

## Camp Endeavor

### A New-to-the-World Experience

*Tour Tamarac and learn how to create  
New Health Care Possibilities.*

- Seeking to renew a stagnant system?
- Want to get beyond just “good customer service”?
- Desire clarity in creating a new vision for your organization?

Tamarac will immerse you in how to create that “WOW” Experience for your customers and patients.

Tamarac’s Camp Endeavor is a Themed Experience that will guide you and your team in exploring opportunities for changing your world.

#### Day Camp (Two Hours)

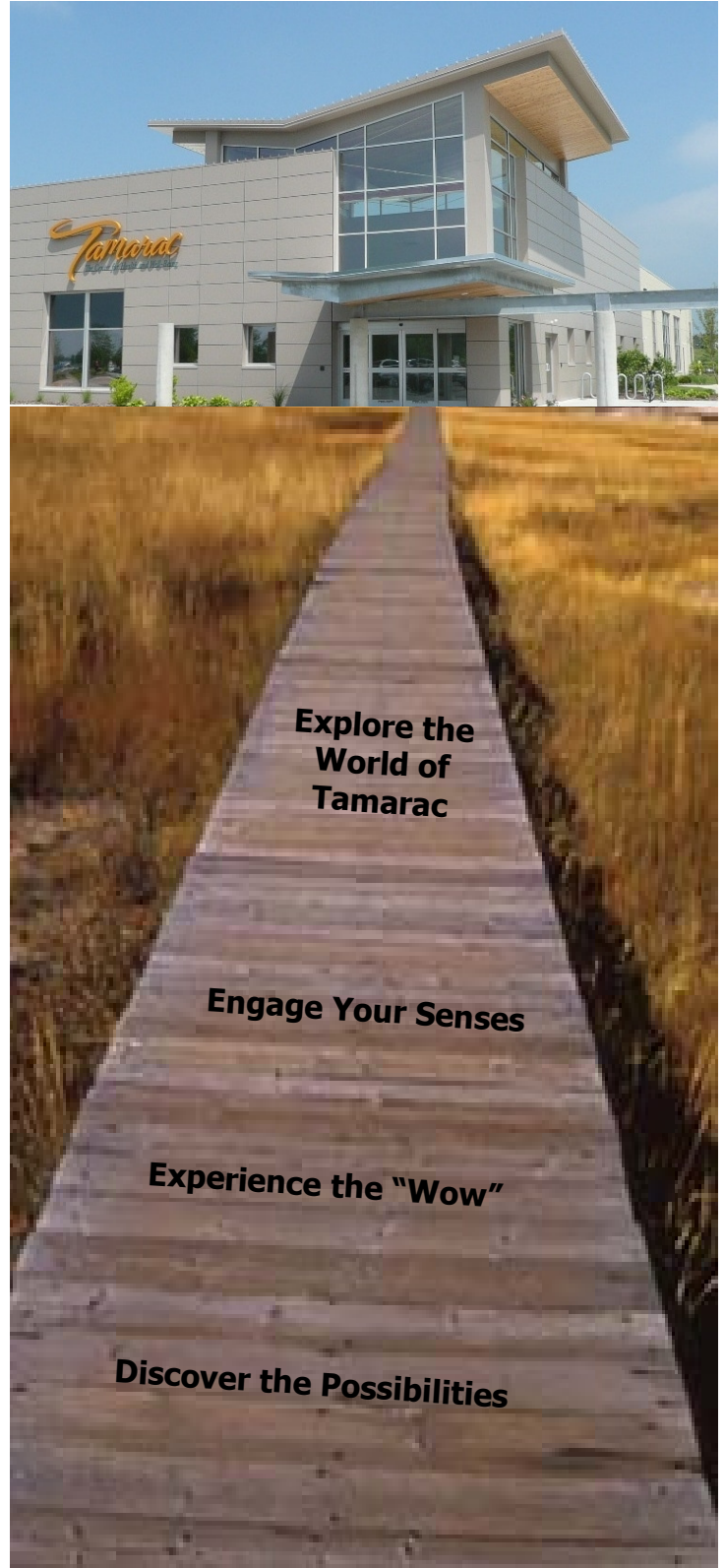
- Tour the facility with your Personal Guide
- Become a “Guest Citizen” with your own special Visa
- Learn about engaging the senses and setting the stage

\$750 (6-Person Maximum)

#### Endeavor Exploration (Full Day)

- Tour the facility with your Personal Guide
- Become a “Guest Citizen” with your own special Visa
- Learn through customized, tailored Learning Modules and Demos
- Engage your senses with Signature breakfast, lunch and snacks
- Participate in Tamarac daily activities

\$3,000 (8-Person Maximum)



Call 231.924.1840 for more information.





## Day Camp (2 Hours)

- Begin your camp experience with an introduction to understanding the philosophy of Tamarac's Declaration of Purpose and how it drives strategy.
- Explore Tamarac's operations while touring the facility with your personal guide.
- Return to Base Camp for discussion and reflection
- Become a Citizen (member) for the day and enjoy full access to the Tamarac Experience.

## Endeavor Exploration (Full Day)\*

- Begin your camp experience with an introduction to understanding the philosophy of Tamarac's Declaration of Purpose and how it drives strategy.
- Explore Tamarac's operations while touring the facility with your personal guide.
- Meet and learn, along with Tamarac's Camp Counselors, day-to-day, basic operations at Tamarac. Counselors include Tamarac's Chief Experience Officer (CXO), Citizenship Specialist, Business Manager and Fitness Manager.
- Engage in Camp Activities such as individualized learning modules tailored to your unique Endeavor.
- Engage your senses in a Signature Camp Breakfast, Lunch and Snack.

## Why?

- Camp Endeavor is an opportunity for organizations to learn about a new-to-the-world Health Care Facility, dedicated to wellness and prevention.
- Tamarac offers practical examples of creating Retail Opportunities in a Medical Wellness Center.
- Tamarac lets you examine how a health care organization applied the concepts of the Experience Economy.
- Explorers immerse themselves in a place and culture where opportunities for personal endeavor and growth are possible.

## Learning Modules (Endeavor Exploration)

- Introduction to Experience Economy Principles based on those defined in the best-selling book, *The Experience Economy*, by Pine and Gilmore
- Feasibility Assessment for launching your new Endeavor, using Tamarac as a working model
- Implementation of retail principles into a health care organization
- Hiring for talent; theming people and place
- Clinical Integration
- Business Strategy and operations; tools for success

Before your Camp Endeavor Exploration, your representatives will be personally profiled—a tool which helps us assess your unique needs and expectations. Using Profile feedback, Learning Modules will be customized for your group's Exploration..

[www.tamaracwellness.org](http://www.tamaracwellness.org)

Call 231.924.1840 for more information.

