

# *Culture Building Gets Personal with ABC Health*

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**INDUSTRY:** HEALTHCARE, EDUCATION

**O'BRIEN CAPABILITY:** CREATIVE SERVICES, PACKAGING & KITTING,  
PROMOTIONAL PRODUCTS, PRINT MANAGEMENT

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CIU is a large Midwest hospital and education system. As part of the systems initiative to make relationships personal (both with patients and coworkers), O'Brien was asked to develop a unique kit to drive positive interactions across the system. The solution for the internal launch was to develop custom kits supporting the brand initiative. The kits would include several components, each of which supported the "This is Personal" initiative in addition to the system's brand overall. Kit components included:

- One custom designed dimensional tray with slip on sleeve cover printed in full color
- Two 4.625" x 6.25" cards printed in full color
- Two #6 baronial (4 ¾ x 6 ½) envelopes printed in full color
- One Balmain® executive ballpoint pen

Getting personal at ABC is more than a tagline. It is statement that identified the impact their staff has on their patients and coworkers every day. Recognizing each other's contributions is what makes ABC special – and to showcase their dedication – recipients were invited to share their cards with a personal message thanking those who represent the "This is Personal" initiative.

This is Personal kits were produced and assembled through O'Brien. A single source provider left CIU in good hands with a project management partner who delivered the job on time and under budget.

*a case study*

