report, managing the THPF Facebook and Twitter accounts, producing a biweekly newsletter, and developing educational videos.

JSI designed supplementary reports and community profiles for the THPF.