

Category 6B – External Publications

BENEDICTINE HEALTH SYSTEM 2005 ANNUAL REPORT

PLANNING

The Benedictine Health System (BHS) 2005 Annual Report—entitled Peace Reflected—is a full-color, 28-page publication that serves as the official end-of-the-year record for the organization. The annual report has several key objectives, including: enhancing System visibility (measurable by demand for the piece and increased awareness of the BHS Participating Organizations by the public and other audiences); reinforcing the System’s Mission and Core Values (illustrated through the representative examples used in the stories and required by our System sponsors); reaching potential new partners to join the System (serving as an introductory point to the System) and serving as a financial report for the System (measured through the use of the report for auditing, social accountability and financing purposes).

Each year, BHS highlights one of the BHS Core Values to in an effort to further explore its importance and how it is practiced throughout the organization. This Core Value provides the theme for the annual report as well as for other integrated marketing communications activities during the year. The Annual Report needs to be inviting and easy to understand by the reader while stirring the emotions of the varied audiences – patients, residents, families, prospective partners, board members, association boards, community members, volunteers, financial analysts and System staff members.

Due to the wide distribution and many uses for the annual report, the BHS President has a personal interest in the project. He reviews and approves the publication concept after the presentation of the rationale. The production timeline is set to ensure delivery for the December BHS Board of Directors meeting. It is traditional that each year’s new report receives a formal introduction at this meeting.

APPROACH

A systematic approach is established for the BHS Annual Report production. While the Core Values play an important part in the concept and content, this year the Benedictine motto of Peace set the theme for the project, which also highlighted the Benedictine Health System’s 20th anniversary.

The project team included the Community Affairs staff – Senior Vice President, Manager, and Specialist – who researched, wrote and edited the copy in an effort to maintain the integrity of the BHS

history, Mission, the Core Values and related stories. The department partnered with the Yamamoto Moss firm for graphic design. Major illustrative photographs were taken at the St. Scholastica Monastery in Duluth (and on its grounds), home to the Benedictine Sisters, sponsors of the Benedictine Health System. Staff coordinated the print production at a Duluth printer.

The timeline to complete the project was approximately four months. The concept and outline were developed in late July 2005. Copywriting and photos were completed in August and mid-September. The design phase (including multiple points for approvals) took approximately six weeks. Delivery of the annual report coincided with the BHS Board of Directors meeting on December 1, 2005.

BUDGET

The Annual Report is a significant collateral project for BHS. The total cost for the project—the printed report, envelope and enclosure card—was within budget.

RESULTS

The main objectives for the annual report are to enhance System visibility, reinforce the Mission and Core Values and serve as a financial record of System performance. More than 3,800 copies of the annual report have been distributed resulting in frequent requests to the BHS business development staff members from health care facilities nationwide inquiring about participation in the System. Currently there are four potential partnerships in development.

The Sisters of St. Scholastica Monastery (our System sponsors) have expressed their approval and delight of how the Mission and Core Values are portrayed, verbally and in written notes of appreciation. Finally, BHS continues to receive strong ratings by our bond agencies and has been successful at receiving funding for capital projects.

Recently, BHS was informed that the 2005 annual report received a national design award. Our internal audiences receive this good news first through multiple communications methods then to our external audiences via news releases.

The Community Affairs Department has also found that BHS Participating Organizations are able to use the Annual Report stories and photos for their local marketing efforts, expanding the use and reach of the communications.