



## The Challenge

As Novant Health prepared for the opening of their newest facility, Charlotte Orthopedic Hospital, they needed help in branding their hallways, highlighting their partnership with four local athletic entities, and developing a creative patient progress area for the rehabilitation space.

An eight-year print graphics partnership with The Vomela Companies Transportation Group in Highpoint, NC, made them a natural choice for Novant Health, the 2nd largest health system serving North and South Carolina, Virginia, and Georgia.

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## The Solution

To help patients and their physical therapists track progress during rehabilitation, we recommended a recovery milestone wall and the Novant team came up with the sports team theme to celebrate their partnerships. Dry erase and chalk boards were quickly excluded as not sterile enough for a hospital environment. Print experts at The Vomela Companies turned to magnets as the cleanest and safest option to provide a functional use for the walls while documenting patient rehab progress. We mounted 7"x10" magnetic strips with rounded corners on the four hallway walls of the rehab floor.

In addition to the milestone wall, a history wall tells the Novant Health story in their main lobby. Our team created the design concepts using different substrates (Palight, Acrylic lettering and Gen Form 226 Vinyl) for the final application. A professional installation team ensured that the graphic was installed correctly with little to no downtime in the hospital.

**THE PHYSICAL  
THERAPISTS LOVE  
THE MAGNETS  
BECAUSE IT HELPS  
PATIENTS SET &  
ACHIEVE THEIR  
GOALS**







## The Results

Showcasing the partnership with four sports entities – Charlotte Hornets (NBA), Charlotte Independence (Soccer), Charlotte Checkers (Hockey), and the Charlotte Marathon - provided an opportunity to spice up the institutional feel of the hospital hallways. Using low-tack vinyl, the four walls of the primary floor feature the sports affiliation while helping track patients' daily walking distance progress using branded magnets.

### SHOWCASING PARTNERSHIPS WITH:

- Charlotte Hornets (NBA)
- Charlotte Independence (Soccer)
- Charlotte Checkers (Hockey)
- The Charlotte Marathon

