

Minneapolis Children's Medical Center Directory of Services

The success of this project hinged on this booklet's ability to reach a family physician at the critical moment when they are ready to call a specialist for an opinion, or to prepare a patient for a transfer. That's why it was designed to fit in a lab coat pocket.

The Directory of Services played a key role in driving physician referrals to the specialists at Minneapolis Children's. It listed every department and every health professional, including their direct-dial phone number to ensure physicians could gather the information needed to make the right decision for the child and family.

Role: Project manager, writer, editor, print and distribution coordinator.

