

CASE HISTORY:

Children's Charity Hospital

Fast Facts:

- Features patient testimonials.
- Given to hospital staff at holiday party.
- Personalized ad area w/employee's name.
- Health care industry observances on calendar.

Summary:

A sincere thank you for a job well done has the power to boost employee morale. Using patient testimonials and images from the hospital, this calendar reminds nurses and other employees all year that their work has the power to change lives.

Each employee received a personalized calendar, and hospital staff displayed additional calendars at nursing stations, in treatment rooms, and in family lounges. This broadened the audience of the calendar to include patients, family members, and the general public.

The Children's Hospital calendar served both as a scheduling tool and a constant reminder of the significant contributions employees make every day of the year.

