



Avera McKennan connects with benefactors using patented VIP™ technology from Americhip

CHALLENGE:

As the year 2011 was coming to a close, Avera McKennan Hospital and University Health Center were reflecting on the milestones and challenges of a year that marked a century from the hospital's inception. They wanted to share this story with the VPs, directors of the hospital and members of the board but lacked an engaging medium to deliver this message.

SOLUTION:

Avera McKennan turned to Americhip's patented VIP technology to create a sleek and compact direct mailer featuring a 4.1" LCD screen. Through video, the hospital was able to take members of the board on a tour of their new Prairie Center, show faculty interacting with patients and highlight the latest advancements in technology and medical equipment from the past year.

SIGNS OF SUCCESS:

With the centennial year coming to a close, Avera McKennan was able to commemorate this milestone in a tangible format that can be shared and remembered for years to come.

"These video books were a great hit!!!! I'm glad we got to work with you and we hope to produce another video in print book"

-Avera Creative Services Executive

Video
Interactive
Case Study
AMERICHIP



PROJECT: 4.1" VIP Annual Report

CLIENT: Avera McKennan Hospital
& University Health Center

BRAND: Avera McKennan

TECHNOLOGY: VIP

VERTICAL: Healthcare

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This case study is available online (www.americhip.com) in our exclusive Video Interactive Format. Please contact your Americhip Representative for a user key.