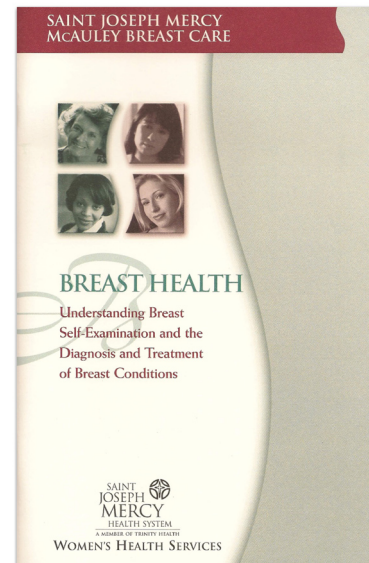


St. Joseph Mercy Health System 10 Years Later A Booklet For A New Generation

GOAL: LeDuc Creative Co. was selected to create and manage the production of a breast self-examination information booklet – from concept to completion. McAuley Breast Care needed an informative yet non-clinical booklet presented in a clear, concise and caring voice.

OUR APPROACH: In managing the entire production process – from concept design through printing and distribution – we were able to bring McAuley’s vision to reality by successfully combining copy, graphics and photography to produce a warm, welcoming and professionally succinct booklet.



RESULTS: Ten years later, we redesigned and updated this important breast self-examination information booklet for a new generation. Today, it continues to be enthusiastically received and reviewed, providing an important and comforting reference for women to better understand breast health care.



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(right here in) Ann Arbor