



## MGH Institute of Health Professions

The MGH Institute of Health Professions is an affiliate of the Massachusetts General Hospital and the Partners HealthCare System. It is an interdisciplinary graduate school that prepares skilled healthcare specialists in nursing, physical therapy, speech-language pathology, clinical investigating, and medical imaging.

### The Challenge:

With a new logo and new facility, the institute needed a lively and engaging tool to help attract prospective students, provide current program information, and celebrate the Institute's 25th anniversary.

### Reaching a Solution:

Barrett conducted research and interviews to structure an approach that best meets the needs of the target audiences. The final CD-ROM used animation, music, narration, testimonial videos, and links to the main Web site to provide an exciting view of the Institute and highlight the strength of its programs. A customized packaging solution was also created to allow for personalized mailing and distribution.

### Reaction Reaction:

"Raves continue to pour in on the CD-ROM... it's really the best thing the Institute has ever produced!"

"You have a great group of colleagues. It was a pleasure working with all of them."

### Deliverables:

- Creative brief and research summary
- Information architecture
- Evaluation prototypes
- Final CD-ROM
- Packaging
- Envelopes