



GREENVILLE HEALTH SYSTEM

"Anne at Heurista is wonderful to work with. She is very accommodating to our needs and requests and especially creative in the environment."

*– Fay Towell
Director/Archivist
Greenville Health System
Health Sciences Library
Greenville, SC*

In 2006, Greenville Health System established a permanent location in its flagship facility for a history center celebrating the accomplishments of local healthcare providers, their contributions to the community and the impact of the system on the field of health care.

The inaugural exhibit celebrated the Greenville Hospital System School of Nursing which opened its doors in 1911, one day before the hospital, and trained nurses until it closed in 1974. Drawing from a substantial archive of historical information and artifacts, subsequent exhibits have highlighted children's medicine, the size and scope of the GHS system, the system's centennial anniversary and the importance of academic and clinical education to providing a pipeline of healthcare workers for the regional community.

Philanthropy and Partnership and History Centers Greenville, SC

The most recent exhibit addresses a complex topic: the factors calling for changes in the ways in which health care is delivered and wellness is maintained and GHS's role in that evolution. The exhibit has a futuristic look, but the photos and copy within highlight the foundation of leadership upon which the system's current and future success is built.

Many hours went into fine-tuning each message so that it was aligned with current GHS vision, mission and values, technically accurate and stated in ways that would be understood by a general audience. This work was accomplished through a partnership with GHS Library Director/Archivist, Fay Towell and Editorial Services Manager Jeanine Halva-Neubauer and the Heurista design team.



