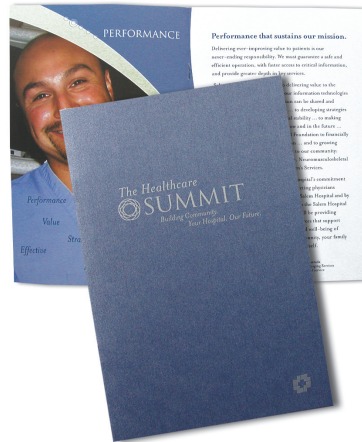




^ Summit name, theme and logo, developed especially for the event



^ Program given to attendees featuring photos of hospital employees and explanations of the hospital's mission, vision and core commitments



^ Invitation sent to community leaders outlining the purpose and agenda for the event

Community leaders support The Healthcare Summit

Business

The fifth largest healthcare facility in Oregon

Audience

Community leaders in Marion and Polk counties

Challenge

Support an important, upscale invitational event planned to share Salem Hospital's integrated strategic plan with community leaders. Develop a theme that sets the stage for future communications and distills the hospital's new mission, vision and core commitments into a context that connects with attendees.

Strategy

Create a name and theme: "The Healthcare Summit—Building Community. Your Hospital. Our Future." Define identity elements, key colors and an icon of five

interlocking circles representing the five core commitments: quality, performance, service, people and community. To ensure recipients understood the prestige and quality of the event, create an exceptional die-cut invitation outlining the purpose and agenda, and a program to summarize the hospital's mission, vision and core commitments. Give a quality spiral-bound journal with matching pen to every attendee.

Results

Excellent turnout to the event with a high level of participation and positive response.

AWARDS Silver Davey Award, 2005

"There is no question that the team at Creative Company lives up to its name."

—Patrick Devlin
Director of Marketing and Community Relations