



There's a story that relates to the history of traumatic care in the United States that emerges in Seattle. Decades back, emerging ideas of how to treat patients at accident scenes and in a hospital's emergency care were methodologies that were seen as outrageous – even unethical. But more so, the real challenge was about a lack of insight into the nature of injury and what can be done to streamline an individual's recovery from bodily

trauma. The emergency trauma team, and subsequent emergency room care, was literally invented in Seattle. GIRVIN's role was to define, support and tell the story visually; building the legacy in a powerful, emotionally compelling manner to reach out to the community and medical and healthcare organizations internationally. GIRVIN communicated this story through the design of the website and other social media.