



EXTERNAL CAMPAIGN

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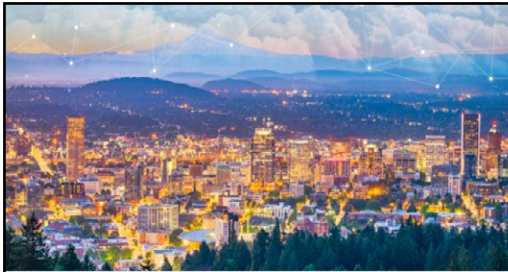
Campaign: Medicaid Enterprise Systems Conference

Creative Origin: Medicaid Systems are complex. CNSI makes “Medicaid Simple.”

Elements: Blog, Attendee Email, In-Booth Sessions, Mediation Sessions, Special Event

Role: Created Event Tag Line, Wrote All Content, Assisted with Design and Layout

Outcome: Highest booth, session, and special event attendance; 200% increase in digital traffic



MESC & PDX Made Simple

THE CITY OF ROSES

Portland is known for many things: it's simple & cool vibe, incredible coffee, authentic culinary experiences and breathtaking views. We are excited to experience them all as part of next week's annual Medicaid Enterprise Systems Conference. More importantly, we are excited to once again connect with you, our friends and colleagues in the Medicaid industry.

Modernizing state Medicaid systems is complicated, and the work is hard. But we have a solution, evoBrix®, that makes Medicaid simple. We invite you to **stop by our booth to get a demo and learn more.** We will see you tonight at **MESC 2018!**

Medicaid Made Simple
Modernizing systems as complex as state Medicaid is hard. But we have a solution. Stop by our booth during the breaks to hear from our clients and partners on how to...

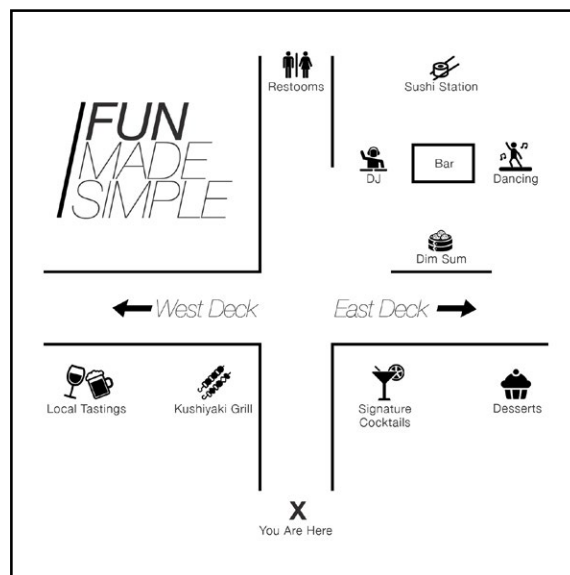
- MDHHS**
Leverage EvoBrix to Simplify Your System
Tuesday @ 10:30 AM
Wednesday @ 4:15 PM
- IBM Watson**
Implement Predictive Analytics
Tuesday @ 3:30 PM
- ORACLE**
Modernize Your System
Wednesday @ 10:30 AM

CNSI

CNSI **pause**
Meditate Caffeinate GO!
Start your day off right with guided meditation and a reminder for your morning job. Leave feeling relaxed, focused and ready for MESC 2018!

CNSI Booth Tuesday @ 7:45 and 9:15 AM Wednesday @ 7:45 AM
Attendees have the chance to win a travel yoga mat.

FUN MADE SIMPLE
TUESDAY AUGUST 14TH 2018
DEPARTURE RESTUARANT + LOUNGE
#MESC2018





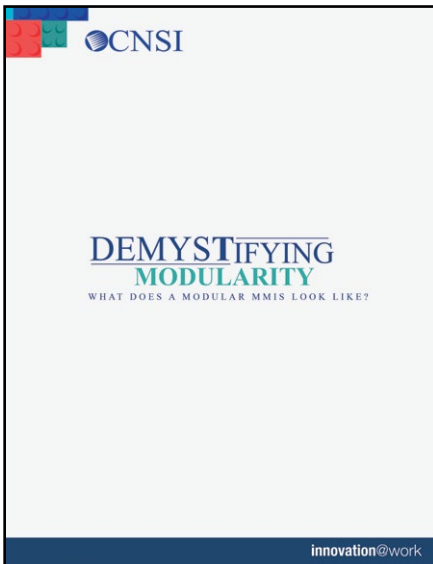
EXTERNAL CONTENT

Click on image to read the full copy.

Campaign: Various External Content Pieces

Elements: Corporate Videos, Client Award Videos, Reports, Brochures, White Papers, One-Pagers

Role: Created Storyboard, Wrote Script, Served as Voice Over, Wrote All Content, Assisted with Design and Layout, Managed Departmental Reviews and Approval, and Wrote Digital Promotional Posts





INTERNAL CAMPAIGN

Click on image to read the full copy.

Campaign: Bring Your Kids to Work Day

Creative Origin: Used National Campaign and Aligned with Our Brand

Elements: Blog, Attendee Email, Day-of Activities, Social Media

Role: Created Event Tag Line, Wrote All Content, Assisted with Design and Layout

Outcome: Highest employee participation; averaged over 5% engagement for digital posts.

Bring Your Kids to Work Day 2018 is coming soon! Inspired by the national Take Our Daughters and Son's To Work Foundation's theme "Agents of Positive Change" and powered by CNSI's innovative spirit, this day is intended to encourage your child to help others, make an impact, and work hard to ensure a better future for all. Let's show our children all the different ways they can change the world!

EVENT DETAILS

Date & Time:
Thursday, April 26 (9 am - 3:30 pm)

Eligibility:
7-12 years old (*legal dependents only*).
Registered children only, we cannot accept walk-ins.

Activities for the Day:
Spy Museum Activities
Montgomery County Coalition for the Homeless Weekend Bags and Sun Hat Decorating
Office Tour & Lunch with Parents
Secret Agent Charades
Cyber Security Spy Game
Ice Cream Sundae Party

CONGRATULATIONS

You have successfully completed all necessary requirements to become a CNSI Positive Agent of Change. You are awarded this certificate in recognition of your accomplishment.

Agents of Positive Change

Adnan Ahmed, CNSI Co-President
Date: 4/26/2018

CNSI BRING YOUR KIDS TO WORK DAY 2018 iCare

Posted on May 1, 2018

Bring Your Kids to Work Day is always one of our favorite days of the year and the 2018 celebration was no exception. In keeping with the **Take Our Daughters and Sons to Work Foundation** theme, "Agents of Positive Change," we had a fun-filled day instilling the values of workplace comradery and generosity in the next generation of health IT leaders.

Indeed, this year's theme was perfect for CNSI as being agents of positive change is a central tenet of our business. Externally, our health IT solutions improve the lives of over 30 million of Americans. Internally, we strive to foster a cooperative and supportive workplace for our employees. We take teaching these values to our children very seriously.

Playing on the "agent" theme, we introduced the CNSI kids to workplace values through a series of four "agent training" activities:

- * **Makings of a Spy:** Playing Interactive games put on by the **International Spy Museum**
- * **Helping Others:** Decorating hats and welcome home kits for children supported by the **Montgomery County Coalition for the Homeless**
- * **Investigating Skills:** Asking questions about their parents' work at CNSI
- * **Reporting back to HQ:** Presenting what they learned about their parents' job
- * **Final Exam:** Cyber Security quiz game hosted by our very own "Agent Jack"

Of course, we also made sure to balance out the learning with plenty of fun. The kids got to go outside for a team building exercise, were treated to an ice cream social, and received giveaways, including t-shirts, spinners, lanyards and water bottles. With over 70 kids participating across our Headquarters, Michigan, Illinois, and Washington offices, the event was another huge success!

CNSI
@CNSICorp

Taking a moment on **#FlashbackFriday** to remember all the fun we had on **#bringyourchildtoworkday!** What a great day for our positive **#agentsofchange** and their parents! Read more: [bit.ly/2HShBVc!](http://bit.ly/2HShBVc)



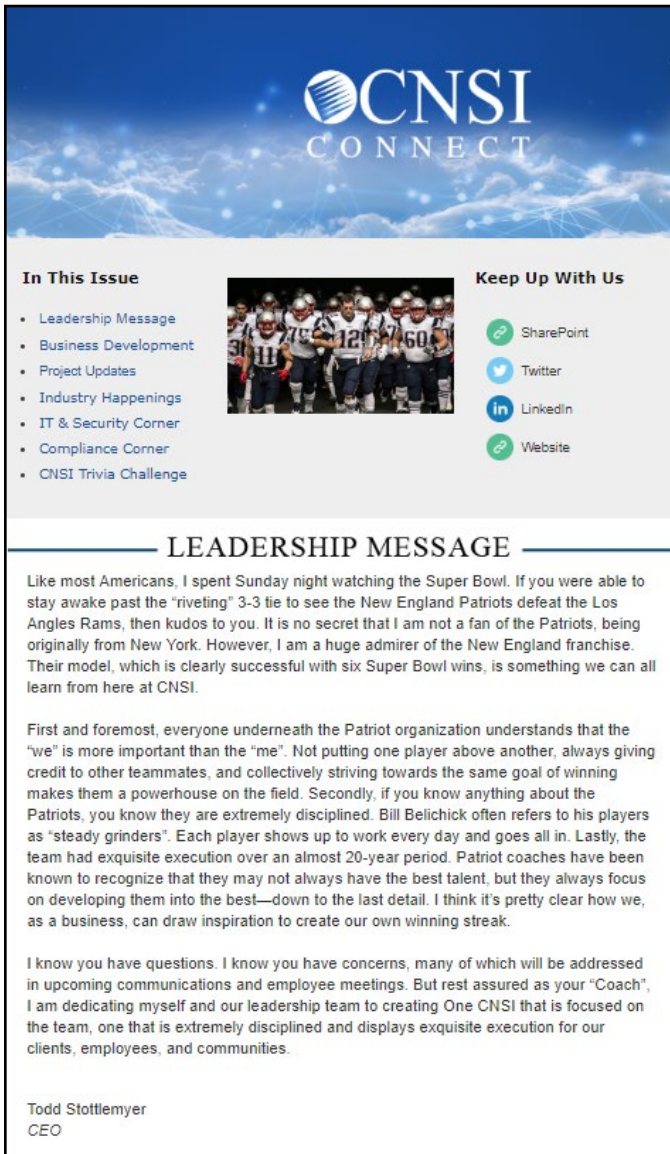
INTERNAL CONTENT

Click on image to read the full copy.

Campaign: Various Internal Content Pieces

Elements: Corporate Videos, Newsletters, Leadership Communications, Monthly Campaigns

Role: Create Storyboard, Write Scripts, Write All Newsletter Content, Assist with Design and Layout, Manage Departmental Reviews and Approval, Post Content on Various Platforms



CNSI CONNECT

In This Issue

- Leadership Message
- Business Development
- Project Updates
- Industry Happenings
- IT & Security Corner
- Compliance Corner
- CNSI Trivia Challenge

Keep Up With Us

- SharePoint
- Twitter
- LinkedIn
- Website

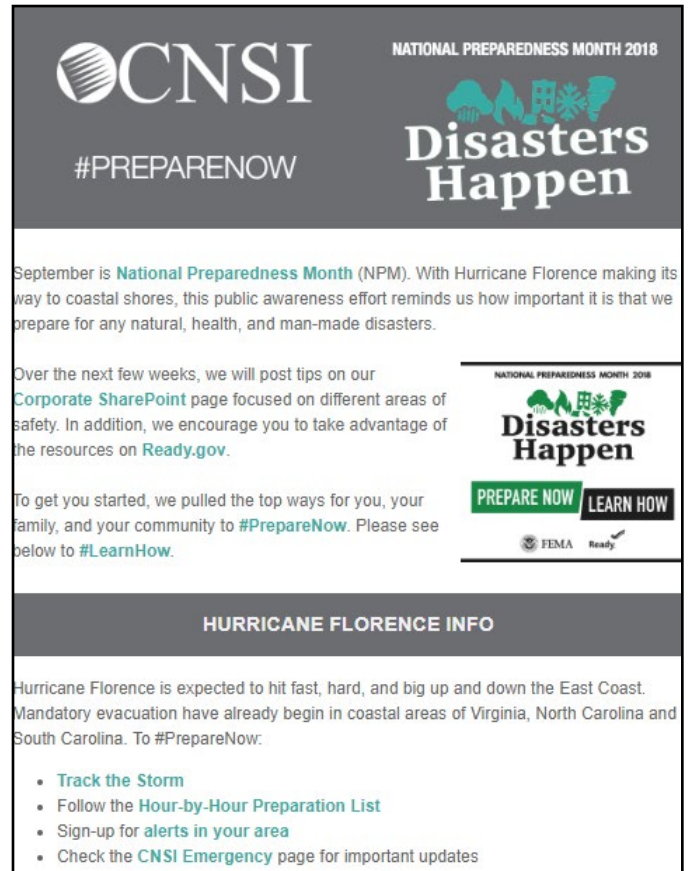
LEADERSHIP MESSAGE

Like most Americans, I spent Sunday night watching the Super Bowl. If you were able to stay awake past the "riveting" 3-3 tie to see the New England Patriots defeat the Los Angeles Rams, then kudos to you. It is no secret that I am not a fan of the Patriots, being originally from New York. However, I am a huge admirer of the New England franchise. Their model, which is clearly successful with six Super Bowl wins, is something we can all learn from here at CNSI.

First and foremost, everyone underneath the Patriot organization understands that the "we" is more important than the "me". Not putting one player above another, always giving credit to other teammates, and collectively striving towards the same goal of winning makes them a powerhouse on the field. Secondly, if you know anything about the Patriots, you know they are extremely disciplined. Bill Belichick often refers to his players as "steady grinders". Each player shows up to work every day and goes all in. Lastly, the team had exquisite execution over an almost 20-year period. Patriot coaches have been known to recognize that they may not always have the best talent, but they always focus on developing them into the best—down to the last detail. I think it's pretty clear how we, as a business, can draw inspiration to create our own winning streak.

I know you have questions. I know you have concerns, many of which will be addressed in upcoming communications and employee meetings. But rest assured as your "Coach", I am dedicating myself and our leadership team to creating One CNSI that is focused on the team, one that is extremely disciplined and displays exquisite execution for our clients, employees, and communities.

Todd Stottlemeyer
CEO



CNSI NATIONAL PREPAREDNESS MONTH 2018

#PREPARENOW

Disasters Happen

September is **National Preparedness Month (NPM)**. With Hurricane Florence making its way to coastal shores, this public awareness effort reminds us how important it is that we prepare for any natural, health, and man-made disasters.

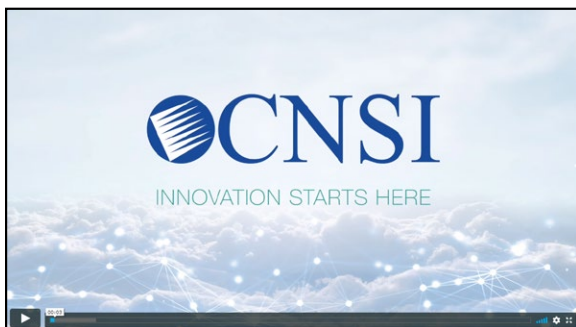
Over the next few weeks, we will post tips on our **Corporate SharePoint** page focused on different areas of safety. In addition, we encourage you to take advantage of the resources on **Ready.gov**.

To get you started, we pulled the top ways for you, your family, and your community to **#PrepareNow**. Please see below to **#LearnHow**.

HURRICANE FLORENCE INFO

Hurricane Florence is expected to hit fast, hard, and big up and down the East Coast. Mandatory evacuation have already begin in coastal areas of Virginia, North Carolina and South Carolina. To **#PrepareNow**:

- **Track the Storm**
- Follow the **Hour-by-Hour Preparation List**
- Sign-up for **alerts in your area**
- Check the **CNSI Emergency** page for important updates





CREATIVE WRITING CAMPAIGN

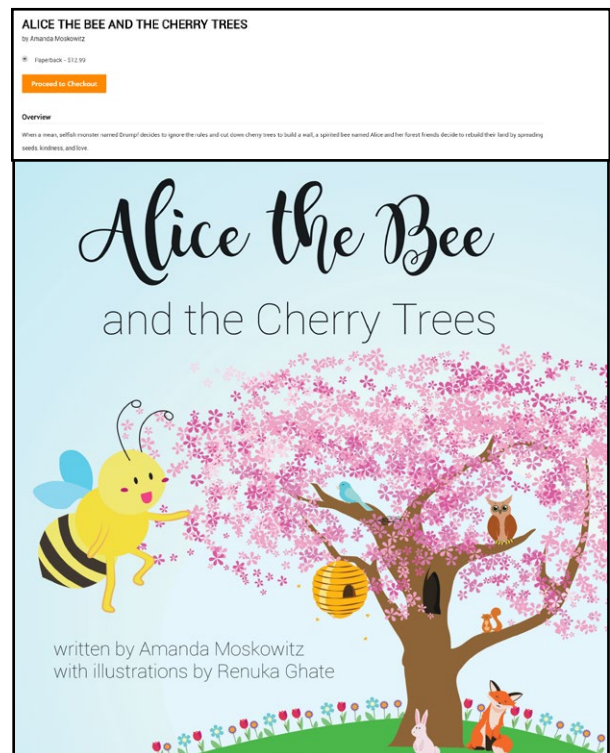
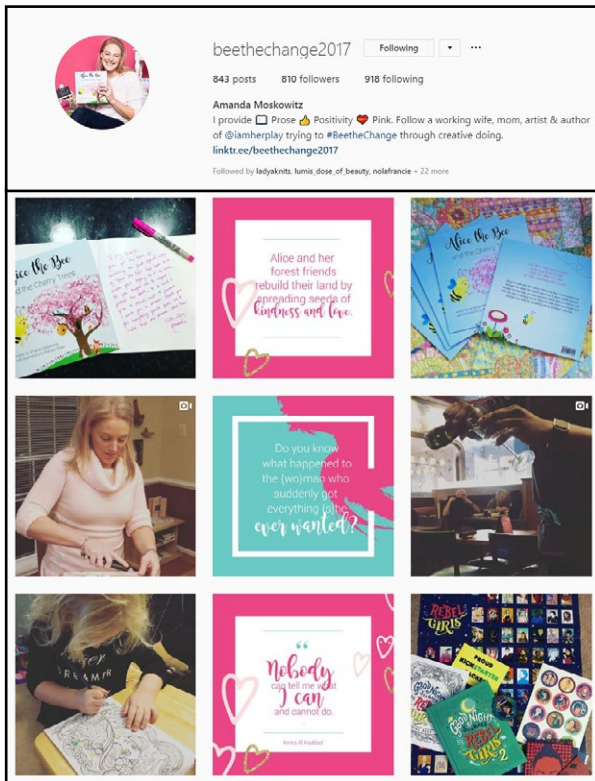
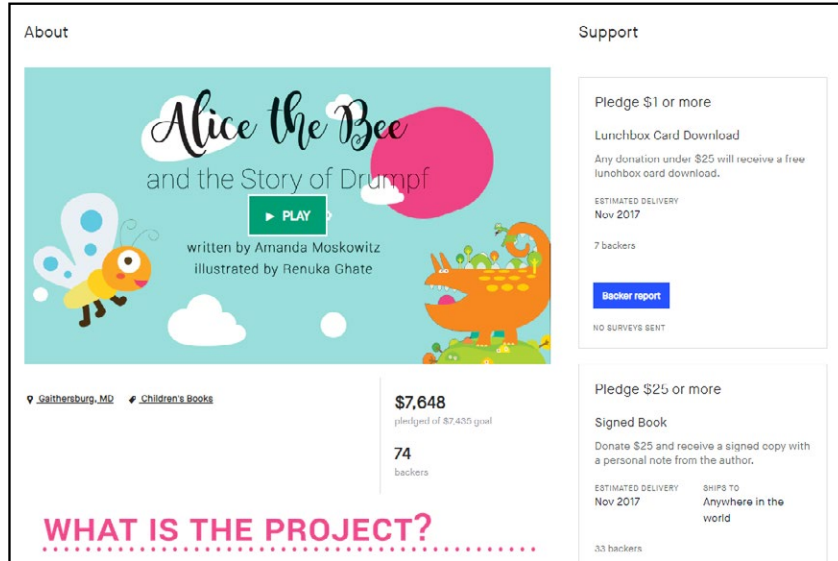
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Campaign: Alice the Bee and the Cherry Trees Kickstarter Campaign

Elements: Kickstarter Page, Social Media Posts, Reward Images

Role: Wrote Book, Sourced Illustrator, Created Schedule, Managed Fundraising, Created Social Content

Outcome: Fully funded project and first self-published book





CREATIVE WRITING CONTENT

Click on image to read the full copy.

Campaign: I Am Her | A One Act Play

Elements: Wrote Play, Sourced Co-Producer, Hired Cast & Crew, Secured Venue, Designed All Elements, Conducted Media Interviews and Coordinated Media Placements

Role: Playwright, Producer, Fundraiser, Marketer, Speaker

Outcome: \$25K Raised for Commercial Production | 2 Sold-Out Shows | Critically-Acclaimed Review

