

CASE STUDY

150TH ANNIVERSARY: ENTERPRISE PROGRAM LEADERSHIP



CONTEXT

St. Elizabeth Healthcare's 150th anniversary was a rare institutional milestone requiring a systemwide approach to history, identity, and community connection, one that had to balance historical preservation, employee engagement, public education, and civic recognition under a single unified narrative.

ACTION

I designed the anniversary identity and commemorative visual system and produced the creative assets for a year-long program spanning identity, events, publications, exhibits, and civic recognition, including the published book *For the Centuries*, a museum exhibit on NKY healthcare history, a public historical marker at the original Covington site, dedication and re-dedication ceremonies, a time capsule opening and resealing, and educational advertising and storytelling.

RESULT

Delivered a coordinated, year-long systemwide program that honored 150 years of service under one unified identity, spanning publishing, exhibits, civic recognition, and public ceremony.