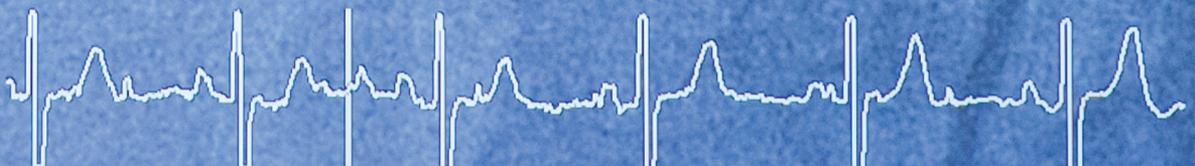


Design for the Healthcare Industry



The image shows a large white logo on a glass window. The logo consists of a stylized 'M' followed by the text 'Northwestern Medicine' with a registered trademark symbol. The background is a blurred view of a city street with cars and buildings.

M Northwestern
Medicine®



Help bring our brand to life!

Our Brand Center offers a variety of resources, tools, downloads and tips so that we can all help build the Northwestern Medicine brand with clarity and consistency. Use this site as an ongoing reference and resource. Visit often to find new postings.

Quick Links

- [Brand Guidelines](#)
- [Visual System](#)
- [Choosing a Logo](#)
- [Logo Placement](#)
- [Logo Downloads](#)
- [Photo Downloads](#)
- [PowerPoint](#)
- [Email Signature](#)



Learn more about our brand and how you can help bring it to life.



Find our visual brand identity guidelines and logo downloads.



Select and download business templates and order branded materials.

Northwestern Medicine
Northwestern Memorial University Feinberg School of Medicine transform healthcare to excellence and breakthrough. It's also our master brand identity so that we clearly

Find a guide to editorial style and other editorial resources.



Learn about our visual style and download images for business use.



Find answers about our transition to the Northwestern Medicine brand.

For email signature instructions, [click here](#).

Questions about the brand? [Contact us](#).



Psychiatry and Behavioral Sciences

and the Norman and Ida Stone Institute of Psychiatry

Northwestern Memorial Hospital
Northwestern University Feinberg School of Medicine

Northwestern Medicine™

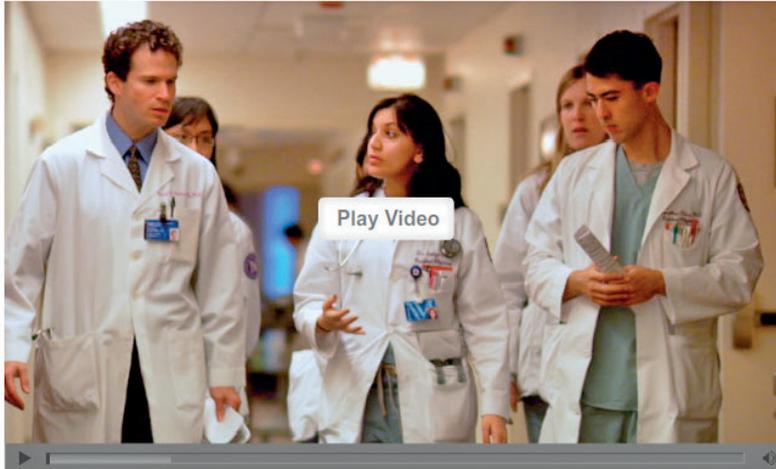
Annual Report 2009



> Read more



> Read more



We are Northwestern Medicine

With the publication of our first collaborative annual report, Northwestern University Feinberg School of Medicine and Northwestern Memorial HealthCare are proud to share our vision for Northwestern Medicine. Throughout the last two years, we have joined together in an unprecedented planning process to accelerate our work to become one of the country's great academic medical centers. By focusing our work on the shared goals featured in this report, we are aligning our strengths and resources to encourage innovation and discovery. Together, we strive to change medicine in a way that will make a great impact on people's lives.

[Read more](#) about Northwestern Medicine.

Our Shared Goals:

Deliver Exceptional Care



Become a pre-eminent healthcare destination where patients receive the highest quality, scientifically driven and personalized care. [Read more](#)

Advance Medical Science and Knowledge



Advance the boundaries of medical science and clinical practice through the discovery, translation and dissemination of knowledge. [Read more](#)

Develop People, Culture and Resources



Attract, develop and retain top talent in a culture that values innovation, excellence and the highest levels of scholarship and provides the resources to support continued growth and success. [Read more](#)

[Contact Us](#) [Disclaimer](#) [Privacy Policy](#)

© January 2010 by Northwestern University and Northwestern Memorial HealthCare.
Northwestern Medicine is a trademark of Northwestern Memorial HealthCare.





nmquestions@nm.org

DO YOU HAVE QUESTIONS ABOUT OUR HEALTH SYSTEM?

A new email address – nmquestions@nm.org – is now available.

1 2



EMPLOYEE ANNUAL MEETINGS ARE ON THEIR WAY!

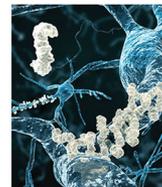
A MESSAGE FROM DEAN M. HARRISON

What our patients are saying

'PEACE OF MIND' FOR ONE OF OUR OWN

SOCIAL WORKER ASHLEY KAPPMAYER, LCSW, EARNS A PATIENTS FIRST AWARD.

CLICK FOR MORE.



Follow Us!



NORTHWESTERN MEDICINE BY THE NUMBERS

 600,000 Together we serve more than 600,000 patients.	 60 Sites of care and growing.	 3,400 A faculty of 3,400 conduct research and teach future physicians.	 25,000 A workforce of 25,000 strong.
--	--	---	---

LOCAL EDITIONS
NM Downtown
NM North
NM West

PARTICIPATE
High Five
Ebola Questions?
Take a quiz!

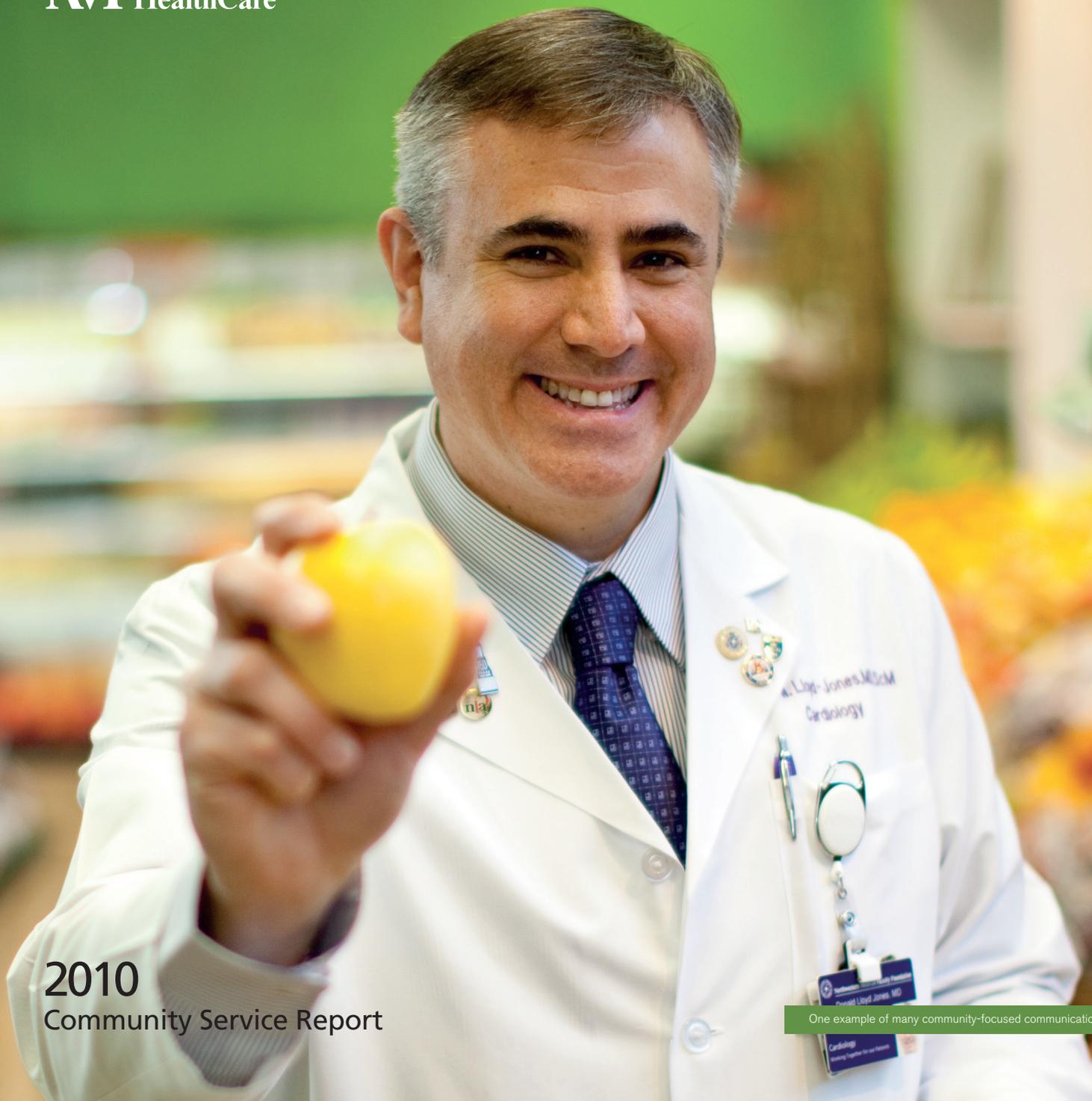
OUR STORIES
Galleries
Videos
Slide Shows

QUICK LINKS
nm.org
cadencehealth.org
NMI



[Feedback](#) | [Terms of Use](#) | [Share a Story](#) | [Contact Us](#) | nm.org | cadencehealth.org | NMI

Published by the Department of Communications, Northwestern Memorial HealthCare.
©2015, Northwestern Medicine.



2010
Community Service Report

One example of many community-focused communications



Almost Home Kids
Share the Care

2017 Annual Report



A comprehensive identity and branding system for this organization helping medically fragile children

almosthomekids.org

 **Almost Home Kids**
Share the Care

About Services News Clinical Locations Contact Give f in t i s p

Volunteers are an integral part of the daily functioning of Almost Home Kids and we always welcome new groups and individuals to our home!



At Almost Home Kids our mission is to provide transitional care in a home-like setting to children with complicated health needs, training for their families and respite care. Learn how we do it [here](#).

Overview

- Respite
- Transitional Care
- Transportation
- Emergency Respite
- International Program
- Child Life Program
- Sleep Medicine
- Physical Therapy
- Medical Education
- Parent/Caregiver Resources
- Research Program



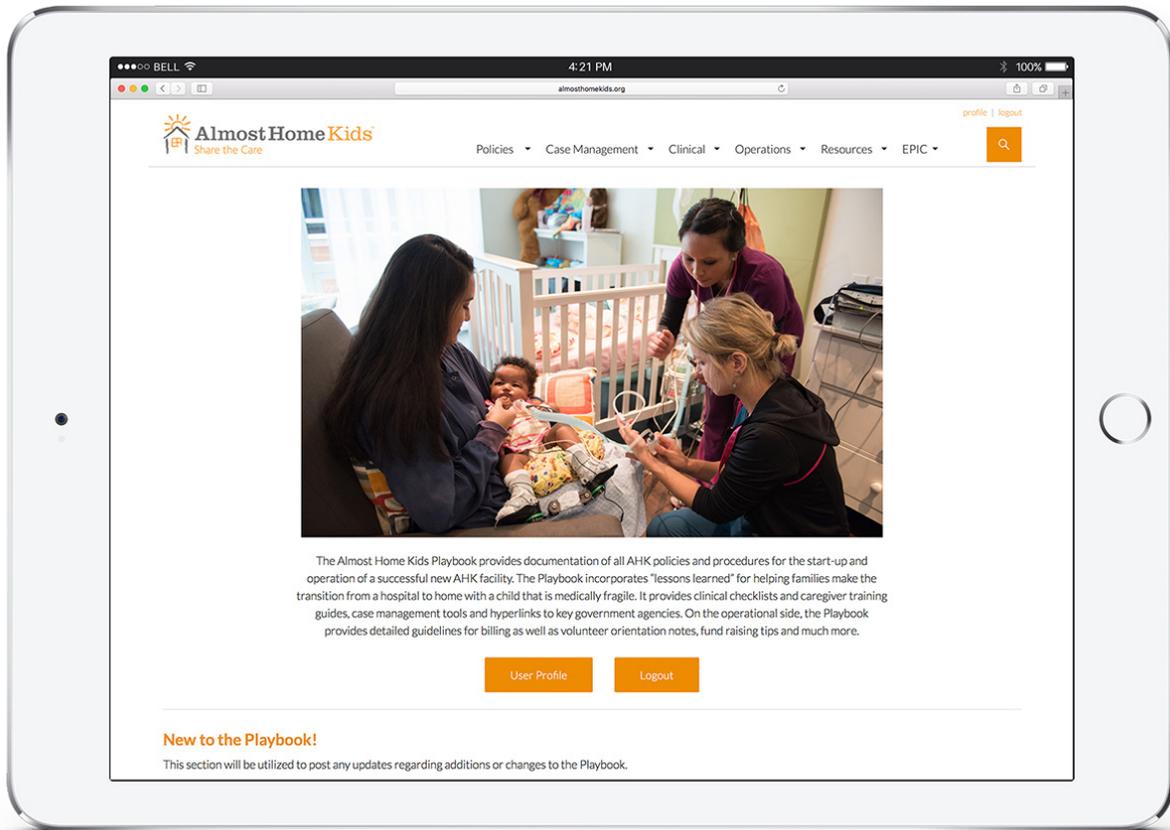
Children who are technology assisted or have complex medical needs are eligible for our services.

We offer three care programs at Almost Home Kids: transitional, respite and respite transportation care.

Transition Care referrals are accepted from Hospital Discharge Planners, Social Workers, Nurses, and Physicians. Parents who feel their child would benefit from Transitional Care can contact their child's community or hospital care coordinator or social worker.

In addition to the care programs, Almost Home Kids provides:

- Support to the family by actively seeking financial assistance
- Training programs for families and health care providers



An internal website for staff that documents all of Almost Home Kids' procedures and policies across various locations

The Verigene™ System

The new standard for molecular testing.

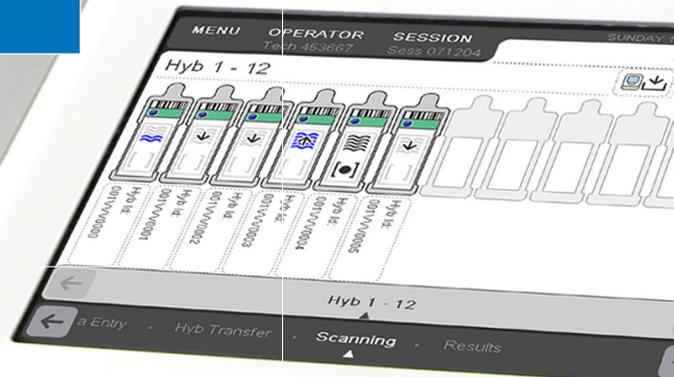
This elegantly simple system for testing DNA, RNA and proteins introduces a revolutionary step forward in molecular testing. Delivering unparalleled accuracy, the Verigene System is remarkably easy to use from start to finish.

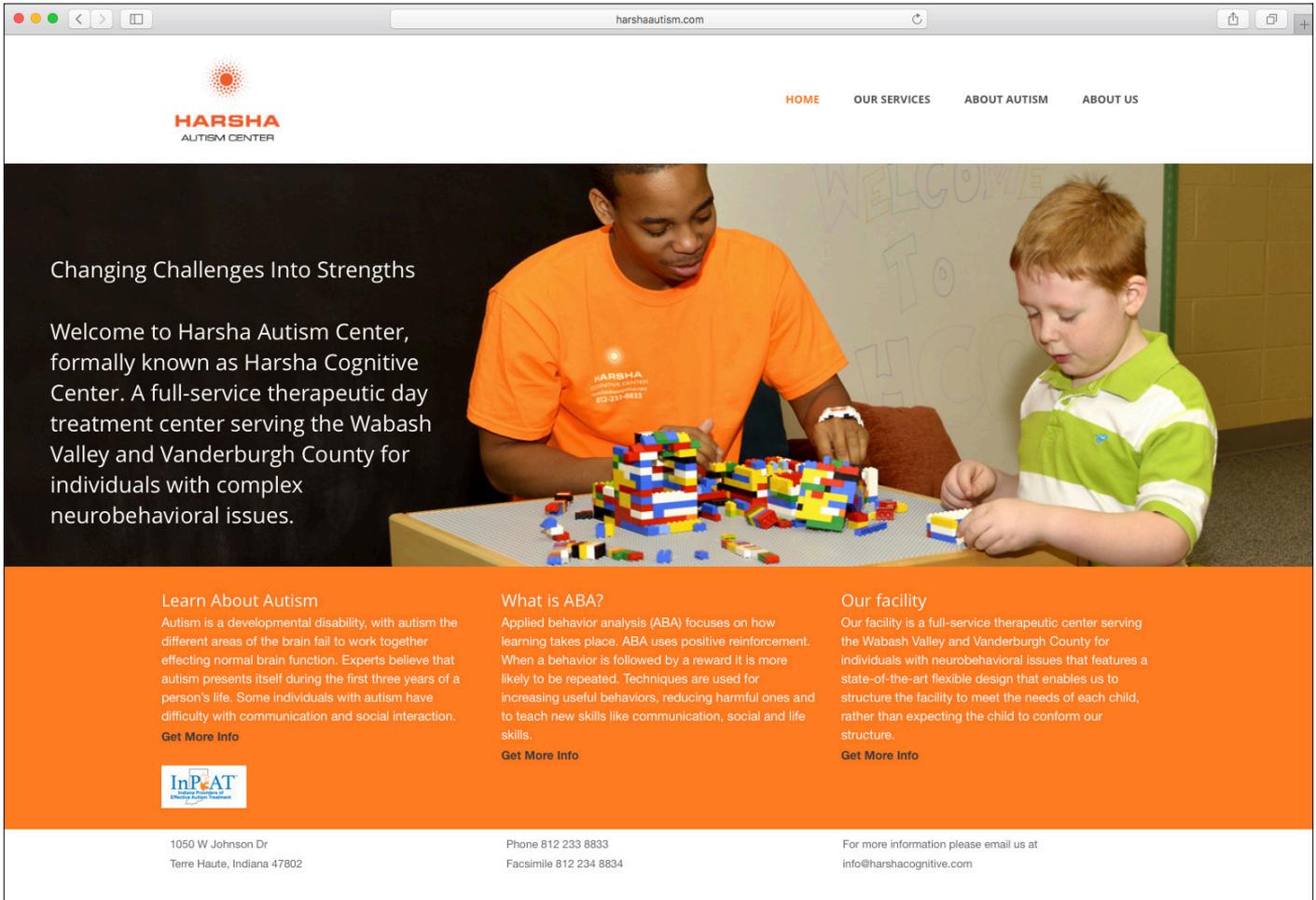
Objective results are achievable in less than one hour of processing time without PCR, specialized labor or extensive training of laboratory staff. This is due to the advances of the Verigene System's automated assay process and pat-

ented ClearRead™ nanoparticle probe technology. With the affordable Verigene System, a virtually limitless range of molecular diagnostics assays can be performed wherever and whenever they are needed.

One
System.

Infinite
Assays.





HOME OUR SERVICES ABOUT AUTISM ABOUT US

Changing Challenges Into Strengths

Welcome to Harsha Autism Center, formally known as Harsha Cognitive Center. A full-service therapeutic day treatment center serving the Wabash Valley and Vanderburgh County for individuals with complex neurobehavioral issues.



Learn About Autism

Autism is a developmental disability, with autism the different areas of the brain fail to work together effecting normal brain function. Experts believe that autism presents itself during the first three years of a person's life. Some individuals with autism have difficulty with communication and social interaction.

[Get More Info](#)



What is ABA?

Applied behavior analysis (ABA) focuses on how learning takes place. ABA uses positive reinforcement. When a behavior is followed by a reward it is more likely to be repeated. Techniques are used for increasing useful behaviors, reducing harmful ones and to teach new skills like communication, social and life skills.

[Get More Info](#)

Our facility

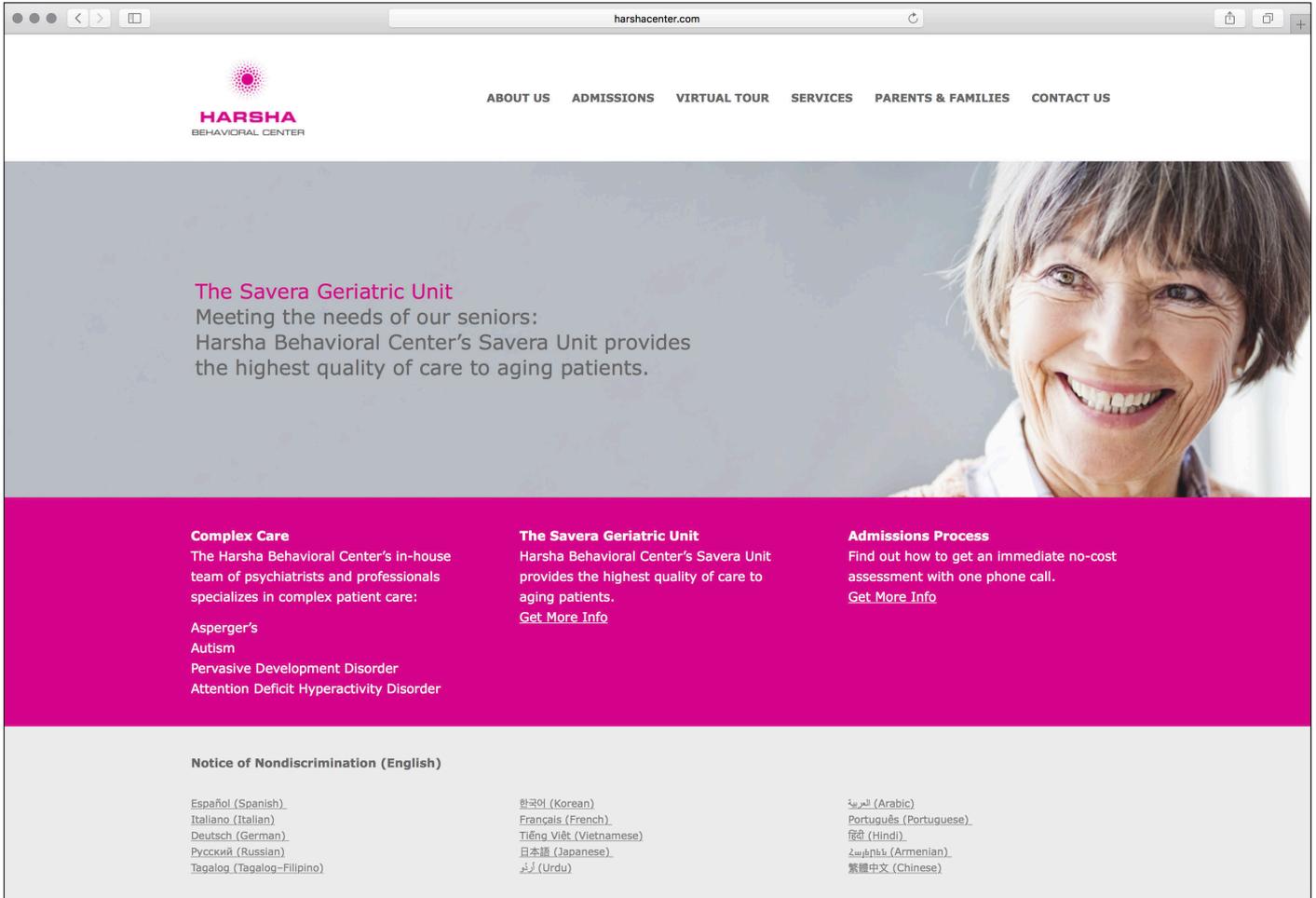
Our facility is a full-service therapeutic center serving the Wabash Valley and Vanderburgh County for individuals with neurobehavioral issues that features a state-of-the-art flexible design that enables us to structure the facility to meet the needs of each child, rather than expecting the child to conform our structure.

[Get More Info](#)

1050 W Johnson Dr
Terre Haute, Indiana 47802

Phone 812 233 8833
Facsimile 812 234 8834

For more information please email us at
info@harshacognitive.com



The ADA Signature

Signature Orientations

The signature is provided in two different orientations, stacked and horizontal. Having the option of two signatures, one vertical and one horizontal, provides flexibility for designing various layouts.

- Never use the symbol alone.
- Never alter the spatial relationship between the symbol and typography.
- Only the stacked vertical and horizontal signatures may be used, no other configurations are allowed.

The image shows the ADA signature in a stacked vertical orientation. The letters 'ADA' are in a bold, green, sans-serif font. To the right of 'ADA', the words 'American', 'Dental', and 'Association' are stacked vertically in a black, sans-serif font. A registered trademark symbol (®) is located at the end of 'Association'.

Stacked vertical

The image shows the ADA signature in a horizontal orientation. The letters 'ADA' are in a bold, green, sans-serif font. To the right of 'ADA', the words 'American Dental Association' are written in a black, sans-serif font. A registered trademark symbol (®) is located at the end of 'Association'.

Horizontal



The endorsement by the American Dental Association appears on consumer products nationwide

2013
Department of
Nursing Annual
Report

Messages from
Leadership

Transformational
Leadership

Structural
Empowerment

Exemplary
Professional Practice

New Knowledge,
Innovation and
Improvements

2013 Certified
Nurses



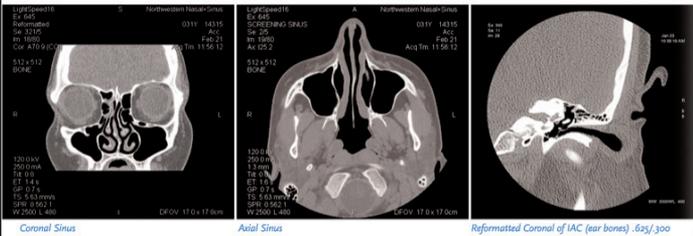
(From left) Laura Meller, MS, APN, CNS-BC, manager of Acute Care Services, received the 2013 Advanced Practice Nurse of the Year award and Laura Pamay, BSN, RN, CPAN, CAPA, a clinical nurse in Surgical Services, received the 2013 Nurse of the Year award.



An annual report highlighting the scientists the Brain Research Foundation is helping to study all aspects of the brain

Our State of the Art Facility

Our first priority is treating you as efficiently as possible. That's why we've established an advanced facility with all the equipment necessary to diagnose and treat you in one convenient location. In one office visit, you can receive diagnostic tests, preliminary results and a recommended treatment plan. Not only does this save you time, it's a way for us to ensure the speed and accuracy of your diagnosis. We've also integrated technology into your medical care in ways that actually help you better understand your health.



CT Scans

At Northwestern Nasal + Sinus, we invest in the latest technologies that help us diagnose and treat your nasal and sinus conditions. Our new on-site CT scanner, one of the most advanced models in the US, provides ultra-high resolution scans in a matter of minutes. When performed at our office, CT scans can expedite your diagnosis by providing your doctor with an immediate view into your sinuses. That helps us treat you as soon as possible so that you can experience relief.

While you may have to wait weeks for an appointment at an imaging center, same-day appointments are often available at our office. All scans are completed by a certified CT Technologist and analyzed by an experienced radiologist from Global Medical Imaging Group. When you have a sinus scan, your doctor will review the preliminary results with you immediately, so you don't have to schedule an additional appointment. If you receive any other type of scan, the radiologist will review your results and issue a report to your doctor within 24-48 hours.

Best of all, you can relax in familiar surroundings where we always emphasize your comfort.

CT scans are painless exams used to provide doctors with a detailed view of virtually any part of the body. Our advanced CT scanner captures precise images in as little as 2 minutes.



Northwestern Memorial Hospital

BLUHM CARDIOVASCULAR INSTITUTE

Clinical Activities and Outcomes Report 2011



Transforming the Future of Medicine

Provide Comprehensive
Cardiovascular Care

Align Research, Technology
and Outcomes

Excel Through People,
Academics and the Community

A Message from Our Director, Patrick M. McCarthy, MD



At Northwestern's Bluhm Cardiovascular Institute our goal is to achieve superior results for all of our patients and to help them return to normal activities while improving their overall quality of life. We believe that clinical outcomes should be a major consideration in helping patients and referring physicians decide where to seek and refer care.

In 2012–13, *U.S. News & World Report* ranked Northwestern Memorial Hospital's Cardiology and Heart Surgery program 17th in the nation and ranked Northwestern Memorial Hospital as the only Illinois hospital to be named to the prestigious honor roll of the nation's hospitals.

Patrick M. McCarthy, MD

Chief
Division of Cardiac Surgery
Northwestern Memorial Hospital

Director
Bluhm Cardiovascular Institute

Heller-Sacks Professor of Surgery
Northwestern University
Feinberg School of Medicine

[Next Section](#)

[For more information, visit heart.nmh.org](#)

ADA American
Dental
Association®

nsw **Northwestern
Surgical** Associates

M **Northwestern
Medicine**®

MDI Molecular Diagnostics


Thyroid Surgical Clinic

 **Almost Home Kids**
Share the Care

TWIST
OUT
CANCER


NN
NORTHWESTERN NASAL + SINUS


HealthLink

CLINCO


HARSHA
BEHAVIORAL CENTER

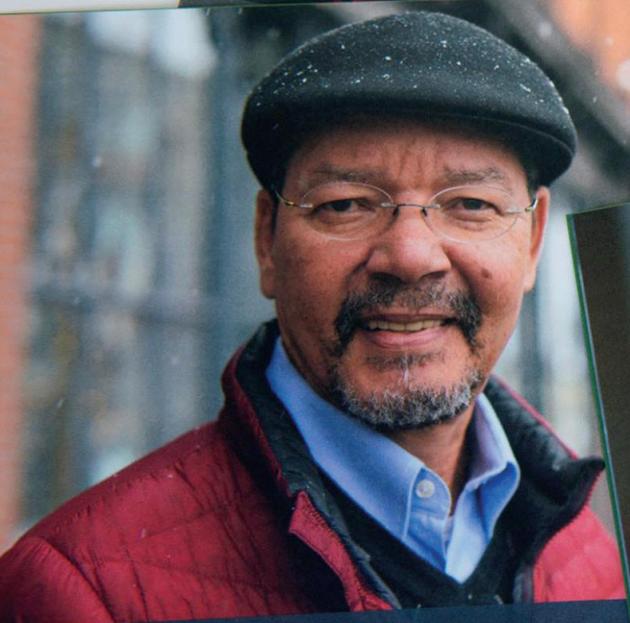

HARSHA
AUTISM CENTER



Measuring our Success

Over the course of the five-year plan, we will be using the following methods to track and measure our success:

- Patient engagement surveys (HCAHPS)
- Global diversity and inclusion benchmarks
- Employee and physician surveys
- Biannual UVM Medical Center assessments



What we Mean by Equity, Diversity and Inclusion

Our Goals

Our strategic direction is outlined here.

Goal 1
Declare our commitment

Goal 2
Develop the infrastructure

Goal 3
Implement a core strategy for staff so that employees can contribute to Equity, Diversity and Inclusion

Goal 4
Identify and address our community's needs

Goal 5
Develop a culture of inclusion

Goal 6
Assist in the recruitment and retention of diverse staff

Over the past few years in Vermont, we've come to a tipping point: People of color are no longer asking for change; we're demanding it. The work of the Equity, Diversity and Inclusion Council reflects this movement, and on a personal level, it fulfills its purpose—to create ideas that feed the common good. The Council is a microcosm of all that the UVM Medical Center can be: passionate people working to create a culture in which people from all backgrounds are human to each other. It's simple as that."

Colston, Director

member serving on the

"As a physician and researcher, I've come to believe in the power of collective wisdom. The process of gathering diverse experience and perspectives is not only deeply rewarding. . . it leads to the best conclusion. During my many years as a medical student and a physician, I've been speaking to an staff



Nurses Week 2018

This week, we celebrate
our nurses, and the lasting
impact they have at the
bedside and beyond.

THE
University of Vermont
MEDICAL CENTER


NURSES
INSPIRE
INNOVATE
INFLUENCE
NATIONAL NURSES WEEK 2018
AMERICAN NURSES ASSOCIATION
May 6-12, 2018

**Liska +
Associates**

610 N. Fairbanks
Studio 2 East
Chicago, Illinois
60611 USA

1 312 867 1111
liska.com

