



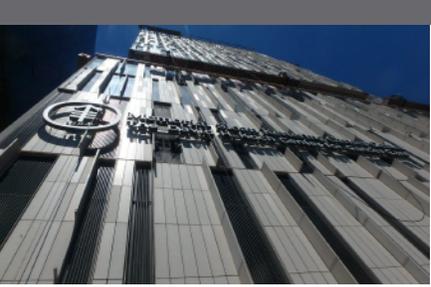
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HEALTHCARE Case Studies





Memorial Sloan Kettering
Cancer Center™

Memorial Sloan Kettering Midrise Installation



Memorial Sloan Kettering Cancer Center is a cancer treatment and research institution in New York City, founded in 1884 as the New York Cancer Hospital. The hospital required a new mid-rise installation for the north and east elevations of the building along with canopy letters for the building.

The midrise install and canopy signage for Memorial Sloan Kettering was a success from start to finish.



PSCO permitted, manufactured and installed two sets of channel letters letters reading “Memorial Sloan Kettering Cancer Center The David H Koch Center for Cancer Care” along with the 9’ logo in front of the channel letters complete with all interior and exterior support systems. PSCO coordinated all fabrication and installation processes for those letters along with the canopy letters that complement this New York location.



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Kentucky One Conversion Program



Kentucky One acquired the Jewish Hospital and St. Mary's Healthcare (JHSMH) group, which were two former systems – Jewish Hospital & St. Mary's HealthCare and Saint Joseph Health System. To create maximum impact, the strategy for rebranding Jewish Hospital and St. Mary's Healthcare group under the Kentucky One name sought to immediately convert signage on as many sites as possible.

Our end to end process of inspired design engineering, unlimited manufacturing capabilities and world class program management is how we added value at every level to the central brand to provide cohesion at each location for Kentucky One.

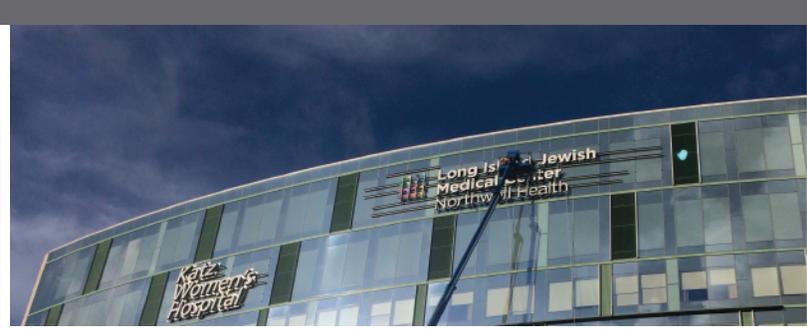
17 hospitals
10 centers
65 offices

Philadelphia Sign Company successfully converted (17) hospitals and (10) Medical Centers, and (65) Primary Care offices from February 2014 thru November 2014. At each location, they received new signage packages which include channel letters, high rise letters, pylons, monuments, directional, wayfinding and much more.



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Northwell Health Conversion Program

Northwell Health turned to Philadelphia Sign for manufacturing and installation for Long Island Jewish Medical Center, The Zucker Hillside Hospital, Cohen Children's Medical Center, Center for Advanced Medicine, Northshore University Hospital and North Shore Fertility Center in New York.



Northwell required a trusted partner that could execute the program from start to finish, manage costs and execute the installation without disrupting day to day operations.

Philadelphia Sign became an integral part of the brand transition team. Once the surveys, assessments, design, and documentation of the new identity were complete, our role was to translate the program for exterior and interior signage.

At each location, we received new signage packages which include channel letters, high rise letters, pylons, monuments, directional, and wayfinding.



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Healthy Driven™
Edward-Elmhurst
HEALTH



Edward Elmhurst Health Rebrand Program

Philadelphia Sign was awarded (16) sites of Edward Elmhurst Health (EEH) in the Chicago area with a short turnaround time. Edward Elmhurst Health is rebranding their interior (reception & directory) and exterior signage at their health center, walk-in clinic, and health & fitness locations. The scope of work includes the standard approvals for design, engineering, fabrication, and installation.



Philadelphia Sign was awarded (16) sites of Edward Elmhurst Health (EEH) in the Chicago area with a short turnaround time and exceed the expectations of the EEH team.



While working with a design firm for the sign family to assist with the development of sign family and brand. The project involved surveying each location and creating a brand book for client approval. Once approval was received, an application was created for all required permits. After permits were issued, engineering drawings were completed, sent to the client for approval, and then released to fabrication. We were able to collaborate and exceed the expectations of the EEH team and provide the desired timeline for the re-opening and unveil of the rebrand for each of the facilities.



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Montefiore / St Luke's Rebrand Program



St. Luke's Cornwall Hospital (SLCH) joined the Montefiore Health System (MHS). St. Luke's entered into a passive parent relationship, with Montefiore as the parent organization. SLCH embarked on the search for a strategic partner in early 2014, one that would look to enhance the services already provided, and to prepare the organization for the anticipated changes in health care delivery.

Success from a previous program resulted in additional work for St Luke's when they joined the Montefiore Health System. PSCO was the perfect fit for the rebrand program.

Montefiore hired PSCO in the past for their program work in 2015 and The St Luke's team as a new partner needed a rebrand to rebrand and formally showcase as a part of the Montefiore Family. St. Luke's looked to Philadelphia Sign to do the work for these new locations. It was the perfect fit for the campuses in Newburgh and Cornwall.



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Hackensack Meridian Health



Hackensack Meridian Health Rebrand Program

Hackensack Meridian Health is updating all of their locations to reflect their most recent brand refresh. The rebrand conversion project includes taking down current outdated signage and replacing it with new exterior signage that reflects the latest industry technologies for the various facilities such as: Outpatient Rehabs, Outpatient Imaging Centers, Sleep Centers, Assisted Living Facilities, Occupational Health Centers, Urgent Care Facilities, Smaller Hospitals, and Administrative Offices.



The rebrand conversion project includes taking down current outdated signage and replacing it with new exterior signage that reflects the latest industry technologies for the various facilities



The environmentally friendly process to engineer the signs, fabricate the signs, and recycle the old signs is at the forefront of topics for this brand refresh. The new signs are being designed and engineered to last longer and will utilize more energy efficient technology. The old sign solution utilizes older technology such as neon and fluorescent lamps while the new signs will be illuminated with LED Technology. In addition, any current signage and components being removed will be recycled in an environmentally friendly manner.



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Jefferson University Hospitals Highrise Installation

Philadelphia's Thomas Jefferson University Hospital in Center City is located on the Thomas Jefferson University campus. The hospital required a new energy-efficient LED retrofit conversion for their 300-ft tall Center City building. PSCO permitted, manufactured and installed two sets of 16ft high letters reading "Jefferson" complete with all interior and exterior support systems. Letters were fabricated with polycarbonate faces, aluminum casing, LED illumination and galvanized and painted steel framing.



PSCO permitted, manufactured and installed two sets of 16ft high letters reading "Jefferson" complete with all interior and exterior support systems.

PSCO coordinated all fabrication and installation processes. The signs were installed by PSCO crews, primary electric service was done by the building's house electrician. The signs were installed via a 500 ton crane. The building and sign continue to grace the city skyline.



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