

## Children's National Medical Center

---

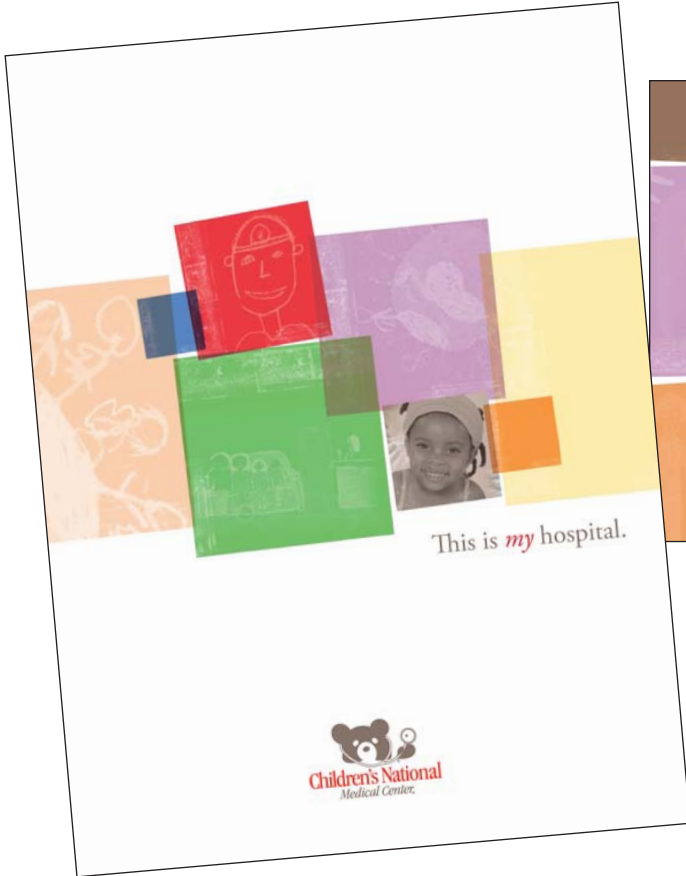
- Situation** Children's National Medical Center is the preeminent pediatric provider in the Washington, DC region and is recognized as a pediatric healthcare leader around the world. Annually, the hospital treats more than 350,000 patients. Through its lobbying and outreach efforts on Capitol Hill, Children's also acts as an advocate for pediatric rights and causes. The Design Channel (TDC) partnered with Children's to create a modern, engaging suite of branding collateral pieces to help the hospital reinforce its strength as an international brand.
- Solution** TDC created a branded look and feel designed to provide greater consistency and appeal to a suite of collateral communication pieces. This look and feel was introduced in a high-end capabilities brochure which was presented by representatives from Children's Sheikh Zayed Institute for Pediatric Surgical Innovation at the World Health Care Congress in Abu Dhabi. This piece was designed to communicate the past, present and future of Children's National Medical Center. Elements from this brochure were then implemented in a variety of brochures, fact sheets, quarterly newsletters, letterhead pieces, e-newsletters and presentation templates.
- Result** The resulting look and feel presented a more polished and contemporary design that better reflected the stature of Children's. Response was tremendously favorable from senior management of the hospital, the patient community and attending members of the World Health Care Congress in Abu Dhabi. The hospital has rolled out other pieces with the new look and feel, and is now reaching its audiences with a more cohesive and approachable brand across all of its departments.

- o branding theme
- o development brochure
- o fact sheet and newsletter templates

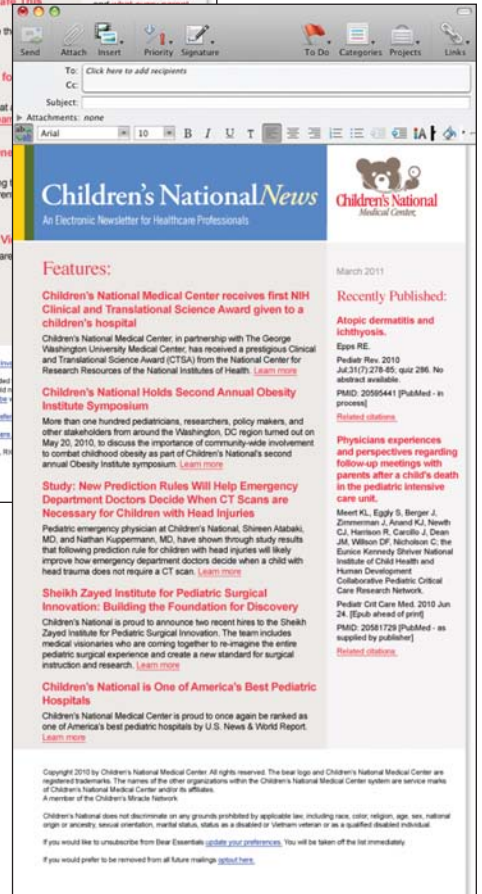
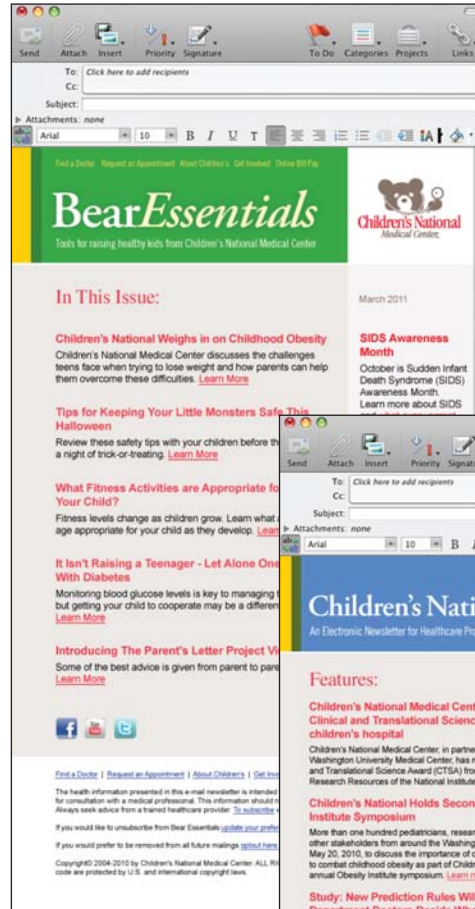
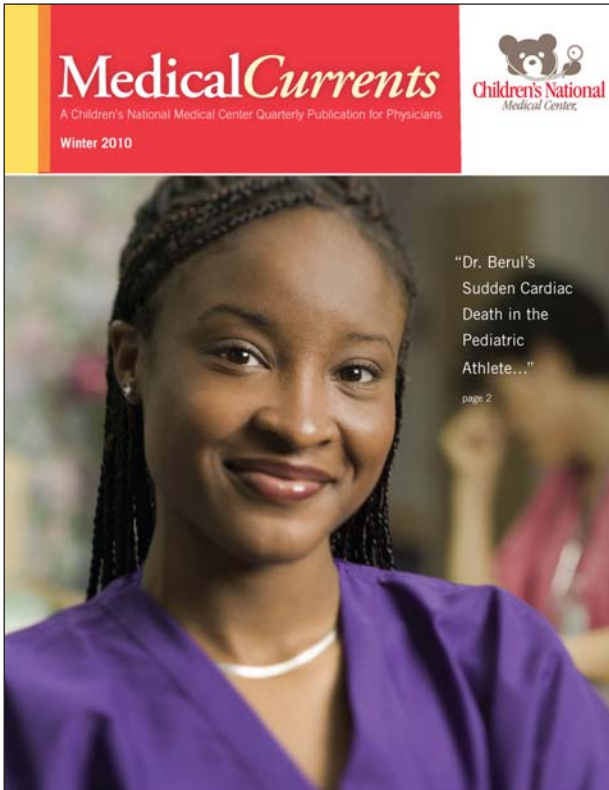
# This is *my* hospital.

## Research Modes Used:

- Interviews with key stakeholders
- Audit of existing marketing material
- Competitive brand benchmarking



- o medical currents magazine
- o bear essentials e-newsletter
- o children's national e-newsletter
- o publication nameplate identities



Medical *Currents*

Bear *Essentials*

Children's National *News*

- o community brochure
- o powerpoint templates
- o take-one brochures



**Children's Hospital: The World's Largest Campus for Pediatric Surgical Innovation**

The World's Largest campus houses 107 hospitals, 14 of which are dedicated to our newborn intensive care unit, which has the American Academy of Pediatrics' highest designation. As a leader in developing innovative solutions for pediatric healthcare providers, Children's nationally and internationally recognized staff of pediatric health care professionals delivers care to thousands of patients. Our subspecialty capabilities extend our reach beyond the local and regional areas.

**Further, the hospital provides a central center for pediatric emergency, trauma care, cardiac, genetic, cardiac, orthopedic, surgery, oncology, neurology, and critical care. Children's National working partnerships include a new resident tower, designed to enhance family centered care. The tower has private patient rooms with full in-patient and critical care. In addition, we opened a new floor for Children's Research Institute and a new 16-bed Neonatal Intensive Care Unit. Working center care with parent sleep rooms, family waiting rooms, and a breast pumping room. In addition, we have state-of-the-art operating rooms that enhance services provided by pediatric surgeons and specialty-based subspecialties.**

**Children's Research Institute**

Children's Research Institute (CRI) is the academic arm of Children's National and includes more than 200 scientists, clinicians, and staff who work to advance our understanding, prevention, and cure of childhood diseases. CRI is among the top children's hospitals that conduct pediatric research in National Institutes of Health Building, through CRI, Children's National offers our patients residents and staff in the DC, metro area.

**Children's Hospital: The World's Largest Campus for Pediatric Surgical Innovation**

The World's Largest campus houses 107 hospitals, 14 of which are dedicated to our newborn intensive care unit, which has the American Academy of Pediatrics' highest designation. As a leader in developing innovative solutions for pediatric healthcare providers, Children's nationally and internationally recognized staff of pediatric health care professionals delivers care to thousands of patients. Our subspecialty capabilities extend our reach beyond the local and regional areas.

**Further, the hospital provides a central center for pediatric emergency, trauma care, cardiac, genetic, cardiac, orthopedic, surgery, oncology, neurology, and critical care. Children's National working partnerships include a new resident tower, designed to enhance family centered care. The tower has private patient rooms with full in-patient and critical care. In addition, we opened a new floor for Children's Research Institute and a new 16-bed Neonatal Intensive Care Unit. Working center care with parent sleep rooms, family waiting rooms, and a breast pumping room. In addition, we have state-of-the-art operating rooms that enhance services provided by pediatric surgeons and specialty-based subspecialties.**

**Children's Research Institute**

Children's Research Institute (CRI) is the academic arm of Children's National and includes more than 200 scientists, clinicians, and staff who work to advance our understanding, prevention, and cure of childhood diseases. CRI is among the top children's hospitals that conduct pediatric research in National Institutes of Health Building, through CRI, Children's National offers our patients residents and staff in the DC, metro area.

**Children's Outpatient Centers**

Children's enhanced specialties services are not only at Children's Hospital, but at Regional Outpatient Centers throughout the Washington metropolitan area. These centers make it more convenient for families to access Children's clinical expertise. Specialties include cardiology, gastroenterology, neurology, orthopedics, oncology, ophthalmology, otitis, and much more.

**Regional Outpatient Centers**

Location	Address	Phone
Beltsville	10000 Beltsville Avenue Beltsville, MD 20814	301-271-2000
Washington DC	1111 Michigan Avenue Washington, DC 20002	202-775-2000
Springfield	10000 Springfield Avenue Springfield, VA 22151	703-943-2000
Rockville	10000 Rockville Avenue Rockville, MD 20850	301-761-2000
Springfield	10000 Springfield Avenue Springfield, VA 22151	703-943-2000
Springfield	10000 Springfield Avenue Springfield, VA 22151	703-943-2000
Springfield	10000 Springfield Avenue Springfield, VA 22151	703-943-2000



**Division of Psychiatry**

*Outreach Program for Children with Gender-Variant Behaviors and Their Families*

**Division of Cardiology**

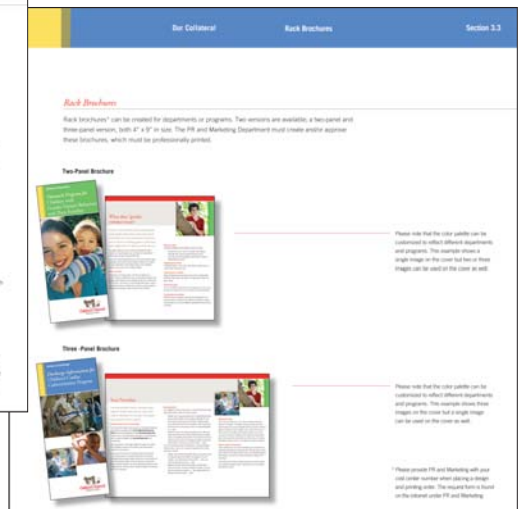
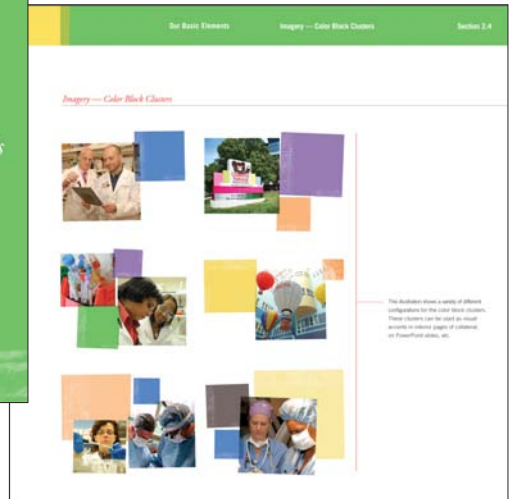
*Discharge Information for Children's Cardiac Catheterization Program*

**Children's National Medical Center**

**First Trimester Fetal Cardiac Imaging**

Children's National Medical Center





- o escalator environment
- o staff poster

