



GREENVILLE HEALTH SYSTEM

***“Anne, you’re the one to keep an eye on
the big picture when the rest of us get
distracted by the details.”***

*– George Maynard
VP of Institutional Advancement
Greenville Health System
Greenville, SC*

The Greenville Health System has made significant investments in public exhibits that celebrate the history and accomplishments of the organization, including the impact of philanthropic support. More than a decade ago, there was a consolidated effort to develop a collaborative strategy to address the overlapping requirements of wayfinding, marketing and storytelling messages. Now, with shared experience implementing this strategy, there has been ample opportunity to learn what works, what warrants a permanent position, and what is best seen as a time-limited presentation.

Central to the public traffic within the hospital, the Center for Philanthropy and Partnership and the History Center demonstrate this need for a balance of permanency and the ability to change messages. The philanthropic display uses twenty individual panels that can house either large format print graphics or magnetically-held donor name plates.

Philanthropy and Partnership and History Centers Greenville, South Carolina

The display includes an interactive screen that provides engagement for even the most casual passers-by. The display is updated on an as-needed basis, using graphic standards that provide for visual consistency and a tie-in to other recognition throughout the facility.

Opposite the philanthropy display, the Greenville Health System History Center relates current topics of interest to the Greenville Health System community. The displays are changed annually, and have included presentations on the history of the hospital’s nursing school, the development of children’s medicine, and a celebration of the system’s centennial anniversary. Heurista is engaged in the concept development, design and implementation of these annual displays as well as ongoing design, implementation and strategic planning around naming opportunities and philanthropic recognition throughout the five campus system.

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