

# *Community Leaders Get to Know the New EHE*

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**INDUSTRY:** HEALTHCARE/HOSPITAL SYSTEM

**O'BRIEN CAPABILITY:** PACKAGING & KITTING, PROMOTIONAL PRODUCTS

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EHE is a 900-bed hospital system with over 80 locations in the Chicago-Land area. As part of the system's post-merger rebranding efforts, O'Brien was engaged to produce custom kits for leaders in the system's local community. The system put on a special event to kick-off the new brand and O'Brien was there to make a splash.

All 300 attendees at the event received a special kit with swag showcasing the system's new brand. Customized kit components included:

- Embroidered runners cap
- Screen printed ear buds
- Embroidered fleece blanket
- CamelBak sport bottle
- Sports cinch pack

All components were produced through O'Brien's preferred supplier alliance partners which allowed costs to stay low while maximizing the quality of the products selected. Components were received at O'Brien, inspected for quality, and then packaged into the sport cinch pack resulting in a unique kit for the system's leaders.

The project was a fun experience for O'Brien and EHE and the end result was a high-quality gift that was delivered on time and under budget.

*a case study*

