



Passages Hospice is dedicated to “family and patient” centered care, focusing on the family’s wants and needs as well as each patient’s best interest. Since its inception in 2005, AdEasel has helped to build Passages into one of the fastest growing hospice providers in the Midwest. And indeed it has grown by leaps and bounds since it first began by creating services extending well beyond those of other hospices. Most importantly, Passages has given dozens of families and patients the kind of comfort and care they always deserved.



PassagesHospice.com

We Have Helped to Build One of the Fastest Growing Hospice Providers in the Midwest



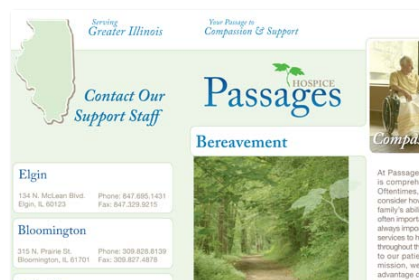
The web design & user interface for the Passages Hospice website was developed not only to be approachable and visually appealing but to also be dynamic and informative. The design utilizes Passages' branded colors of blues and greens to convey a feeling of comfort, the main image banners rotate to create movement and life, and the navigation is designed to provide an abundance of information without visual clutter.

Brand & Logo Creation



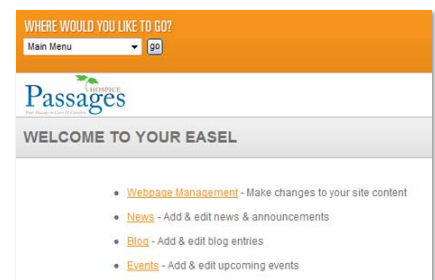
AdEasel has created several logos for the many program initiatives developed by Passages Hospice including their Charitable Foundation, Volunteer Program, Dementia Program, and Dream Program. These logos have been used to effectively brand and support these initiatives throughout the entire marketing mix including web & print.

Brochure Development



AdEasel worked hand in hand with Passages Hospice to develop a number of service and program brochures to support marketing staff employees working remotely across the state of Illinois. The brochures were printed in full color and were designed to consistently reflect the Passages brand and their commitment to providing the best in individual hospice care.

Content Management



AdEasel provides Passages Hospice with a custom developed content management system (Easel) to control and edit all of their online content. Blog postings, events, news and site content can all be edited on the fly, 24/7 from any location allowing for remote updating. There is no software installation required, internet access is the only necessity.

Download additional case studies and learn more about our agency online at AdEasel.com.