



Care for the days between.

Clinical intelligence.
A dedicated care team.
Connected to everyday life.

THE DAYS BETWEEN

Build on the brand. Raise the standard.

KEEP

Keep the clinical confidence, evidence, and connection between intelligence and care delivery.

OPPORTUNITY

Make everyday life the visual center of the story. Bring the clinical mechanism into a precise second layer.

THE CREATIVE IDEA

A measured blue interval stretches across candid scenes of ordinary life. It becomes the recurring bridge between human experience and clinical support.

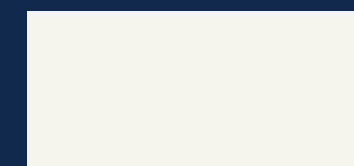
The life inside the interval

A visual language with a job.



Documentary color photography, cobalt fields, generous editorial serif headlines, and small exact sans-serif labels. Images show absorbed activity, personal surroundings, and lived texture.

The care interval: two fixed markers connected by one continuous rule. It frames time without pretending to be a medical waveform.



Two questions. Four finished ads.

CADENCE

Life happens between visits.



Clinical intelligence and a dedicated care team, connected to everyday life.

EXPLORE THE CARE MODEL /

PAIR 1 / A

CADENCE

Care for the days between.



Clinical intelligence and a dedicated care team, connected to everyday life.

EXPLORE THE CARE MODEL /

PAIR 1 / B

CADENCE

A reading is a beginning.



See the connection between home readings and ongoing chronic care.

EXPLORE THE CARE MODEL /

PAIR 2 / A

CADENCE

Behind the reading, a care team.



See the connection between home readings and ongoing chronic care.

EXPLORE THE CARE MODEL /

PAIR 2 / B

Headline only changes within each pair. The same image, offer, audience, and placement keep the test interpretable.

Three emails. One coherent conversation.

CADENCE

Life happens between visits.



The garden still needs tending. Dinner still needs making. Chronic care has to find its place in the middle of a real day. Cadence connects clinical intelligence and a dedicated care team with readings taken at home.

See the connection

A practical way to understand the model: a reading at home, information the team can review, and care coordinated with the health system.

Explore the care model →

Cadence
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01 / Care for the days between

CADENCE

A signal needs context.



A number becomes useful when the right people can understand it in context. Cadence combines clinical intelligence, a care team, and the health system relationship to support chronic care between visits.

Go deeper

The public evidence library is the next place to investigate the model, the populations studied, and the limits of each result.

Explore the evidence →

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02 / Behind the reading

CADENCE



Make room for your first reading.

Keep the instructions supplied with your device and your care team contact details close. Follow the setup guidance in your welcome materials. Your care team can help if a step is unclear.

Keep it simple

Use the current instructions for your device. If you need help, use the care team contact details supplied in your welcome materials.

Visit patient welcome →

Cadence
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03 / Start with one clear step

Voice that other people can use.

Start with life

Name the person's real day before the system.

"A reading at home. A care team paying attention."

Let evidence carry weight

Put study context and limitations next to every outcome.

"Explore the evidence behind the care model."

Explain the mechanism

Make the role of clinical intelligence and the care team legible.

"Home readings help the care team see more of the days between."

Match the reader

Use reassurance for patients and operational clarity for systems.

"Your care team can help you get started."

Intent → tone → repeatable decisions.

MONOCHROMATIC

Explain / unity 4 / variety 1



58 : 24 : 12 : 6

ANALOGOUS

Invite / unity 3 / variety 2



56 : 26 : 10 : 8

COMPLEMENTARY

Interrupt / unity 2 / variety 3



60 : 22 : 12 : 6

SPLIT COMPLEMENTARY

Explore / unity 1 / variety 4



54 : 22 : 10 : 14

Chromatic ratios exclude neutrals. All extension colors are proposed; tone is a design decision, not a guaranteed emotional response.

A system ready for the next round.

The days between: short portraits paired with one approved care-model explanation. Each installment adds the evidence context relevant to its audience.

MEASUREMENT

Qualified health-system inquiries for acquisition; care-model comprehension for educational content. Patient onboarding is measured separately with the care team.

CREATIVE SOURCES

Brand and care model

<https://www.cadence.care/>

Health systems

<https://www.cadence.care/health-systems/>

Patient welcome

<https://www.cadence.care/welcome/>

Independent speculative work. No performance results claimed. Generated scenes are illustrative. Product scenes are mockups based on official packshots; check current label artwork before live commerce. Local HTML rendering does not replace production inbox tests.