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**Transparency in Health Care?  
Good Samaritan Hospital Installs  
“A Peek Inside” New North Tower**

San Jose, CA (Feb. 01, 2007)—When Good Samaritan Hospital wanted to showcase its maternity and pediatric services, it looked beyond traditional signage and found a way to offer visitors “A Peek Inside” its new North Tower.

The hospital has transformed exterior windows of the new tower into a large scale photo gallery to give passers-by a glimpse of the services provided in the rooms of the hospital’s new tower. The tower’s first floor houses Pediatric Services, and the second floor is home to the Mother-Baby Unit. The seven photographs depict parents, infants and children in happy and peaceful moments of care.

“Peek Inside” uses perforated pressure-sensitive vinyl film printed on wide-format presses. Viewed from outdoors, the see-through film offers a uniform billboard effect without obstructing natural light and exterior views from the inside.

“The new tower has beautiful all-private rooms that help us create a family-centered environment of care,” said Pavna Sloan RN, Director of Women’s Services. “But because these units are secured for patient safety, many visitors haven’t seen the units and may not be able to visualize the services we provide here. The photos represent very special moments in the lives of young families.”

“What’s really great is that visitors can see the gallery effect, but families in the rooms still get the same light and views as always,” Sloan continued.

David Baxter and Steve Wolowitz at The Network ([www.the-network.bz](http://www.the-network.bz)) supervised creative development for the project. Baxter noted, “We selected images that convey a very positive emotional experience, and we were able to integrate the graphics with the look and feel of other programs we’ve created for the hospital.”

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San Jose-based Giant Impressions ([www.giantimpressions.com](http://www.giantimpressions.com)) produced the custom-printed graphic panels. Giant Impressions is a large and grand format digital color graphics company specializing in custom image products for clients who need to generate strong visual appeal in the areas of corporate identity, brand recognition and merchandising.

The project utilized ClassicVue™ perforated vinyl and CurvaLam™, an optically clear overlamine to protect the printed graphics. Both products are made by Clear Focus of Santa Rosa, the largest manufacturer of perforated, pressure-sensitive vinyl film for see-through window graphics ([www.clearfocus.com](http://www.clearfocus.com)).

“Good Samaritan is the first hospital to use ClassicVue™ for such a uniquely appealing application. A lot of promotional campaigns using our products are very commercial, so it’s great to see graphics that are so warm and inviting,” said Judy Bellah, Public Relations Manager for Clear Focus.

Good Samaritan Hospital’s North Tower was part of its Project 35 expansion, with all-private rooms on the first and second floor. Two additional floors of the tower are available for development of new nursing units. Project 35 also doubled the size of the hospital’s Level III Neonatal Intensive Care Unit, expanded operating suites and added a fourth Cardiac Cath Lab.

The hospital is currently investing more than \$20 million in diagnostic and treatment technologies, including a PET/CT scanner, 3.0 Tesla MRI, 64-slice CT and new linear accelerator for its radiation oncology services.

**## End ##**

#### **About Good Samaritan Hospital**

Good Samaritan Hospital was one of the first five hospitals in the U.S. certified by the Joint Commission as a Primary Stroke Center and was the first hospital in San Jose to use the Merci clot retrieval system to treat stroke patients. Opened in 1965 as a general acute care hospital, Good Sam is recognized for acute and tertiary services, including cardiology, cardiovascular surgery, oncology, obstetrics and gynecology, Level III Neonatal Intensive Care Unit, behavioral health and specialized surgery. For more information, visit [www.goodsamsanjose.com](http://www.goodsamsanjose.com).