



Project: LAC+USC I # 11111-0001

Comp # 1- “We Are All Stars”
5 Versions

These concepts showcase the new hospital along with a few pictures of a diverse group of care providers expressing team-work within the county-wide healthcare network. The main character should be a featured doctor or nurse who is currently working for LAC+USC.

The purpose of this concept is to have a “star” LAC+USC doctor or nurse along with other doctors and nurses from county clinics, all saying “We are a part of your county-wide healthcare network.”

The New LAC+USC MEDICAL CENTER



**WE ARE A PART
OF YOUR
COUNTY-WIDE
HEALTHCARE
NETWORK**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.



The New LAC+USC MEDICAL CENTER



We Are A
Part of Your
County-Wide
Healthcare
Network

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

Right Care. Right Place. Right Time.

The New LAC+USC MEDICAL CENTER

A woman with long brown hair, wearing blue scrubs and a stethoscope, is smiling and looking towards the camera. She is holding the stethoscope with both hands. In the background, there is a large, modern hospital building with a glass facade and a blue sky.

We Are A Part Of Your County-Wide Healthcare Network

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

Right Care. Right Place. Right Time.

WE ARE A PART OF YOUR
**COUNTY-WIDE
HEALTHCARE
NETWORK**



Right Care.



Right Place.



Right Time.



THE NEW
**LAC+USC
MEDICAL CENTER**

THE NEW LAC+USC MEDICAL CENTER



We Are A
Part of Your
County-Wide
Healthcare
Network



Right Care. Right Place. Right Time.



Project: LAC+USC I # 11111-0001

Comp # 2 “LAC+USC= Community Pride”
2 Versions

LAC+USC=Community Pride is the formula.

This mostly typographical layout shows the arithmetic to the community and the network of healthcare. The picture of the building can be changed with shots of doctors and /or nurses caring for patients or doctors within the community setting (local neighborhoods). There can also be smaller windows/pictures of clinics supporting the new medical center. Do the math, it all adds up.

LAC | USC



COMMUNITY PRIDE

YOUR COUNTY-WIDE HEALTHCARE NETWORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

Right Care. Right Place. Right Time.



LAC+USC

= COMMUNITY PRIDE

YOUR COUNTY-WIDE HEALTHCARE NETWORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

Right Care. Right Place. Right Time.



LAC+USC

= COMMUNITY PRIDE

YOUR COUNTY-WIDE HEALTHCARE NETWORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

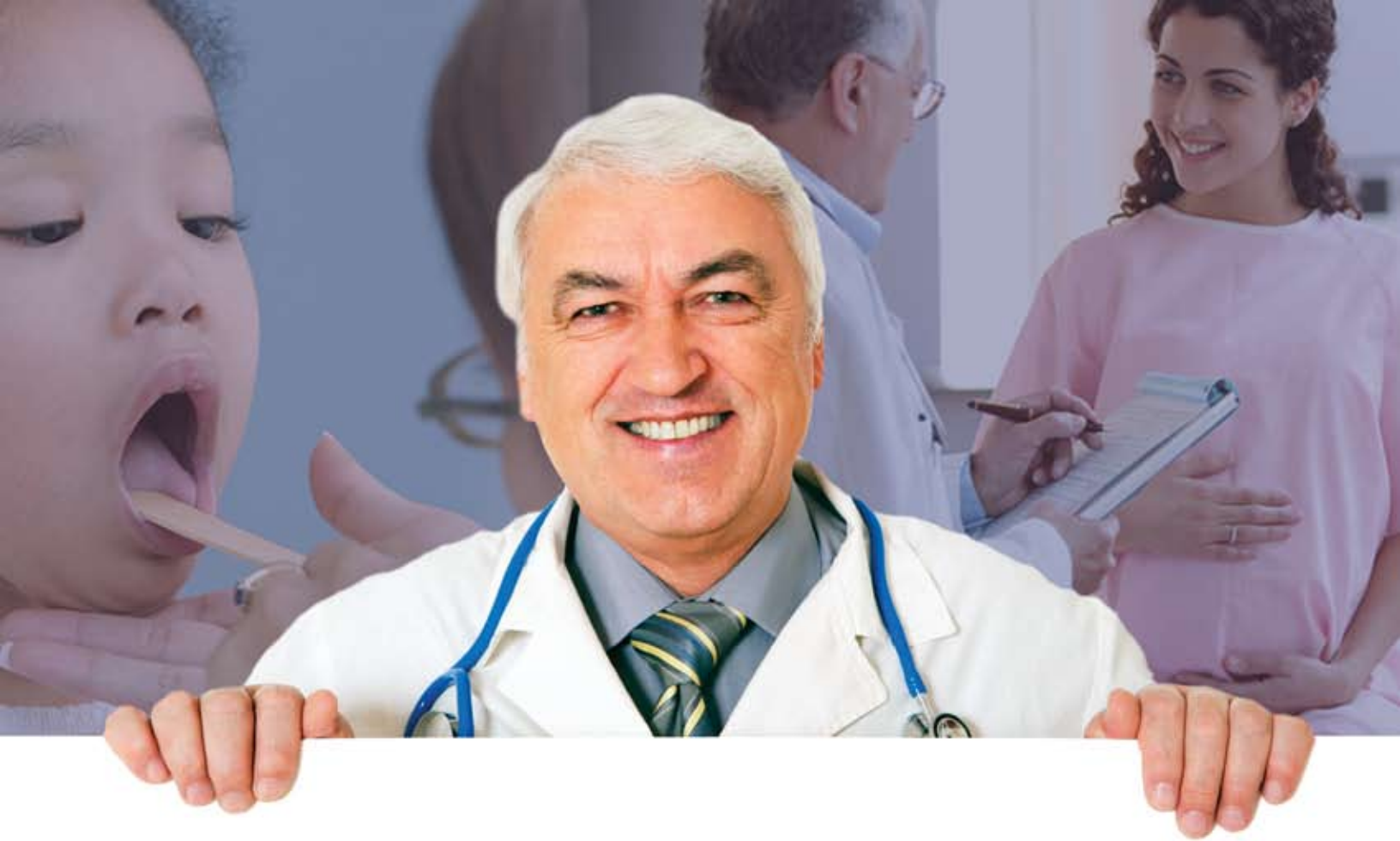
Right Care. Right Place. Right Time.



Project: LAC+USC I # 11111-0001

Comp # 3 “Whiteboard”
2 Versions

With this concept we wish to feature a “Star” Doctor showing off the new hospital and the healthcare network. The doctor is holding up a whiteboard which will contain the images and message. Simple and to the point and very versatile.



THE NEW LAC+USC MEDICAL CENTER

A Part Of Your County-Wide Healthcare Network



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

Right Care. Right Place. Right



THE NEW LAC+USC MEDICAL CENTER

A Part Of Your County-Wide Healthcare Network

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.



Right Care.



Right Place.



Right Time.



Project: LAC+USC I # 11111-0001

Comp # 4 “Network Map”
2 Versions

With the actual map of LA faded on the background, we show how the new LAC+USC Medical Center is connected to a network of clinics and their care providers. This concept allows us to highlight the supporting clinics and their locations.



The **New**
LAC+USC
Medical Center
Part Of Your
County-Wide
Healthcare
Network

Right Care. Right Place. Right Time.



**THE NEW
LAC+USC
MEDICAL CENTER
PART OF YOUR
COUNTY-WIDE
HEALTHCARE
NETWORK**

Right Care. Right Place. Right Time.