

HEALTH CARE

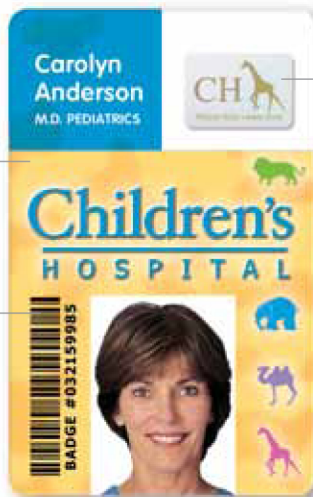
CHILDREN'S HOSPITAL: One of the nation's leading pediatric hospitals

Key Concerns: access control, security, data tracking, brand enhancement, patient experience

The card's colors and simple design were chosen for their **ability to communicate** the hospital's pediatric focus.

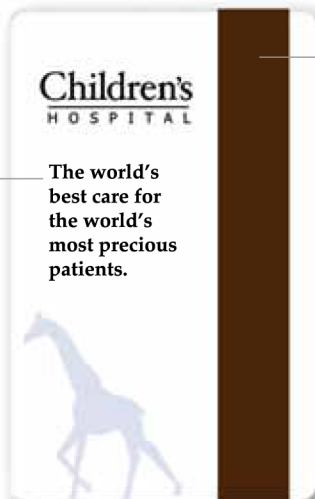
New **patient-safety measures** require caregivers to scan their card's bar code and then the patient's chart before administering drugs. That information is then transmitted to a central patient database.

The hospital's CEO requested that the hospital's **mission statement** be included on the back of the card "as a daily reminder of the importance of our mission."



The card's **custom holographic foil** not only provides a strong measure of security, it's often a starting point for communication between hospital staff and shy patients.

A smiling face and the use of animal shapes on the front of the card help provide a **measure of comfort** for the hospital's young patients.



The world's best care for the world's most precious patients.

The magnetic stripe restricts **floor access** and reduces unwanted traffic through intensive-care units of the hospital.