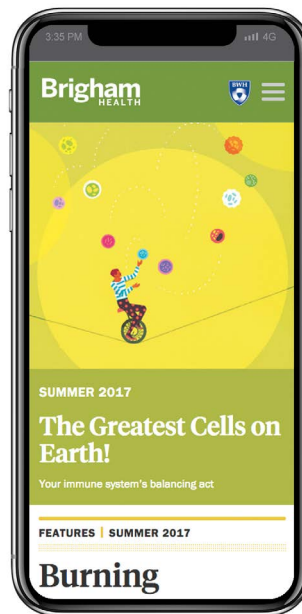


The new digital magazine—which has an open source CMS and is responsive to mobile—offers online surveys, a real-time Twitter feed, and an extensive Web Extras video section. Readers are encouraged to engage with BWH by sharing stories on social channels.



Harvard Medical School / Brigham & Women's Hospital

A major teaching hospital of Harvard Medical School, Brigham and Women's Hospital serves patients from New England, throughout the United States, and from 120 countries around the world. The hospital's flagship magazine—which is distributed to more than 40,000 donors, volunteer leaders, hospital staff, and patients—had not evolved significantly since its last redesign in 2003 and the editorial content had become more research-based over time. The Development Office hired Taylor Design to revamp and relaunch the publication with a goal of deepening its engagement with supporters, friends, and donors. In addition, they wanted to launch a dynamic digital presence to more fully engage today's younger philanthropists. An extensive research and content strategy effort informed all design and development decisions. The new magazine showcases advances in patient care, medical education, research, and community health, while also raising awareness and communicating key fundraising messages to a diverse audience. Most importantly, it underscores the hospital's leadership as a research powerhouse across many specialties and honors the institution's heritage of providing patient care that is second to none.



The new content strategy drove the redesign. The tone was changed to a more editorial reporting style, the lives behind the breakthroughs are highlighted more frequently, and feature stories show the hospital at its most nimble and prescient.