Gundersen Lutheran℠

A comprehensive

guide for producing

communications

materials

Graphic Standards & Guidelines

Introduction

The brand identity for Gundersen Lutheran, developed after the merger of Lutheran Hospital and Gundersen Clinic, is one of the most valuable assets of the institution. Presenting that identity in a clear and consistent way in all of our marketing communications is the best way to protect that asset, by building and strengthening the image of Gundersen Lutheran in the community.

How can we accomplish that? By making sure that we present a consistent look and tone in every message and in every medium. After all, the quality of our graphic identity has a great impact on the way Gundersen Lutheran is perceived. Newsletters, signage, stationery – all visual communication materials for Gundersen Lutheran – work together to form an impression of the organization in the mind of the public.

What *Is* The Gundersen Lutheran Brand Identity?

Gundersen Lutheran pursues excellence in the compassionate delivery of comprehensive health services as a leader in patient care, education and research, and is committed to promoting health through community partnerships and learning.

Before the merger, Lutheran Hospital and Gundersen Clinic each had a strong identity within the community. Gundersen Clinic was known for state-of-the-art medical practice, delivered professionally and efficiently. Lutheran Hospital was known for its compassionate delivery of care and involvement in the community with health programming.

Since the merger, a strong brand identity for Gundersen Lutheran has evolved in the public's perception. That brand identity is expressed in a positioning statement that can be used as the foundation for all communications (left).

Once the positioning of Gundersen Lutheran was established, a tagline was developed to communicate the message in a strong, concise, and memorable way. That tagline – "The Right Care. Right Here.sm" should be used when appropriate (e.g., on external promotional pieces and apparel). Rules for its placement in relation to the Gundersen Lutheran logo (or wordmark) are included in the graphics standards in this manual.

The Importance of Graphic Standards

The Gundersen Lutheran graphic standards in this manual include guidelines for using the Gundersen Lutheran wordmark and tagline. You will also find guidelines for the use of color, typography in headlines and body copy. Guidelines for developing communications for Gundersen Lutheran Medical Center and its various service lines and affiliated organizations are also included.

These guidelines were developed to make your job easier. Hopefully, they are clear and easy to follow. If you have any questions, please call Marketing Services. Obtain electronic art and camera-ready versions of the wordmark and tagline and other "logos" from Marketing Services.

The success of the Gundersen Lutheran identity program depends on the consistent implementation of the guidelines in this manual. When the visual presentation of the various design elements project consistency, clarity, and quality, the Gundersen Lutheran brand identity and image of Gundersen Lutheran – and all of its related organizations – will be strengthened.

Table of Contents

The Wordmark

The Wordmark

Gundersen Lutheran _{SM}

The Gundersen Lutheran wordmark is its trademark – with the merging of the two names, symbolizing the merging of Gundersen Clinic and Lutheran Hospital in 1995 to form Gundersen Lutheran and the Gundersen Lutheran regional clinics and system affiliates. The "G" of "Gundersen" and "L" of Lutheran overlap to further illustrate the coming together of the two entities to form one unit.

The "SM" in the Gundersen Lutheran wordmark stands for "service mark." A service mark is a brand, symbol, word, etc. used by a supplier of services and protected by law to prevent a competitor from using it.

The wordmark may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

With Tagline

*The Right Care. Right Here.*_{SM}

Gundersen Lutheran_{SM}

The tagline "The Right Care. Right Here." underscores the heritage of healthcare that the Gundersen and Lutheran institutions have provided to generations of residents in the Tri-state Region. The tagline is also service marked, preventing a competitor from using it.

It is set in a modified Adobe Garamond italic. It always appears above the wordmark. The left side of the tagline aligns with the vertical stroke of the "L" of "Lutheran," and the end of the tagline aligns with the end of the body of the final "n" of "Gundersen."

The wordmark with tagline is appropriately used on external promotional pieces and apparel.

The wordmark with tagline may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark with tagline, it <u>must</u> be resized proportionately.

Service Line/Location Line

Gundersen Lutheran <small>SM</small>
SPORTS MEDICINE

Gundersen Lutheran <small>SM</small>
CANCER CARE

Gundersen Lutheran <small>SM</small>
ONALASKA CLINIC

Because the Gundersen Lutheran system encompasses a number of affiliates and other corporate divisions or relationships, there will often be a need to define these with typographically.

When defining a service line or location, the name appears below the wordmark. The first letter of the corporate service or location should align with the left side of the "L's" vertical line

An arc extends from the bottom of the final "n" in "Gundersen," down and around below the name of the service line or location. In this way, the arc graphically demonstrates the inclusion of the service line or location as an integral member of the Gundersen Lutheran network.

The Gundersen Lutheran Marketing department makes the determination as to which service lines may have and use a service line wordmark.

The wordmark with service line or location may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark with service line or location, it <u>must</u> be resized proportionately.

The Wordmark

Service Line/Location Line with Tagline

The Right Care. Right Here. SM

Gundersen Lutheran SM

SPORTS MEDICINE

The Right Care. Right Here. SM

Gundersen Lutheran SM

CANCER CARE

The Right Care. Right Here. SM

Gundersen Lutheran SM

ONALASKA CLINIC

The tagline "The Right Care. Right Here." underscores the heritage of healthcare that the Gundersen and Lutheran institutions have provided to generations of residents in the Tri-state Region. It is set in a modified Adobe Garamond italic. It should always appear above the wordmark. The left side of the tagline aligned with the vertical stroke of the "L" of "Lutheran," and the end of the tagline aligned with the end of the body of the final "n" of "Gundersen."

The service line wordmark with tagline is appropriately used on external promotional pieces and apparel.

The wordmark with tagline may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

The Wordmark

Service Line with Graphic Elements

The Right Care. Right Here. _{SM}

Gundersen Lutheran _{SM}

HEART INSTITUTE

Because of the considerable equity they have built over the years as identities with symbols, certain Gundersen Lutheran service lines have been "grandfathered" for continued use with their symbols. These include Gundersen Lutheran's Medlink AIR, Heart Institute, Children's Miracle Network, and Gundersen Lutheran Medical Foundation.

The wordmark with service line may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

Affiliated Organization

Bethany
Lutheran Homes
A GUNDERSEN LUTHERAN AFFILIATE

Because the Gundersen Lutheran system encompasses a number of affiliates and other corporate divisions or relationships, there will often be a need to define these with typographically.

Affiliate names are set in a modified typeface to simulate the Gundersen Lutheran wordmark.

While affiliates can use the verbage, the tagline itself is not included as part of the logo configuration.

An affiliation line appears below the affiliate name one line space (equal to 3/4 "cap" height). All elements align left.

The affiliated organization wordmark may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

Home Care (Affiliated Organization)

Gundersen Lutheran SM
HOME CARE

Visiting Nurses ◆ Hospice ◆ Supportive Home Care

Gundersen Lutheran SM
VISITING NURSES

Gundersen Lutheran SM
HOSPICE

Gundersen Lutheran SM
SUPPORTIVE HOME CARE

Even though Gundersen Lutheran Home Care is an affiliate, its relationship with the wordmark is similar to that of a service line. Exceptions like this one are handled on a single case basis and are dealt with in a manner appropriate to each individual case.

Each of the Home Care service lines is listed in upper and lower case and separated by bullets on a single line (one line space below the arc in "Home Care.")

When featured separately, each Home Care service line –Visiting Nurses, Hospice, and Supportive Home Care – is treated the same way as a service line.

The affiliated organization wordmark may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

The Wordmark

In Color

Black

White, reversed out of a flood of color.

NOTE: The example shown here is for illustrative purposes only; the wordmark should never be reversed out of a closely cropped box of color.

Green
(PMS 328)

2-Color
(PMS 328 & PMS 294)

OR

4-Color
Green = 100C/0M/47Y/30K
Blue = 100C/56M/0Y/18K

When it appears in one color, the Gundersen Lutheran wordmark can appear either in green (PMS 328), black, or white reversed out of a flood of color.

When it appears in two or four colors, the Gundersen Lutheran wordmark should appear in blue and green. In two colors, it appears as follows: "Gundersen" should appear as green (PMS 328), the main identifying color of the wordmark. "Lutheran" should appear in blue (PMS 294).

The four-color breakdown for the green and blue are as follows:

Green = 100% cyan, 0% magenta, 47% yellow, 30% black.

Blue = 100% cyan, 56% magenta, 0% yellow, 18% black.

The samples included here (right) are not intended to be an exact color reproduction.

The wordmark may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

The Wordmark

In Color with Tagline

The Right Care. Right Here._{SM}

Gundersen Lutheran_{SM}

Black

The Right Care. Right Here._{SM}

Gundersen Lutheran_{SM}

White, reversed out of
a flood of color.

*NOTE: The example shown
here is for illustrative purposes
only; the wordmark should
never be reversed out of a
closely cropped box of color.*

The Right Care. Right Here._{SM}

Gundersen Lutheran_{SM}

Green
(PMS 328)

The Right Care. Right Here._{SM}

Gundersen Lutheran_{SM}

2-Color
(PMS 328 & PMS 294)

OR

4-Color
Green = 100C/0M/47Y/30K
Blue = 100C/56M/0Y/18K

When it appears in one color, the Gundersen Lutheran wordmark with tagline can appear either in green (PMS 328), black, or white reversed out of a flood of color.

When it appears in two or four colors, the Gundersen Lutheran wordmark should appear in blue and green, with the tagline in blue. In two colors, it appears as follows: "Gundersen" should appear as green (PMS 328), the main identifying color of the wordmark. "Lutheran" and the tagline should appear in blue (PMS 294).

The four-color breakdown for the green and blue are as follows:

Green = 100% cyan, 0% magenta, 47% yellow, 30% black.

Blue = 100% cyan, 56% magenta, 0% yellow, 18% black.

The samples shown here (right) are not intended to be an exact color reproduction.

The wordmark with tagline may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

The Wordmark

In Color for Service Line, Regional Clinic & Affiliate

Gundersen
Lutheran ℠

SPORTS MEDICINE

Gundersen
Lutheran ℠

ONALASKA CLINIC

Bethany
Lutheran Homes

A GUNDERSEN LUTHERAN AFFILIATE

When it appears in one color, the wordmark can appear either in green (PMS 328), black, or white reversed out of a flood of color.

When it appears in two or four colors, the wordmark should appear in blue (PMS 294) and green (PMS 328), with the "swoosh" in green and the service line, regional clinic, or affiliate in blue.

The four-color breakdown for the green and blue are as follows:

Green = 100% cyan, 0% magenta, 47% yellow, 30% black.

Blue = 100% cyan, 56% magenta, 0% yellow, 18% black.

The samples included here (right) are not intended to be an exact color reproduction.

The service line, regional clinic and affiliate wordmarks may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

The Wordmark

Minimum Size Requirements (Without Tagline)

1" wide x 1/4" high

Minimum sizes for the wordmark, affiliate wordmark and service line wordmark are displayed right. The sole size exception is usage on promotional items.

When using the wordmark in any of its forms, it should only be enlarged or reduced proportionately.

1-1/4" wide x 9/16" high

The wordmark may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.

1-1/4" wide x 9/16" high

2 1/16" wide x 11/16" high

1-1/4" wide x 9/16" high

Minimum Size Requirements (With Tagline)

1 1/4" wide x 7/16" high

Minimum sizes for the wordmark with tagline, affiliate wordmark with tagline, and service line wordmark with tagline are displayed right.

When using the wordmark in any of its forms, it should only be enlarged or reduced proportionately.

1-1/4" wide x 5/8" high

The wordmark with tagline may only be reproduced from reproduction sheets or electronic media available through the Gundersen Lutheran Marketing Services department. When enlarging or reducing the wordmark, it <u>must</u> be resized proportionately.
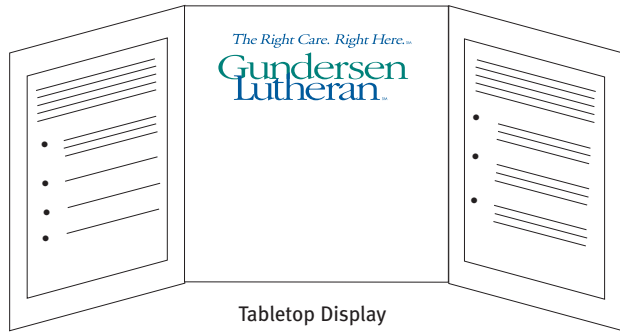
1-1/4" wide x 5/8" high

1-1/4" wide x 5/8" high

The Wordmark

Preferred Placement

The Right Care. Right Here.℠
Gundersen Lutheran℠

Tabletop Display

Text here.

Show examples of:

apparel

ads/print

print: brochures/newsletters

display

TV tags

slide presentations

Used with Other Logos

Gundersen Lutheran's logo appears first (left), and most prominently,
other logo is never taller than Gundersen Lutheran's

Gundersen Lutheran's logo appears first (left), and most prominently,
other logo is never taller than Gundersen Lutheran's

Gundersen Lutheran's logo
appears first (top), other
logo is never wider than
Gundersen Lutheran's

In cases where Gundersen Lutheran partners with other organizations, corporations, etc., the Gundersen Lutheran wordmark should always appear first (left or top).

When possible, the logos should align vertically and/or horizontally to give an appearance of equality. However, the Gundersen Lutheran wordmark should never appear smaller in visual weight than the other logo.

The Wordmark

Format Elements

Typography

Preferred type specs and sizes

Grids

Typography

Adobe Garamond

Garamond

Meta LF

ITC Garamond Book Condensed

Adobe Garamond and ITC Garamond are the two typefaces for basic identification of all communication materials of Gundersen Lutheran. These faces can be used for large headlines as well as body copy. Meta is the secondary typeface that compliments Adobe Garamond. It should be used sparingly.

To achieve continuity, each publication should apply certain typographic principles:

• Use a minimum of different faces and sizes to avoid visual confusion.

• Use lower case letters with initial capital letters. When more emphasis is required, use a bolder face or italics rather than all caps.

• Keep line lengths short. Legibility is greatly improved when line lengths are kept to 65 characters or less.

• Take readability for the audience into consideration when selecting type size and making color considerations.

For printed materials:

Adobe Garamond is the primary face and can be used for large headlines and is the standard for body copy.

Meta is the secondary typeface. It should be used sparingly.

Acceptable alternatives:

ITC Garamond Condensed is usually used for ad headlines.

Garamond is an acceptable alternative for newspaper ads, body copy and brochure titles.

Format Elements

Adobe Garamond

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referi debet an inter vilis atque novos? Excludat iurgia finis.

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Adobe Garamond Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referi debet an inter vilis atque novos? Excludat iurgia finis.

Adobe Garamond Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque refri debet an inter vilis atque novos? Excludat iurgia finis.

Adobe Garamond continues...

Format Elements

(Adobe Garamond continued)

Adobe Garamond Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Adobe Garamond Bold Italic
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia.

Format Elements

Garamond

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vili?

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vili?

Format Elements

Secondary Typography for Print Communications

Meta LF

Meta Normal LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia.

Meta Normal LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia.

Meta Book LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia.

Meta Book LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia.

Meta Medium LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Format Elements

(Meta Continued)

Meta Medium LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Meta Bold LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Meta Bold LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Meta Black LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgi.

Meta Black LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgi.

Format Elements

PRIMARY TYPEFACES FOR HEADLINES ONLY

Garamond Book Condensed

Garamond Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina poem
ata reddit, scire velim, charti

Garamond Condensed Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina
poemata reddit, scire

Garamond Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina,
poemata reddit, sciretis

Garamond Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Si meliora dies, ut vina,
poemata reddit, scire

Format Elements

Headline
26 / 26 Adobe Garamond

Si meliora dies, ut vina poem ata reddit, scire

Body Copy
12 / 14 Adobe Garamond

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque excludat iurgia.

Subhead
14 / 16 Meta Bold LF

Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus.

Level 2 Subhead
14 / 16 Adobe Garamond Bold Italic

Level 2 Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit.

Level 3 Subhead
11 / 14 Meta Bold LF

Level 3 Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit?

Format Elements

Headline
20 / 20 Adobe Garamond

Si meliora dies, ut vina poem ata reddit, scire ut vina ata vina

Body Copy
11 / 14 Adobe Garamond

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque debet an inter vilis atque novos? Excludat iurgia finis.

Subhead
12 / 14 Meta Bold LF

Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque?

Level 2 Subhead
12 / 14 Adobe Garamond Bold Italic

Level 2 Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri.

Level 3 Subhead
10 / 12 Meta Bold LF

Level 3 Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri.

Format Elements

Preferred Typefaces and Sizes, Small Format (less than 8 1/2" X 5 1/2")

Headline
18 / 18 Adobe Garamond

Si meliora dies, ut vina poem ata reddit, scire ut vina ata

Body Copy
10.5 / 13 Adobe Garamond

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque debet an inter vilis atque novos? Excludat iurgia.

Subhead
11 / 12 Meta Bold LF

Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis meliora?

Level 2 Subhead
11 / 12 Adobe Garamond Bold Italic

Level 2 Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Level 3 Subhead
10.5 / 12 Meta Bold LF

Level 3 Subhead title here

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis.

Format Elements

Grids

Grids are used to maintain both visual and mechanical uniformity within all Gundersen Lutheran print materials. The grid simplifies art production and assures consistent and accurate spacing.

All grids are provided with flexible column configurations.

The three-column grid allows for one- and two-column formats with a narrow or short column for headings, quotes, captions, and images.

A five-column grid allows for two- and three-column formats with a narrow or short column for headings, quotes, captions, and images.

Templates are available through the Gundersen Lutheran Marketing Services department.

Format Elements

2- or 4-page Rack Size Template
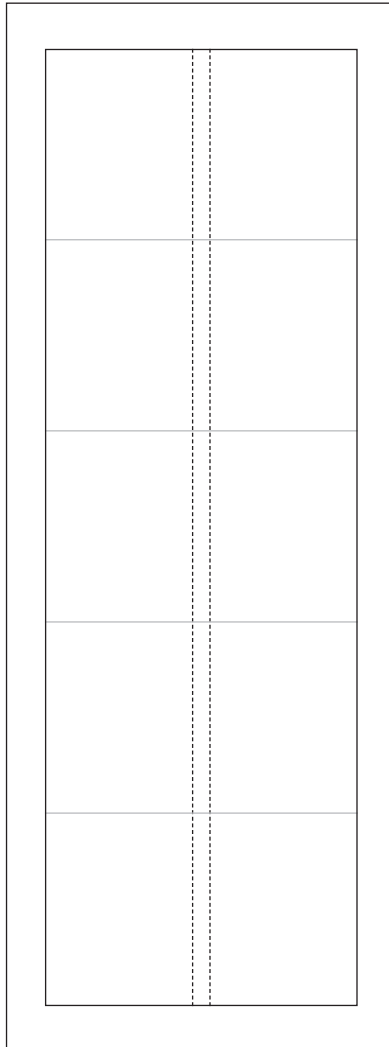
The 2 or 4-page grid template is used for rack size communications that will be mailed in a standard #10 size business envelope.

3.6" x 8.5"

Format Elements
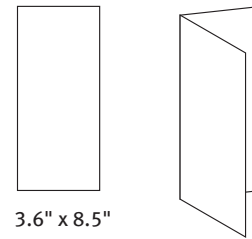
6-page Rack Size Template (Reduced)
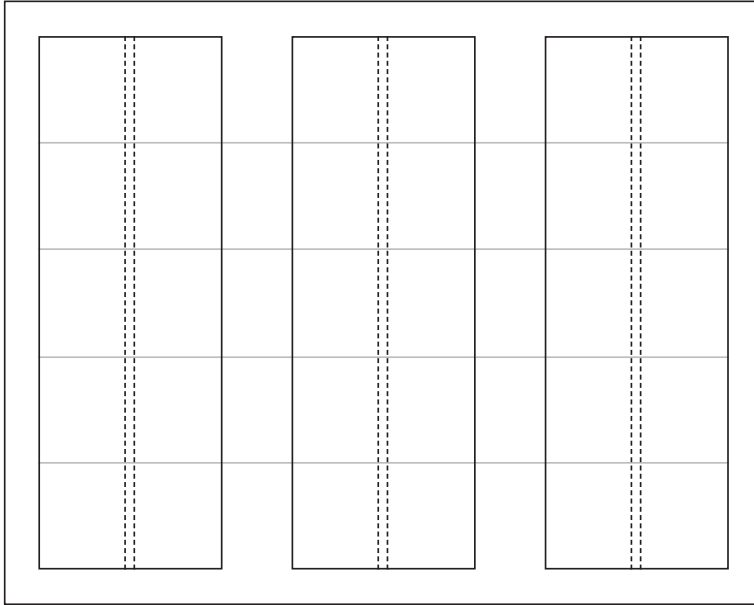
The 6-page grid template is used for 8 1/2" x 11" communications that will be mailed in a standard #10 size business envelope.
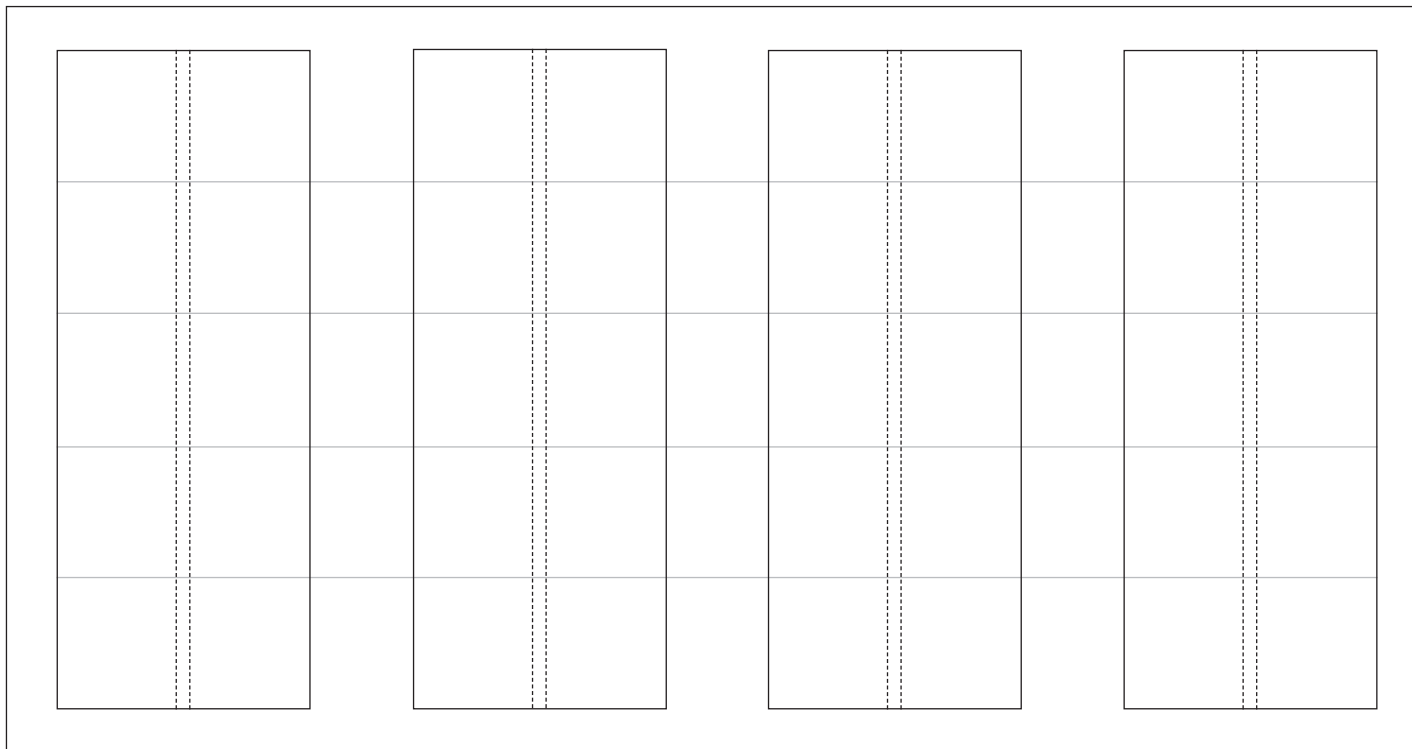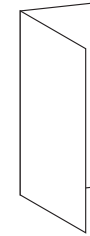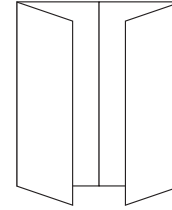
3.6" x 8.5"

Format Elements
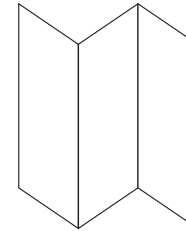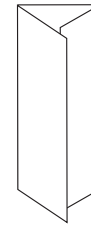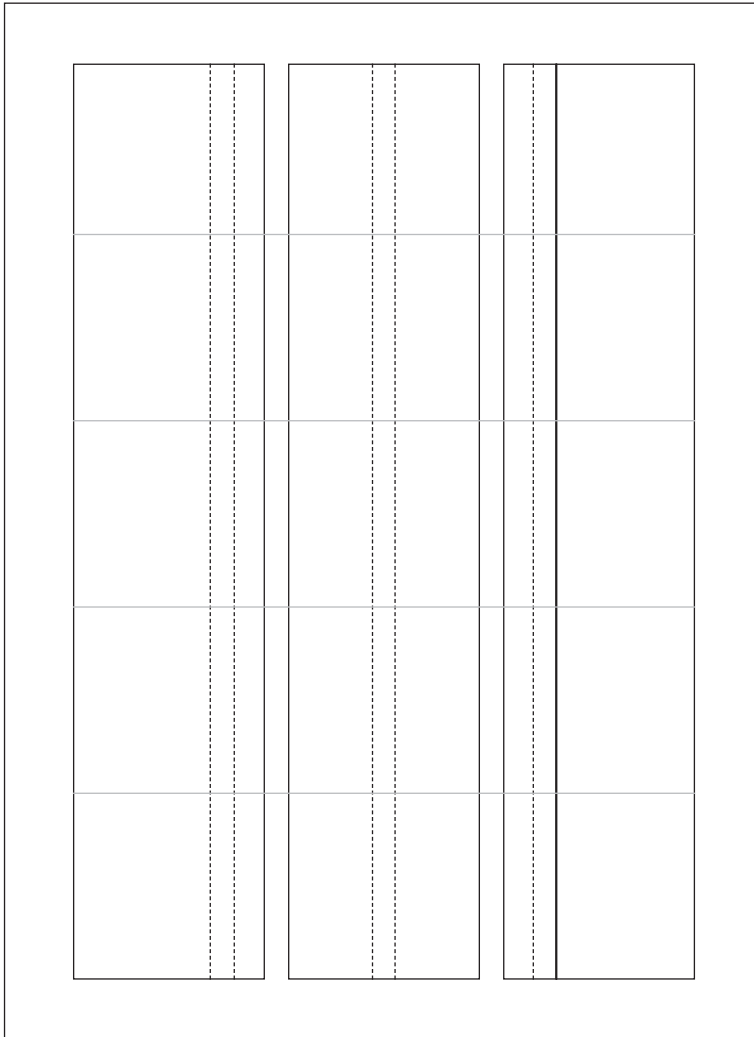
8-page Rack Size Template 8 1/2" x 14" Size (Reduced)
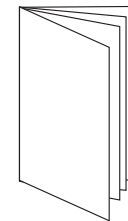
The 8-page grid is used for 8 1/2" x 14" communications.
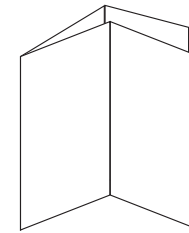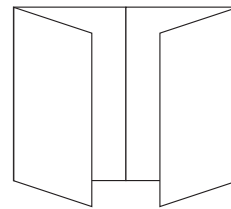
3.5" x 8.5"

Format Elements

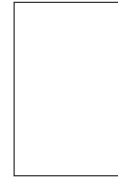## Mini Brochure 5 1/2" x 8 1/2" Size

The 5 1/2" x 8 1/2" grid is used for communications that will be mailed in a 6" x 9" envelope.

5.5" x 8.5"

Format Elements

Full-size Flyer or Newsletter 8 1/2" x 11" (Reduced)

8.5" x 11"

Format Elements
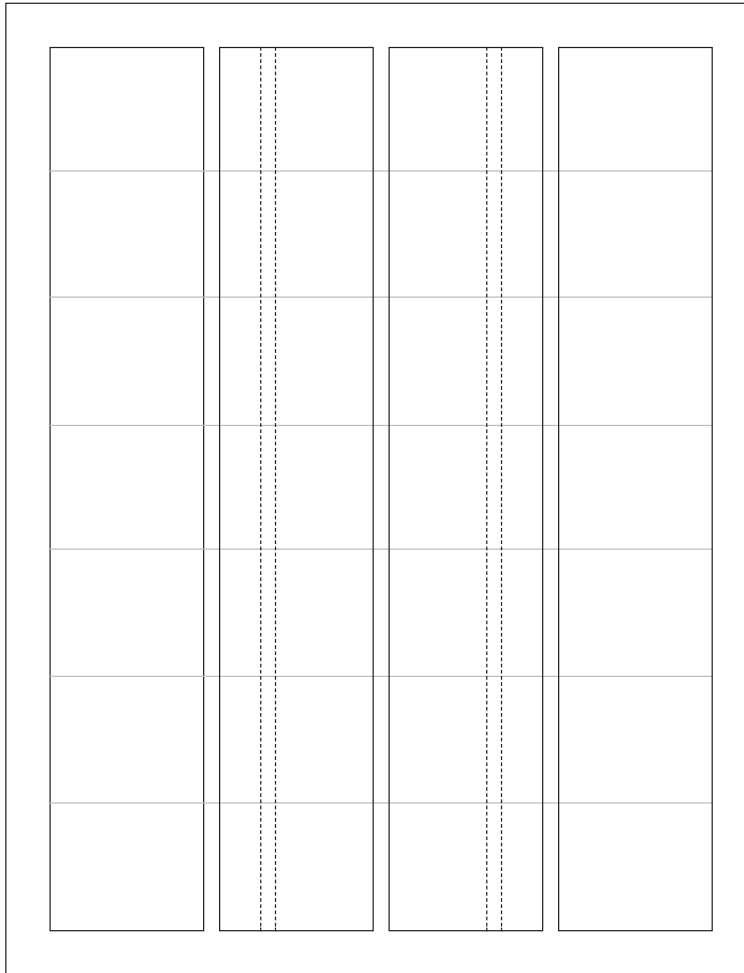
Full-size Brochure or Newsletter (11" x 17") Folds to 8 1/2" x 11"

Format Elements

Full-size Brochure 11" x 17" (Reduced)

11" x 17"

Format Elements
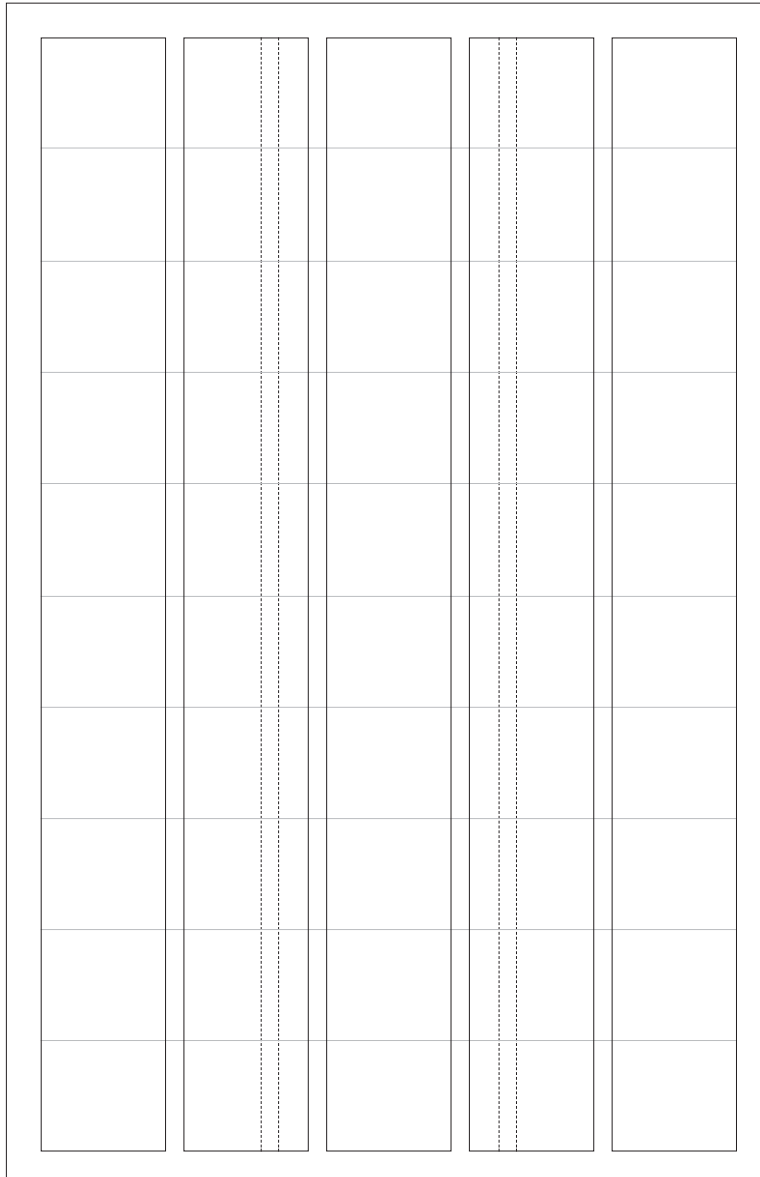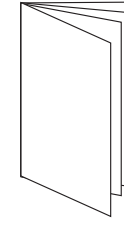
Style

Color

Imagery

Paper Stocks

Maintaining a Consistent Style

Copyright Information

Color

PRIMARY COLOR

PMS 328

PMS 328
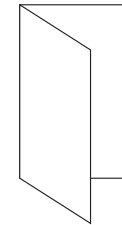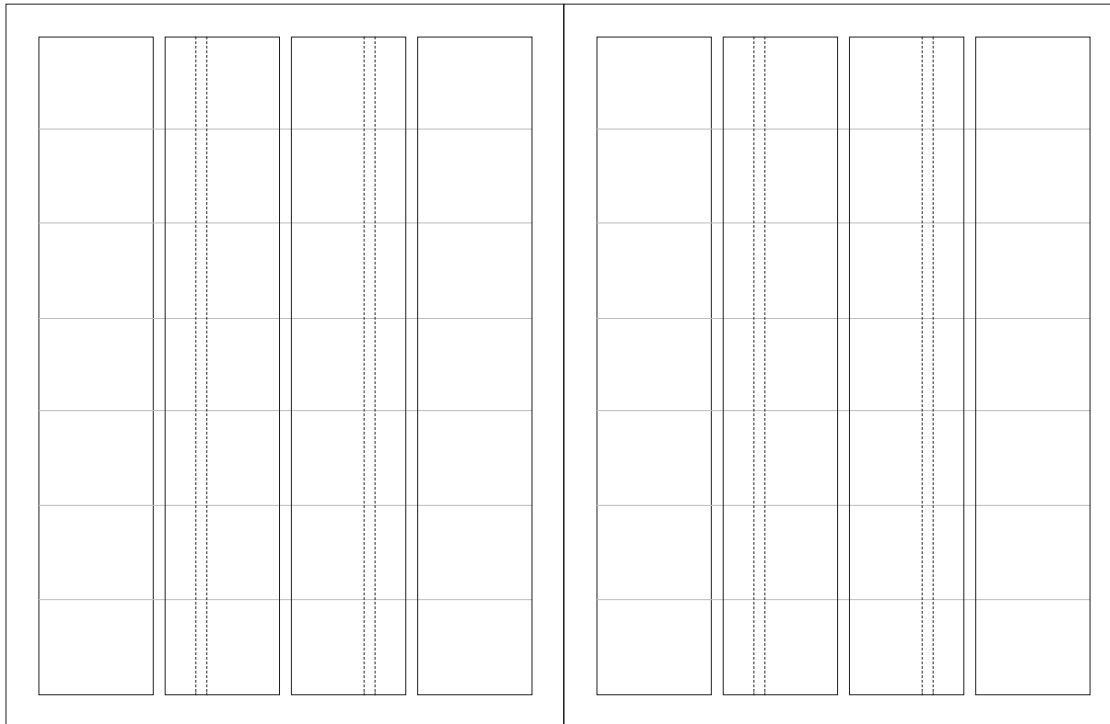Process Color Breakdown:

100% Cyan
0% Magenta
47% Yellow
30% Black

These samples are not intended to be an exact color reproduction.

TERTIARY/ACCENT COLORS

PMS 130
0% Cyan
27% Magenta
100% Yellow
0% Black
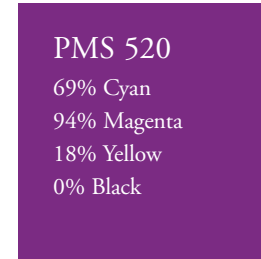
PMS 520
69% Cyan
94% Magenta
18% Yellow
0% Black
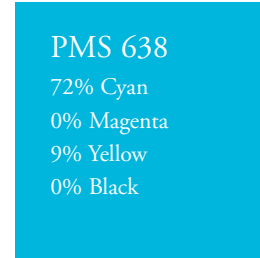
PMS 638
72% Cyan
0% Magenta
9% Yellow
0% Black

PMS Warm Red
0% Cyan
79% Magenta
91% Yellow
0% Black

SECONDARY COLOR

PMS 294

PMS 294
Process Color Breakdown:

100% Cyan
56% Magenta
0% Yellow
18% black
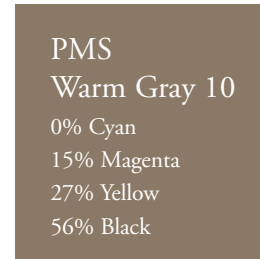
PMS
Warm Gray 10
0% Cyan
15% Magenta
27% Yellow
56% Black
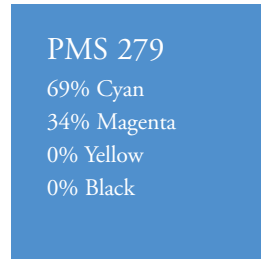
PMS 279
69% Cyan
34% Magenta
0% Yellow
0% Black
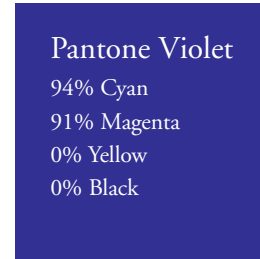
Pantone Violet
94% Cyan
91% Magenta
0% Yellow
0% Black
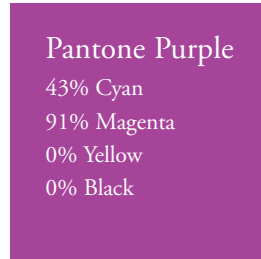
Pantone Purple
43% Cyan
91% Magenta
0% Yellow
0% Black

Style

Color (continued)

One Color

These samples are not intended to be an exact color reproduction.

OR

Color Combinations – Two Color

Style

Color (continued)

Color Combinations – Three Color

These samples are not intended to be an exact color reproduction.

Style

Imagery

VISITING
NURSES

Sample art
element used
with the
Home Care
service line

CMN
Champions
CHILDREN'S MIRACLE NETWORK

Sample art
element used
with the
Children's
Miracle
Network

Sample art
element used
with the
Sports
Medicine
service line

Sample page
layout using
art element
and wordmark.

Images can be created many ways by photography, illustration, graphs and diagrams or by simply using type in an expressive way. The medium used to create an image will depend on the specific problem to be solved for each project. Highly visible communications might require sophisticated photography or illustration, while low-budget materials for limited audiences would receive a typographic treatment. All images should share these common characteristics:

1. They should be simple, straightforward and communicate quickly.

2. They should appropriately reflect the piece's function and reinforce its written message.

3. They should be imaginative, memorable and motivate the viewer to action.

4. They should always be separate from, and never connected to, the wordmark.

Not every communication needs an image. Color, type and the kind of paper used often can give a communication all the character it needs, particularly if time and/or budgets are limited. An inappropriate image is worse than no image at all because ultimately it will detract from a well-written message.

Art Elements

Some of the service lines have art elements or graphics which are used with those specific service lines. When used with the graphic, the service lines must never be connected to the Gundersen Lutheran Home Care logo; the graphic and logo must always be separate from each other in print.

Paper Stock

Corporate Stocks:

Coated Stock
   King James (high gloss, 1 or 2 sides)
   Strobe Gloss
   Strobe Silk

Uncoated Stock
   Wausau Royal Silk
       Bright White 80# text
       Baronial Ivory 80# text
       Green 80# text
   Neenah Classic Linen
       Ivory 80# text
       Solar White 80# text
       Sage Green 80# text
       Indigo Ice (fleck) 80# text
   Cougar Opaque
       80# text opaque smooth
        (& 11x17 for newsletters)
       80# text opaque - natural

   Wausau Royal Laid (bumpy)

Business Cards:
Wausau Royal Silk Bright White 80# Cover

Letterhead:
Wausau Royal Silk Bright White 70# Text

Envelopes:
#10:   Wausau Royal Silk Bright
       White 70# Text
#10 window: 24# white wove

Style

Paper Stock (continued)

Paper is an integral part of a piece of print communication. Papers should be selected to enhance a design.

The right paper choice is one that satisfies the demands of the printing process, as well as design needs and budget:
1. Smooth or rough finish?
2. Coated or uncoated?
3. How glossy?
4. How opaque?
5. How thick?
6. How strong?
7. What color?
8. How bright?
9. What weight?

Smooth or rough? –Smooth finish stocks reproduce artwork with better detail and more accurate color. Photos look clearer and sharper on smooth stocks. Rough stocks make images and colors look more muted and there is less detail.

Coated or uncoated? – Coated papers take ink well and reproduce artwork with better detail and more accurate color than uncoated stocks. Coated stocks can be glossy or dull.

How glossy? – Coated papers come in a range of glossiness. Generally, the more gloss, the more expensive the paper. The more gloss, the better the ink holdout so colors look brighter and more saturated with finer detail. If the job to be printed involves small type, type with fine serifs, or halftone reproductions, a smooth-finish paper is a good choice. If the job is all text and readability is important, rougher stock might be more appropriate. (Rule of thumb: it is easier to read type on a dull or uncoated finish than a glossy finish.)

How opaque? – Opacity – or the capability of a paper to take ink on one side without it showing through on the other side or "show through" – is affected by the paper's bulk and weight. The heavier and bulkier the paper, the more opaque the paper.

How thick? – Thickness – or bulk – is an important consideration, especially if the piece will be mailed. Generally speaking, the rougher the paper, the higher the bulk. There are caliper minimums for postcards and stocks that are the same weight may have different thicknesses.

How strong? – Paper must be strong enough to withstand printing and end use. It is always a good idea to tell the printer or paper supplier how the paper will be used, including: ink coverage, folding, perforating, binding, gluing, labeling, mailing or special finishing (varnish, foil stamp, embossing).

What color? – Printing papers come in a wide range of colors and a wide range of whites. The color of the paper affects everything printed on it. The color of the paper can dramatically change the ink color. Even in the case of white papers, it varies; for example, an image printed on a cream-white sheet will look very different from the same image printed on a blue-white sheet. When in doubt, the printer should be asked to do a "drawdown" to help with the decision.

How bright? – Industry standards for brightness are ranked #1-#5 with 1 being the brightest. Brighter sheets tend to look blue-white, less bright sheets tend to look grey-white.

What weight? – Basic stock weights are writing, text and cover. There are weight (or caliper) minimums for postcards and heavier stocks can crack when folded. Light stocks can give a job a flimsy feel.

Style

Maintaining a Consistent Style

While there's no doubt about the importance of symbols and graphics, typography and layout in maintaining a consistent identity for Gundersen Lutheran, the messages communicated are just as important. That means maintaining a consistent editorial style. Following is a brief style sheet to follow in preparing copy for ads, brochures, press releases – anything that communicates a message on behalf of Gundersen Lutheran. It is intended to provide the Gundersen Lutheran preference in cases where a word or phrase might be treated in more than one way.

Generally, Gundersen Lutheran follows the AP Style – which can be found in *The Associated Press Stylebook and Libel Manual* – especially for titles and states. Here are more specific cases where the Gundersen Lutheran style should be used:

Age
- always use numerals
- spell out when the numeral starts a sentence

Commonly used words:
- healthcare
- home care
- Tri-state Region
- Coulee Region

Dates
- Nov. 1 - can abbreviate month if used with specific date; do <u>not</u> use Nov. 1st, 2nd, 3rd, etc.
- spell out month if referred to (November)
- use hyphen or "to" between years to avoid repeating first two digits (e.g., 1992-95)

Departments/Locations
- cap if specific location/department
- no cap if "general" field
- 5 Center (no dash)
- Internal Medicine 2 East (no commas)
- First or 1st Floor Clinic or First or 1st Floor Hospital
- Gundersen Lutheran Medical Center (GLMC)
- The Medical Center is an acceptable second reference
- lowercase clinic or hospital if general description (hospital nurses or clinic nurses)

Headlines
- initial word is cap, downstyle remaining headline
- in ad headlines, use initial caps for each word

Maintaining a Consistent Style (continued)

Miscellaneous
- percent <u>not</u> %
- (L-R) left to right
- U.S. (with periods)

Numbers
- spell out if under 10

Phone Numbers
- appropriate format is (000) 000-0000

Punctuation
- after colon, first word is cap

Spacing
- use only <u>one</u> space following periods, not two.

States
- use AP style (Wis. <u>not</u> WI)

Tagline in Text
- when the tagline is used within text, it should always carry the SM notation

Time
- use regular time; <u>not</u> military time
- do <u>not</u> use :00 (e.g., 7-7:30)
- a.m. and p.m. (with periods)

Titles
- use AP Style
  - no cap if occupational description (e.g., cardiologist John Doe)
  - no cap if formal title is after name (e.g., John Doe, vice president)
  - cap if formal title before name (e.g., Vice President John Doe)
  - no period is used between title abbreviations (e.g., MD, RN, PT, CRNA, CEO, VP)
  - use title abbreviations (MD) with first reference and behind name; other references, use last name only
- first name OK if familiar story
- middle initials included for doctors

Style

Copyright Information

Sample Copyright (6 pt text, Meta Book LF)

© 2000 Gundersen Lutheran

Copyright information will vary based on the service line or affiliate, but appropriate text size and format are given (left) as an example.

Style

Applications

Correspondence Systems

Brochures & Booklets

Newsletters

Advertising

Miscellaneous

Applications: Correspondence Systems

Communications such as stationery, signage and vehicles must be produced in a consistent manner. These are the communications that, on a day-to-day basis, are most often used by Gundersen Lutheran and viewed by external audiences. Failure to maintain the standards for these items could be costly and also make the system appear fragmented and disorganized.

All communications should maintain the Gundersen Lutheran style, and incorporate any graphic and media techniques such as photography, illustration and full-color printing on high grade paper.

Applications

Correspondence Systems: Letterhead

January 28, 2000

Dear Client:

Si meliora vina, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Sincerely,

John Q. Doe, MD

Occupational Health and Preventive Medicine

Ralph S. Bovard, MD
ext.6725

Larry A. Lindesmith, MD
FACOEM, FCCP
ext. 5592

Charles E. Link, MD
ext. 2722

David A. Momont, MD
ext. 2722

William R. Scorby, MD, MPH
ext. 5593

Dean E. Whiteway, MD
ext. 2722

James K. Williams, MD
Onalaska Campus
ext. 8655

Ellen J. Gordon, RN
COHN Specialist
ext. 5411

Thomas D. Williams, EMT-P
Onalaska Campus
ext. 5455

Appointment Desk
791-6345

Drug Screening
Kathleen Langen, Technician
791-5468

Secretary
ext. 2722

1836 South Avenue • La Crosse, Wisconsin 54601 • (608) 791-8000 • (800) 370-9718 • Fax (608) 791-8042

Applications

Correspondence Systems: Letterhead

Gundersen Lutheran℠
BUSINESS HEALTH SERVICES

January 28, 2000

Dear Client:

Si meliora vina, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Sincerely,

John Q. Doe, MD

1836 South Avenue • La Crosse, Wisconsin 54601 • (608) 791-8000 • (800) 370-9718 • Fax (608) 791-8042

Applications

Correspondence Systems: Letterhead

BUSINESS HEALTH SERVICES

January 28, 2000

Dear Client:

Si meliora vina, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

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Charles E. Link, MD
ext. 2722

David A. Momont, MD
ext. 2722

William R. Scorby, MD, MPH
ext. 5593

Dean E. Whiteway, MD
ext. 2722

James K. Williams, MD
Onalaska Campus
ext. 8655

Ellen J. Gordon, RN
COHN Specialist
ext. 5416

Robert J. Ustby, RM, MN
COHN Specialist
ext. 5411

Thomas D. Williams, EMT-P
Onalaska Campus
ext. 8654

Appointment Desk
791-6345

Drug Screening
Kathleen Langen, Technician
791-5468

Secretary
ext. 2722

Worker's Compensation Insurance
A-F   791-6565
G-L   791-6565
M-R   791-6565
S-T   791-6565

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Onalaska Clinic • 3100 South Kinney Road • Onalaska, Wisconsin 54650 • (608) 796-8650 • Fax (608) 796-8653
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Bethany Lutheran Homes
A GUNDERSEN LUTHERAN AFFILIATE

January 28, 2000

Dear Client:

Si meliora vina, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo. "Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Sincerely,

John Q. Doe, MD

1836 South Avenue • La Crosse, Wisconsin 54601 • (608) 791-8000 • (800) 370-9718 • Fax (608) 791-8042

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January 28, 2000

Dear Client:

Si meliora vina, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annos. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

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Sincerely,

John Q. Doe, MD

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John R. Doe, MS, MSN, CCRN, FACEP

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John R. Doe

Graphic Designer
Marketing Services

Bethany Lutheran Homes
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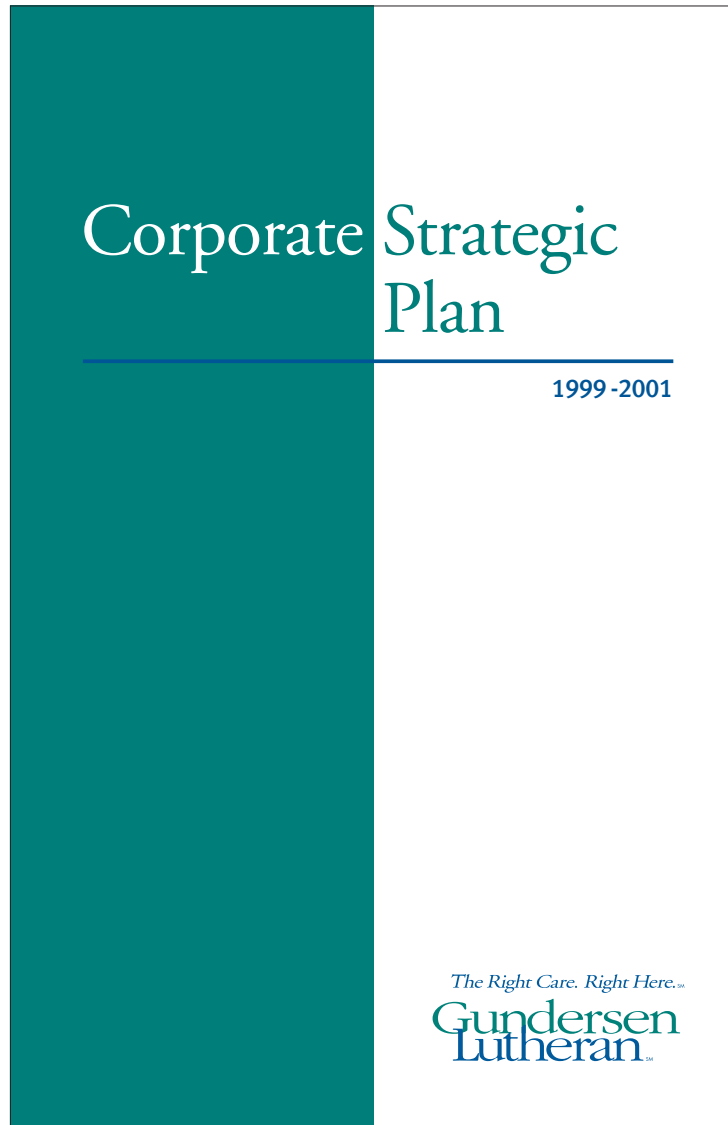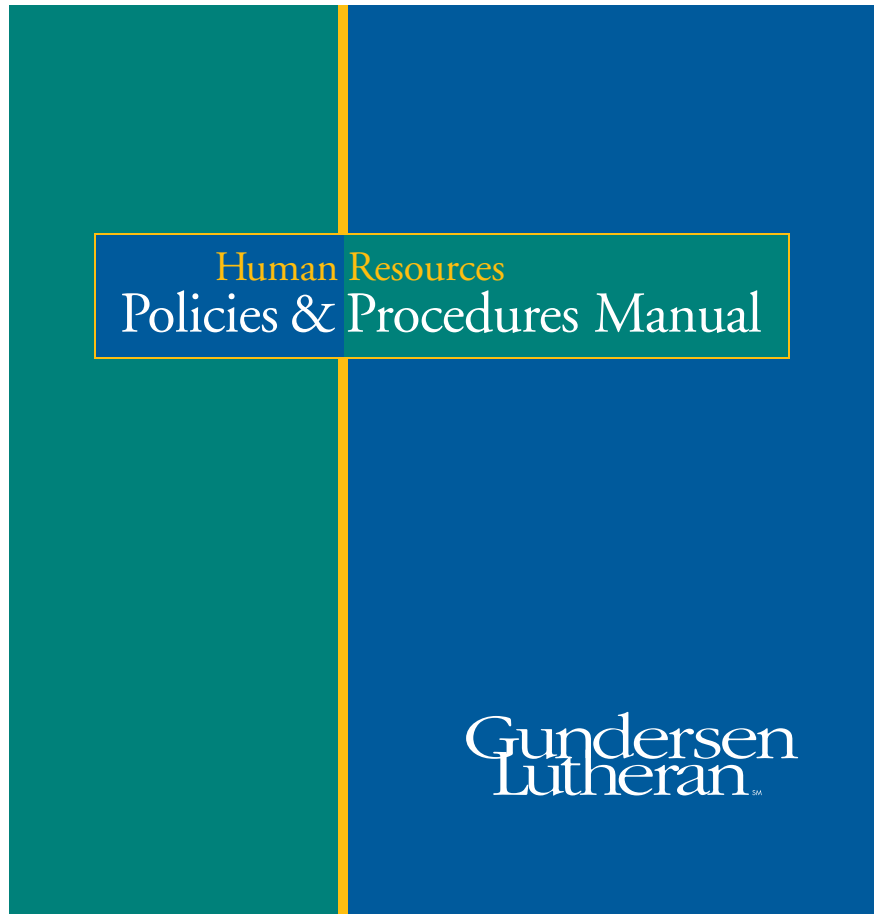
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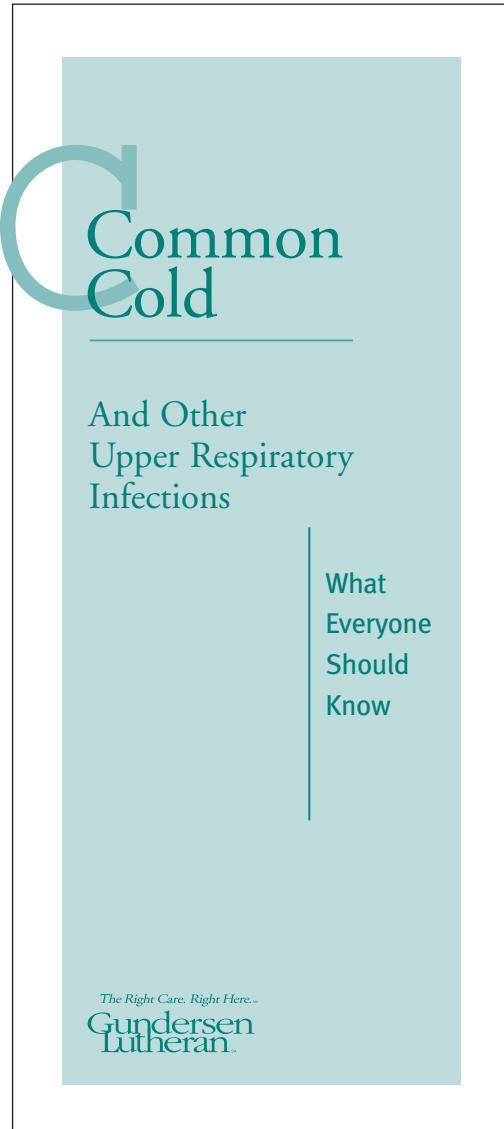
Regional
Report

Information for healthcare providers in the Tri-State region

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Inside:
- MedLink
- New Practices
- Pollen Season

Spine Care Center focuses on collaboration, efficiency

Gundersen Lutheran's state-of-the-art imaging center plays an important role in diagnosis and evaluation of Spine Care Center patients. In addition to the open-sided MRI unit pictured above, the imaging center has standard MRI, conventional X-rays, multiplanar CT scans, discograms, and fluoroscopy guided exams.

■ The Spine Care Center at Gundersen Lutheran-La Crosse is an idea whose time has come, according to two physicians who were instrumental in bringing the Center into existence. Alexis Norelle, M.D., and Timothy Harbst, M.D., recently described how the Spine Care Center provides patients with better back care while keeping their primary care physicians informed and involved. "The Gundersen Lutheran Spine Care Center is a way of organizing and coordinating the various services and departments that get involved in back and spine care in a team approach," said Harbst, a physiatrist. "Our goal is to help restore function so patients can maintain an active, productive lifestyle. The Spine Care Center isn't, however, a physical relocation of those services into a common space."

Taking a unified approach
"Spine and back problems are the second leading reason for provider visits," says Norelle, a neurosurgeon. "And they are also among the most complex to treat successfully because there are frequently psychological and emotional as well as the physical aspects. That often leads to fragmented and redundant care. A patient may see a number of different specialists who take different treatment approaches or come to varying conclusions. That's confusing for the patient, and it's also expensive."

Harbst agrees: "With the Spine Care Center we wanted to create a seamless continuum of care for spine problems. Our neurosurgeons, physiatrists, rehabilitation psychologists, and physician assistants work closely together to see that patients get the care they need—not more and not less. The idea is for the patient to see the providers who can best help him or her."

Screening important
One way the Spine Care Center makes certain that patients see the right care provider is through careful initial screening. When a referring physician or patient calls to make an appointment, the caller is taken through a flow sheet that will help to identify what type of care the patient needs. That helps to eliminate unnecessary appointments and gets the patient to the right provider. When it is medically necessary or a patient feels the need to get in quickly at the Spine Care Center, he or she can usually be seen within 48 hours. In most other cases, an appointment can be arranged within two weeks.

Keeping referring providers informed
Harbst and Norelle note that one of the primary goals of the Spine Care Center is to keep referring providers informed about the care their patients receive. Referring providers can make appointments through the Spine Care Center's toll-free number, (877) 4GL-BACK or through MedLink. Referrers are able to specify whether they would like to be informed of the patient's progress by letter or by phone. When patients refer themselves, Spine Care Center staff try to obtain their primary care provider's name so that they can keep him or her updated.

"Besides keeping providers informed, we work to make sure patients get as much care as possible close to home," says Harbst. For example, a patient requiring follow-up physical therapy will be referred to a local provider when such care is available and that's what the patient and the primary care provider want. "But we do follow up on patients to see how they are doing and help with long-term management of the problem. We are always willing and able to stay involved."

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Advertising - Print

Erik A. Gundersen, MD, is joining the Gundersen Lutheran-Onalaska Clinic. As a family practice physician, Dr. Gundersen cares for patients of all ages. His medical services include obstetrical care and deliveries.

A La Crosse native, Dr. Gundersen graduated from Central High School in 1982 and earned his undergraduate degree from Colby College, Waterville, Maine, in 1986. He also earned a master's degree in public policy and health services administration in 1989 and his medical degree in 1994 from the University of Wisconsin Medical School, Madison.

To schedule an appointment with Dr. Gundersen, call the Gundersen Lutheran-Onalaska Clinic at 796-8151.

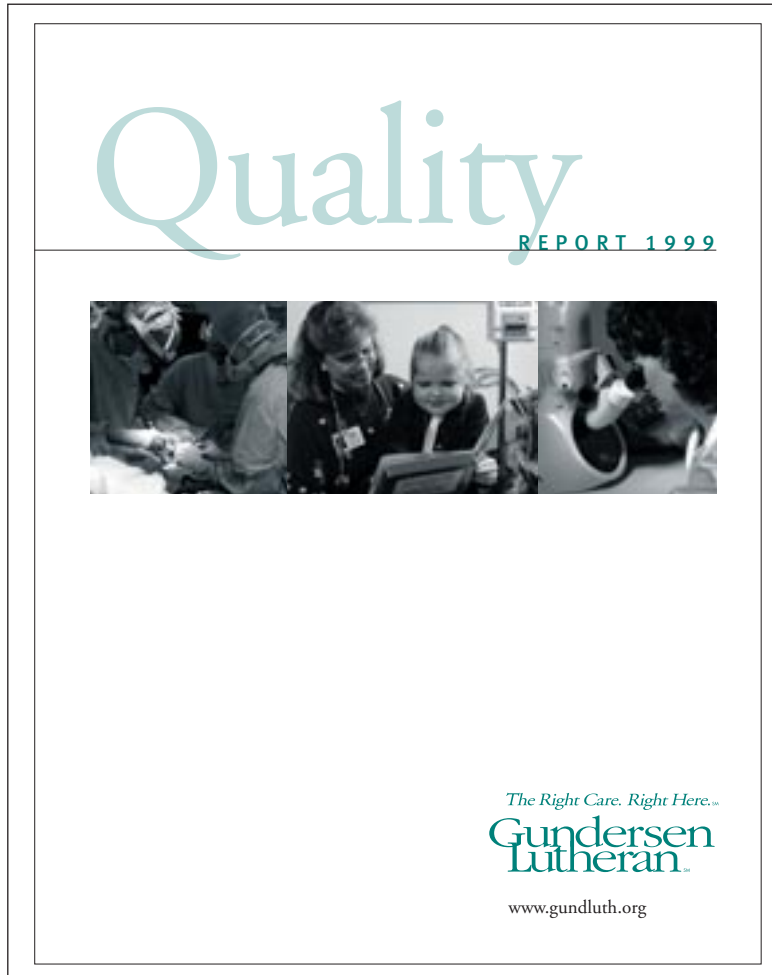# Family Practice Doctor Joins Onalaska Clinic

Erik A. Gundersen, MD, is joining the Gundersen Lutheran-Onalaska Clinic Family Practice team. He will be practicing with the following doctors: Scott A. Escher, MD, Rachel A. Schaer, MD, and Lawrence W. Waite, DO.

3100 South Kinney Coulee Road, Onalaska, WI 54650

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