



SHEPHERD CENTER SPREAD THE WORD.

Custom publication raised awareness and funds for rehabilitation hospital.

CHALLENGE » Shepherd Center, a U.S. News & World Report top 10 rehabilitation hospital, wanted a quarterly publication that highlighted breakthroughs in patient recovery and functioned as a marketing piece for potential donors.

SOLUTION » Soloflight designed the custom publication, branded as Spinal Column, to have the design aesthetic of a national magazine. Using creative layouts and editorial-style photography, the goal for Spinal Column was to engage readers and urge them to learn more about Shepherd Center's great achievements, as well as fundraising opportunities.

RESULTS » By featuring national donation campaigns in Spinal Column, Shepherd Center was able to raise funds for a large renovation, a new residence center and an additional rehabilitation wing. But most importantly, readers nationwide are now aware of Shepherd Center's quality care, resulting in rankings that encourage doctors and patients to seek out the hospital for traumatic injury care.

