



***“Thank you so much for choosing us to design the interactive piece for the CVMC project! It was truly a pleasure working with Heurista and we couldn’t be more proud of how the site turned out.”***

*– Rachel Whaley  
Interactive Media Designer with PRC Applications,  
Digital Programmers  
Asheville, NC*

With increasing frequency, clients express an interest in digital donor recognition. Many see it as an easy, less expensive or more versatile solution. In practice, it requires more planning and warrants more attention over time to keep it current and well-functioning. Furthermore, hardware does not last forever, the behind-the-scenes software changes over time and new content must be developed to keep the presentation lively and up to date.

Catawba Valley Medical Center recently made such a commitment, but with an important caveat: keep it simple. Their display is designed using Osmek, and affordable, cloud-based content management system so content can be added from any web browser. Templates for client use were prepared in both Adobe Photoshop and Microsoft Powerpoint, allowing users of various skill levels to produce consistent and attractive results.

## **Digital Donor Recognition Content Hickory, North Carolina**

The application runs from a computer connected to the hospital’s intranet, allowing the IT team to manage the system remotely.

The simplicity of the programming is disguised by the attractive graphics, which are coordinated with other visuals in the philanthropy center. The magical quality of the graphics aligns with the “Catawba Cares” theme to represent philanthropy, especially employee giving. The viewer is introduced to the theme via a “parallax,” a scrolling landscape that presents the introductory messages of the display.

This approach to digital design – a conscious combination of simplicity with a strong, consistently presented visual theme – has proven successful. It allows for the technical wow factor of digital media with the required ease of use for the staff who support it.

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Through the generous support of individuals and businesses in our community, Catawba Medical Foundation is able to support the mission of Catawba Valley Medical Center. Funding is invested in cutting-edge technologies, programs and facilities to allow Catawba Valley Medical Center to continue to be the standard of healthcare excellence in our community.



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### Caring for your FUTURE

**Control Projects**  
 Catawba Valley Medical Center is a leader in the medical industry. We are committed to providing the highest quality of care to our patients. Through our Control Projects, we are able to fund the most advanced medical equipment and technology for our patients.

**CLMB Program**  
 Catawba Valley Medical Center is a leader in the medical industry. We are committed to providing the highest quality of care to our patients. Through our CLMB Program, we are able to fund the most advanced medical equipment and technology for our patients.

**Global-Bank for the Social Care Project**  
 Catawba Valley Medical Center is a leader in the medical industry. We are committed to providing the highest quality of care to our patients. Through our Global-Bank for the Social Care Project, we are able to fund the most advanced medical equipment and technology for our patients.

**Medical Transport Charity**  
 Catawba Valley Medical Center is a leader in the medical industry. We are committed to providing the highest quality of care to our patients. Through our Medical Transport Charity, we are able to fund the most advanced medical equipment and technology for our patients.

**Trust Fund**  
 Catawba Valley Medical Center is a leader in the medical industry. We are committed to providing the highest quality of care to our patients. Through our Trust Fund, we are able to fund the most advanced medical equipment and technology for our patients.

Building Tradition | Support from our Donors | Caring for your FUTURE



Named for the visionaries of Catawba Valley, which opened as Catawba Memorial Hospital in 1967, this society recognizes donors who have lifetime giving of \$100,000 or more.

1967

Edward & Shirley Arditti	Bob & Michele McCreary
Jearld & Carolyn Leonhardt	Estate of Frances E. Setzer
Catawba Valley Medical Center Auxiliary	von Drehle Corporation
Catawba Women's Center PA	Western Piedmont Anesthesiology
Catawba Valley Emergency Physicians PA	

Donors who have achieved major gifts status through either a single large gift or ongoing giving are gratefully recognized in three giving societies.