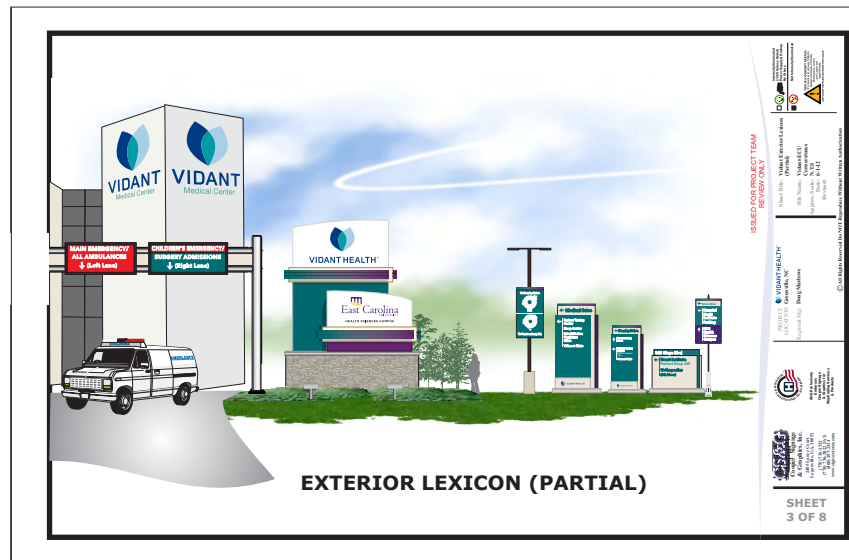




CS&G has partnered with Vidant since 1996 through major expansions & acquisitions providing solutions for multiple generations of names/branding and wayfinding. The flagship campus is a collaborative effort orchestrating the wayfinding needs for:

Vidant Medical Center (including clinics and medical offices)
City of Greenville, and
East Carolina University Medical Campus.

Additionally the Vidant team relies on CS&G for seamless solutions for their facilities throughout the region.



Project Name/Location:

Vidant Health
Greenville, NC

Consists of:

Vidant Medical Center (a 950 bed hospital)
A Childrens Hospital (soon to come online)
7 Standalone Hospitals within
(over 350 beds combined)
Over 50 stand alone clinics, medical and support buildings and related facilities on large campus as well as a network of over 50 off site Physician Clinics/Services

Affiliated with:

Eastern Carolina University School of Nursing
East Carolina Heart Institute at

DIFFERENTIATED STRATEGIES ORCHESTRATED BY CS&G:

- Diagnostic Tools**
Online Stakeholders Survey
Subjective Survey
Focus Groups Targeted At L.E.P. Needs
Review Construction Plans
Industry Data Comparison
- Wayfinding/Carefinding™**
Design Consultation
Collaborate With:
Facility Staff/Thoughtleaders
Design & Construction Team
- Incorporated Emerging Technologies**
Currently Implementing CS&G's Squire App
At Home & At Site Interactive
Digital Displays/Kiosks
- Terminology/Pathway**
Simplification/Unification
- Sign System Implementation**
Comprehensive Graphic Standards
Multi Phased Exterior & Interior Signage
Design, Fabricate & Install

Worked with DOT/municipalities to provide updated Trailblazer signs
- Donor Recognition Programs**