



The list of accolades is long. Among the top 10 children's hospitals nationwide (*U.S. News & World Report*). The #2 neonatal care/NICU (*Parenting Magazine* and *U.S. News & World Report*). A designated Comprehensive Cancer Center (the National Cancer Institute's highest designation). Surgical outcomes for treating brain and spine tumors—best in the nation. The Cystic Fibrosis Center—the first of its kind in the nation, with the longest-living survivors.

Rainbow Babies and Children's Hospital is world-class, with 1,300 pediatric specialists dedicated to providing both cutting-edge treatment and, equally important, a welcoming, family-friendly environment conducive to healing.

Rainbow asked Nesnadny + Schwartz to create a capabilities book targeting multiple audiences—the public, media,

philanthropic, and medical communities—that would convey both its stature as a cutting-edge medical facility and its commitment to relationship-based care. The result: a sleek, square-cut booklet with intimate portraits of children, families, and physicians and inspiring stories of healing, interspersed with more technical descriptions of Rainbow's treatment programs and facilities.



Cover and selected spread from Rainbow Babies and Children's Hospital capabilities brochure.



FREE TO LIVE

Courtney: Seizures disrupted my whole life. One day, for example, I was walking to class when suddenly I felt like I was traveling through a time tunnel. I couldn't get my balance.

Shenandoah Robinson, MD: Courtney has a genetic condition that causes seizures. She underwent brain surgery to remove the part of her brain that was producing seizures. Now she can focus on college, and the certainty of a healthier and brighter future.

Courtney's Mom: Courtney is spirited and tenacious. Our goal for her surgery was "Abbondanza," Italian for "abundant quality of life." We don't want her to miss another moment.

YESTERDAY A LEGACY OF SERVICE

A HISTORY FOR OVER 100 YEARS Every young woman wanted an effect to address some of the special health care needs of the children, University Hospitals Rainbow Babies & Children's Hospital. "Rainbow Babies & Children's Hospital," the first hospital to be built in Cleveland, Ohio, was founded in 1902. It was the first hospital to be built in Cleveland, Ohio, and the first hospital to be built in Cleveland, Ohio. It was the first hospital to be built in Cleveland, Ohio, and the first hospital to be built in Cleveland, Ohio.

QUESTIONS TO ASK YOURSELF: Rainbow Babies and Children's Hospital, and Children's Hospital, are the only hospitals in Cleveland, Ohio, that have been recognized as a National Cancer Institute (NCI) Cancer Center and a National Cancer Institute (NCI) Cancer Center. It was the first hospital to be built in Cleveland, Ohio, and the first hospital to be built in Cleveland, Ohio.

CONVULSED FOR MORE THAN A CENTURY ago to build the current medical needs of local children, University Hospitals Rainbow Babies & Children's Hospital has grown to become a national model of quality care, innovative research and progressive medical education.

TREASURE'S FORTUNE

Treasure's Mom: Treasure collapsed in class. It was the scariest time of my life. Dr. Cohen soothed my fears and explained Treasure's surgery in detail. Rainbow's staff wrote everything down for our family.

Treasure: I don't remember what it was like to be in a coma. But there was a lot to do when I woke up: played games on the Rainbow TV channel and therapy dogs came to visit.

Alan Cohen, MD: Treasure needs to be healthy. But when Treasure collapsed, it was a scary time for the family. Treasure's Mom was in a coma, and Treasure was in the hospital. Treasure's Mom was in a coma, and Treasure was in the hospital. Treasure's Mom was in a coma, and Treasure was in the hospital.

UNIVERSITY HOSPITALS RAINBOW BABIES OF CHILDREN'S HOSPITAL STATISTICS

(January - December 2015)

Outpatient Visits	1,000,000
Emergency Visits	100,000
Admissions	100,000
Outpatient Procedures	100,000
Outpatient Services	100,000
Outpatient Hours	100,000
Outpatient Staff	100,000
Outpatient Revenue	100,000,000

Special thanks to our friends, all physicians and patients of University Hospitals Rainbow Babies & Children's Hospital. We are grateful for the support of our community, our staff, and our patients. We are grateful for the support of our community, our staff, and our patients. We are grateful for the support of our community, our staff, and our patients.

FRESH AIR

Maria's Mom: My husband and I are doctors, so we know what's out there. We're selective about medical care and want a facility with the most advanced cystic fibrosis research and treatments. Under Rainbow's specialty, Maria has never been hospitalized.

Maria: My doctor is fun. He asks me what I'd like with my friends and wants to know about school.

Michael Konstan, MD: This isn't about their health, even if they are professional tennis players. It's about their happiness. It's about their happiness. It's about their happiness. It's about their happiness. It's about their happiness.

TWIN TRIUMPHS

Dad: Anna and Emma were smaller than footballs when they arrived. My wedding ring fit loosely around their ankles. I can't even count the number of times the neonatal intensive care unit nurses saved little Anna's life.

Mom: All we could do was let the doctors do their jobs and pray that the technology and our trust in Rainbow's reputation would save our babies.

Michele Walsh, MD: We believe in honesty. Sometimes that means giving answers that are difficult to hear. Fortunately, over six months, our answers changed and the girls went home without any long-term problems.

Mom: Our daughters will grow up to be anything they dream.

Selected spreads from Rainbow Babies and Children's Hospital capabilities brochure.