

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. Channel Communications 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** Channel 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.

- branding theme
- brand guidelines

This is *my* hospital.

Research Modes Used:

Interviews with key stakeholders

Audit of existing marketing material

Competitive brand benchmarking



Section 2

Our Basic Elements

Typography
Color Palettes
Imagery -- Color Block Choices
Imagery -- Color Black Choices

Section 2.1

Imagery -- Color Black Choices

This illustration shows a variety of different configurations for the color black choices. Imagery can be used as a single image or stacked vertically on interior pages of collateral, as illustrated above.



Section 2

Bear Facts Brochure

The Bear Facts brochure™ provides a condensed overview of the hospital's services and locations.

Two options shown: one page and two-page, as well as a full page size of the color black choice, with a primary photograph placement.

May image shows an interior layout with color black choices.

Please provide PR & Marketing with your final layout and file type. This request is to keep the image consistent on the internal collateral and Marketing.

Section 2.2

Rack Brochures

Rack brochures™ can be created for departments of programs. Two versions are available: a bi-folded and three-panel version, both 8" x 16" in size. PR & Marketing Department must create and/or approve these brochures, which must be permanently present.

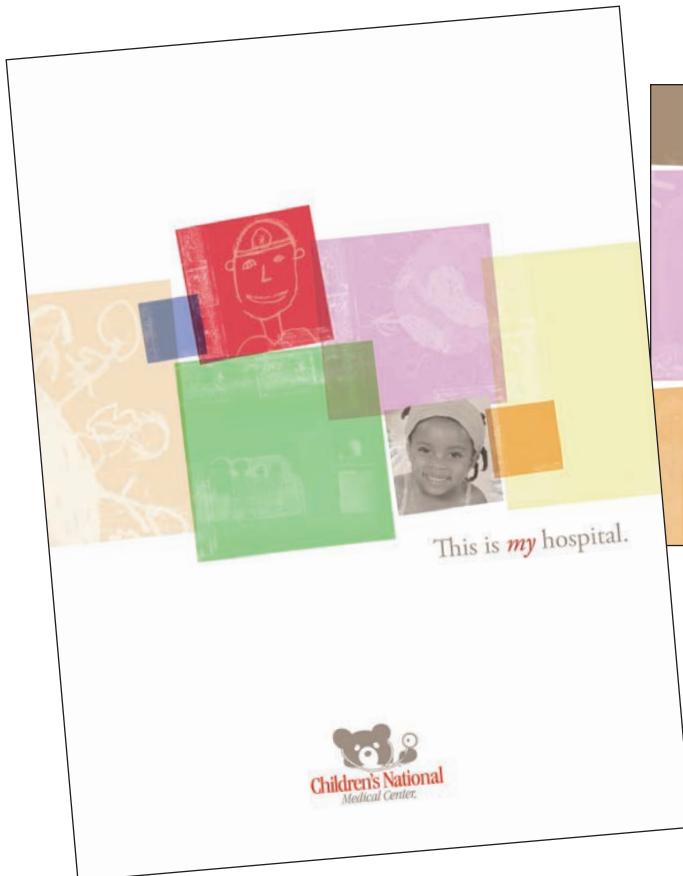
Two Panel Brochure

Three Panel Brochure

Please note that the color palette can be customized to reflect different departmental and programmatic needs. This means that a single design on the cover can have multiple designs on the inside as well.

Three-panel PR and Marketing will use color black choices when creating design and printing order. This request is to lead on the internal collateral and Marketing.

- development brochure
 - fact sheet and newsletter templates



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



BearEssentials
Tools for raising healthy kids from Children's National Medical Center

In This Issue:

March 2011

SIDS Awareness Month
October is Sudden Infant Death Syndrome (SIDS) Awareness Month. Learn more about SIDS

Tips for Keeping Your Little Monsters Safe This Halloween
Review these safety tips with your children before the night of trick-or-treating. [Learn More](#)

What Fitness Activities are Appropriate for Your Child?
Fitness levels change as children grow. Learn what age appropriate for your child as they develop. [Learn More](#)

It Isn't Raising a Teenager - Let Alone One With Diabetes
Monitoring blood glucose levels is key to managing diabetes. But getting your child to cooperate may be a different story. [Learn More](#)

Introducing The Parent's Letter Project
Some of the best advice is given from parent to parent. [Learn More](#)

Features:

Children's National Medical Center receives first NIH Clinical and Translational Science Award given to a children's hospital!
Children's National Medical Center, in partnership with The George Washington University Medical Center, has received a prestigious Clinical and Translational Science Award (CTSA) from the National Center for Research Resources of the National Institutes of Health. [Learn more](#)

Children's National Holds Second Annual Obesity Institute Symposium
More than one hundred pediatricians, researchers, policy makers, and other stakeholders from around the Washington, DC region turned out on May 20, 2010, to discuss the importance of community-wide involvement to combat childhood obesity as part of Children's National's second annual Obesity Institute symposium. [Learn more](#)

Study: New Prediction Rules Will Help Emergency Department Doctors Decide When CT Scans are Necessary for Children with Head Injuries
Pediatric emergency physician at Children's National, Shireen Atabaki, MD, and Nathan Kupperman, MD, have shown through study results that following prediction rule for children with head injuries will likely improve how emergency department doctors decide when a child with head trauma does not require a CT scan. [Learn more](#)

Sheikh Zayed Institute for Pediatric Surgical Innovation: Building the Foundation for Discovery
Children's National is proud to announce two recent hires to the Sheikh Zayed Institute for Pediatric Surgical Innovation. The institute brings medical visionaries who are coming together to re-imagine the entire pediatric surgical experience and create a new standard for surgical instruction and research. [Learn more](#)

Children's National is One of America's Best Pediatric Hospitals
Children's National Medical Center is proud to once again be ranked as one of America's best pediatric hospitals by U.S. News & World Report. [Learn more](#)

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Children's National does not discriminate on any grounds prohibited by applicable law, including race, color, religion, age, sex, national origin or ancestry, sexual orientation, marital status, status as a disabled or Vietnam veteran or as a qualified disabled individual.

If you would like to unsubscribe from Bear Essentials [update your preferences](#). You will be taken off the list immediately.

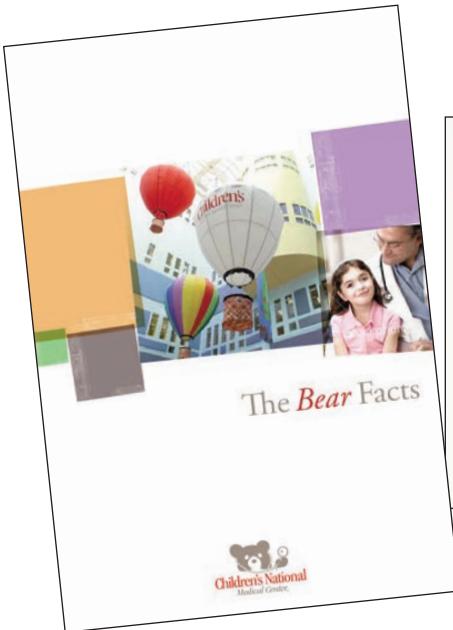
If you would prefer to be removed from all future mailings [update here](#).

Medical *Currents*

Bear*Essentials*

Children's National *News*

- community brochure
- powerpoint templates
- brochure templates



Children's Hospital: The Sheikh Zayed Campus for Pediatric Surgical Innovation

The Sheikh Zayed campus houses 300 inpatient beds, 54 of which are dedicated to children's intensive care unit, which has the American Academy of Pediatrics highest designation. As a leader in developing innovative solutions for pediatric, adolescent, and adult patients, Children's National and internationally recognized staff of pediatric health care professionals deliver the highest quality of care. The educational capabilities extend far beyond the local and regional areas.

Earlier, the hospital served as a referral center for pediatric emergencies, burns, pain, cancer, pediatric cardiac, orthopedic surgery, neurology, neurosurgery, and critical care. Children's National has expanded its services to include a new pediatric emergency room, pediatric intensive care unit, pediatric burn unit, pediatric orthopedics, pediatric neurology, pediatric neurosurgery, and a new pediatric heart center. In addition, we opened a new floor for Children's Research Institute and a new Sid and Nedda Interim Care Unit featuring private rooms with patient sleep spaces, family visiting rooms, and a breast pumping room. We have state-of-the-art operating rooms that enhance services provided by pediatric surgeons and pediatric heart anesthesiologists.

Children's Research Institute

Children's Research Institute (CRI) is the academic arm of Children's National and includes more than 300 scientists, clinicians, nurses, and staff who work in the hospital to advance, prevent, and treat childhood diseases. CRI is among the top children's hospitals that conduct pediatric research in National Institutes of Health funding. Through CRI, Children's National offers patient-centered clinical trials in the DC metro area.

Serving the nation's children since 1870, Children's National Medical Center is one of the nation's leading clinical and research institutions dedicated solely to the care of children, and is a proven leader in developing and providing innovative treatments for childhood illness and injury. It is the only exclusive provider of pediatric care in the Washington, DC, area.

Children's National is currently rated among the best pediatric hospitals in America according to U.S. News & World Report. It is also among the top pediatric institutions in the nation to consistently be named to the Leapfrog Group's list of the hospitals for quality and safety. Children's National also received Magnet® recognition for nursing excellence from the American Nurses Credentialing Center. Our proven success is why families travel around the region, country, and world to bring their children to Children's National.

Children's Outpatient Centers

Children's renowned specialists practice not only at Children's Hospital, but at Regional Outpatient Clinics throughout the Washington metropolitan area. These clinics make it more convenient for families to access Children's clinical expertise. Specialists include cardiology, gastroenterology, neurology, oncology, psychiatry, orthopedics, and many more.

Medical Locations

- **Washington:** 111 Michigan Avenue, NW, Suite 1000 • Washington, DC 20004
- **Montgomery County:** 1000 Rockville Pike, Bethesda, MD 20892
- **Alexandria:** 1000 North Royal Street, Suite 200 • Alexandria, VA 22314
- **Frederick:** 1000 North Frederick Avenue, Frederick, MD 21701
- **Upper Marlboro:** 1000 Maryland Avenue, Suite 200 • Upper Marlboro, MD 20772
- **Lanham:** 1000 Maryland Avenue, Suite 200 • Lanham, MD 20706
- **Bethesda:** 1000 Rockville Pike, Bethesda, MD 20892
- **Rockville:** 1000 Rockville Pike, Bethesda, MD 20892
- **Spring Valley:** 1000 Rockville Pike, Bethesda, MD 20892
- **Woodlawn:** 1000 Rockville Pike, Bethesda, MD 20892

Emergency Room Locations

- **Washington:** 111 Michigan Avenue, NW, Suite 1000 • Washington, DC 20004
- **Montgomery County:** 1000 Rockville Pike, Bethesda, MD 20892
- **Alexandria:** 1000 North Royal Street, Suite 200 • Alexandria, VA 22314
- **Fairfax:** 9700 Rockville Pike, Bethesda, MD 20892
- **Upper Marlboro:** 1000 Maryland Avenue, Suite 200 • Upper Marlboro, MD 20772
- **Lanham:** 1000 Maryland Avenue, Suite 200 • Lanham, MD 20706
- **Bethesda:** 1000 Rockville Pike, Bethesda, MD 20892
- **Rockville:** 1000 Rockville Pike, Bethesda, MD 20892
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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

First Trimester Fetal Cardiac Imaging

Children's National Medical Center

Children's National Medical Center

- o escalator environment
- o staff poster

