

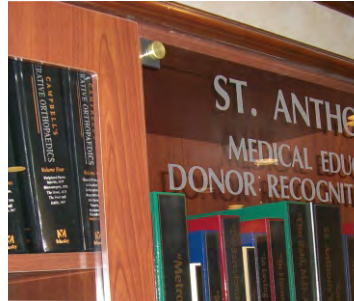


CS&G joined with St. Anthony's in 2002 as wayfinding consultant and ongoing resource for implementation of comprehensive interior and exterior wayfinding elements at all of their facilities. We carefully implemented a new branding program across multiple locations within the region.

CS&G completed the last phases of a multi year implementation plan in 2010 and continues to work with the facility on implementing CareFinding improvements.



Updating ongoing donor recognition is easy because it is on bookshelves using the spine of faux books with visually weighted levels.



Touch screen kiosks eliminated frequent expensive updating at a medical building.



Project Name/Location:
St. Anthony's Medical Center, St. Louis, MO.

Consists of:
Medical Center (a 914 Bed hospital)
4 Offsite Urgent Care/Medical Buildings
3 Medical Office Buildings
Largest Heart Center in St. Louis
Hospice
Behavioral Health Building
Education Complex
Stand Alone Women's and Children's Health Center
Four dedicated Medical Office buildings

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:
Facility Staff/Thoughtleader
Architects/Contractors
- Incorporated Emerging Technologies**
At Home & At Site Interactive
Digital Displays, Touchscreen Kiosks
- Terminology/Pathway**
Simplification/Unification
Extensive Staff & Public Education
- Collateral Aids**
Pre Site Visit Information Enhancement
Concierge & Valet Parking In Service
- Visitor Maps/Guides**
Artwork For All Media
- Sign System Implementation**
Comprehensive Graphic Standards
Multi Phased Exterior & Interior Signage
Design, Fabricate & Install
- Donor Recognition Program**
Digital and static elements