



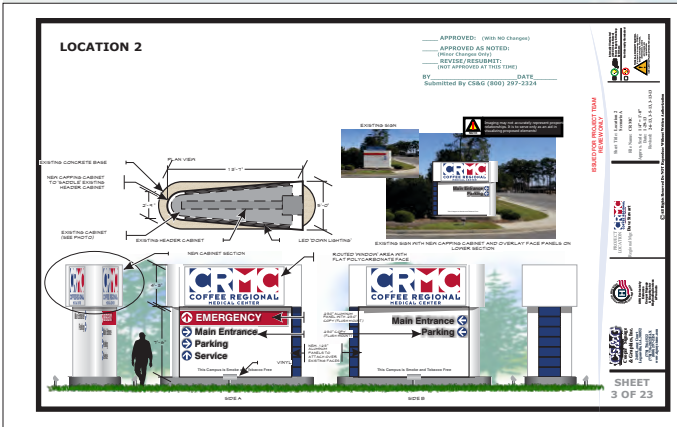
**Project Name/Location:**  
Coffee Regional Medical Center,  
Douglas, GA.

**Consists of:**  
Coffee Regional Hospital  
(an 88 acute care bed hospital),  
Three Clinics  
Two medical buildings  
Affiliated physician groups

CRMH admired our work at another facility and contacted us to update their outdated interior and exterior signage program.

The facility launched their updated signage/wayfinding under a new corporate banner. The unveiling of a new brand/icon was timed to release with new signs.

Working closely with Marketing and Engineering the initiative also addressed issues with confusing numbering in their MOB complex and all off site facilities.



**DIFFERENTIATED STRATEGIES  
ORCHESTRATED BY CS&G:**

- Diagnostic Tools**  
Online Stakeholders Survey  
Subjective Survey  
Review Construction Plans  
Industry Data Comparison
- Wayfinding/Carefinding™**  
Design Consultation  
Collaborate With:  
Marketing & Other  
Facility Staff/Thoughtleaders
- Terminology/Pathway**  
Simplification/Unification  
Extensive Staff & Public Education
- Collateral Aids**  
Pre Site Visit Information Enhancement  
Concierge & Valet Parking In Service
- Sign System Implementation**  
Comprehensive Graphic Standards  
Multi Phased Exterior & Interior Signage  
Design, Fabricate & Install