

Annual Report

- one-hundred and sixty-two pages of detailed information
- profile research initiatives, unique teaching environment and clinical care
- report on 17 divisions and 10 residency programs
- forty pages of publications, photography and graphics

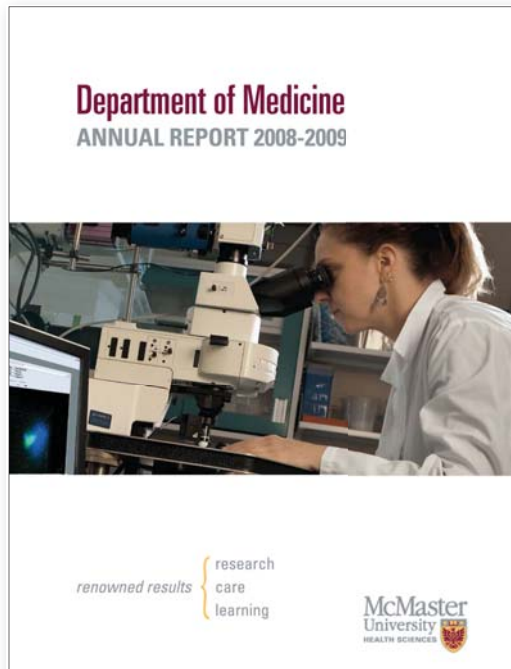
renowned results { research care learning



Inspiring Innovation and Discovery

The internationally-renowned medical department and research hothouse looks to promote and profile their people to government, media, industry, and peers. Electra contributes industry knowledge, production expertise, branding sensitivity and attention to detail.

Add in a comprehensive understanding of the department—gained creating their new 1,300 page website—and the result is an annual report both professional and engaging.



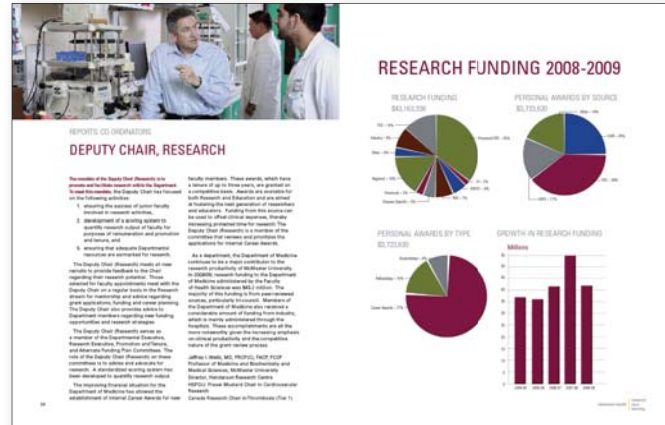
www.fhs.mcmaster.ca/medicine/about_report

Photographs by Jon Evans



Give readers a look around

Government, media, industry, researchers, funding agencies, and potential faculty may all be curious about the Department of Medicine. The annual report tells the Department's stories to these very diverse groups.



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Branding

Working with key stakeholders, Electra identified five words that differentiate McMaster's Department of Medicine from other leading medical departments.



Publications

The annual report presented one strong reason for the Department's international reputation—the large number of publications in peer-reviewed journals. Just listing those publications required 38 pages.

The Department of Medicine has more than its share of hard-working people. Every year, faculty not only care for a phenomenal number of patients, but educate the next generation of residents in 17 medical specialties. We wanted a fresh look at the day-to-day work and 'by the numbers' page was born.



Annual Report

- report on 17 divisions
- report on residency programs and research
- profile unique McMaster-pioneered learning process
- profile research initiatives by faculty and institutes
- overview of patient care
- profile world wide connections
- feature publications in prominent peer-reviewed journals
- include awards and accolades