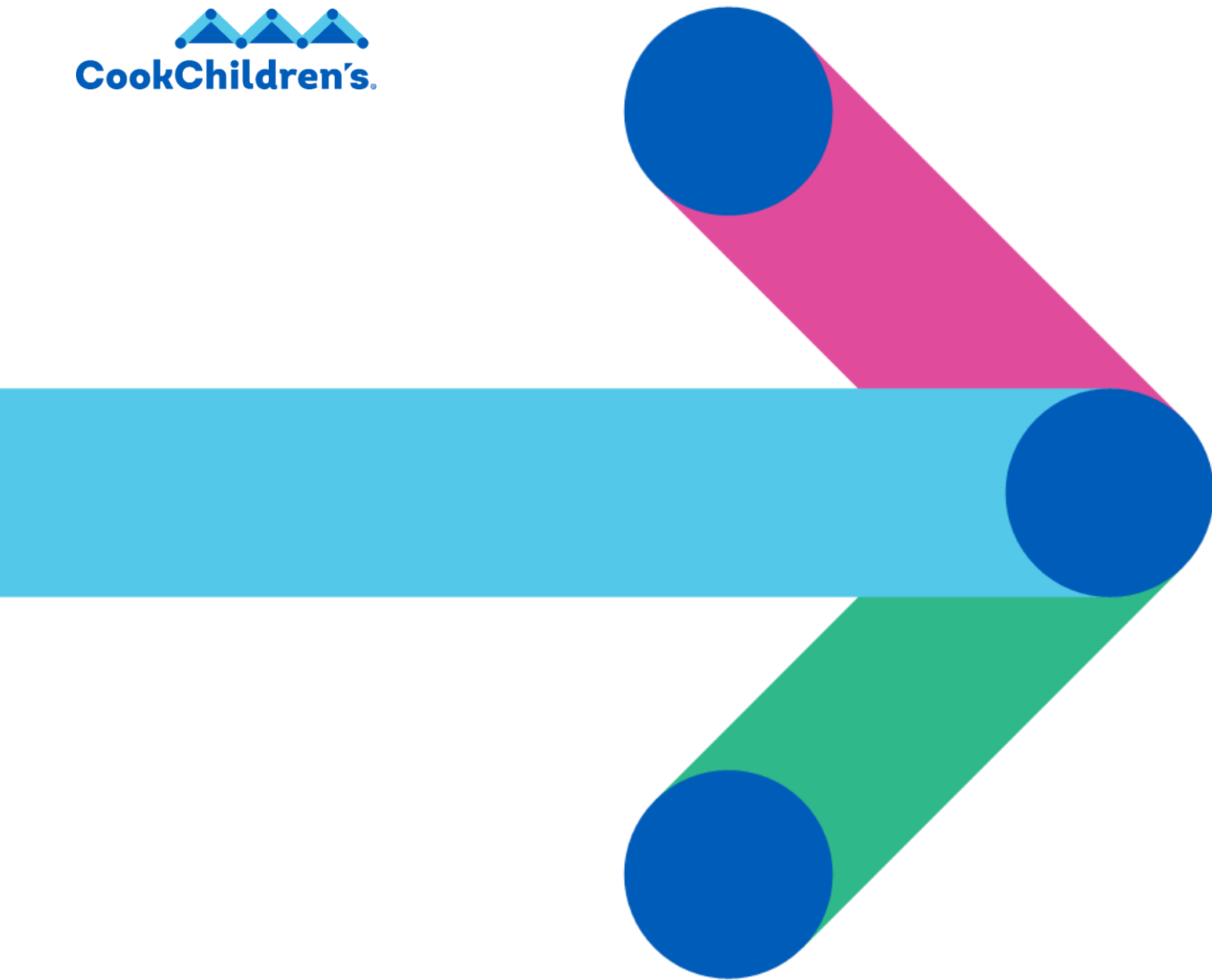




Badge Redesign

July 2025

Why New Badges?

The badge redesign incorporates feedback from each of the entities on what is critical to operations and well as helps our patients and families identify their care team members.

The goal is to transition to a badge that:

- Incorporates the latest badge technology with enhanced encryption on badge readers
- Uses updated Cook Children's branding
- Has a stream-lined look that is more readable by patients, families and staff

*Current badge replacement is for Cook Children's employees. Contractors (including physician contractors), volunteers and vendors will be distributed in another phase.

System input

- Nick Markham and David Hollar – Medical Center
- Brittany McLaughlin – Nursing Leadership
- Megan Chavez – Cook Children's Experience
- Merridth Simpson and Suzanne Seider – HR
- Kathy McLean – Team Experience/ Marketing
- Cory Warmink, Jo Tilley, Cortney Akins – CCPN
- Robert Burright – CCHP
- Brady Gendke – CCHH
- LaKami Bryant and Gayle Harris – IS
- Nurse Executive Council
- Family Advisory Council
- Workplace Violence Executive Committee
- CCMC and CCMC – Prosper operations team

Work Group Members

- Julie Farmer – Project Manager
- LaKami Bryant, Gayle Harris, Mark Pittman, Todd Hinson, Steve Griffin – IS
- David Hollar, Matt Hatcher – Medical Center
- Merridth Simpson, Suzanne Seider – HR
- Kathy McLean and Laura Pineda – Team Experience/Marketing
- Megan Chavez – Cook Children's Experience

Design Elements

First name, last initial for roles up to and including managers across the system

- Directors and above as well as physicians and advance practice providers will have first and last name on their badge.

(Security requires last name so will remain with what they have currently – first and last name)

A simplified look/feel consistent with new Cook Children's branding standards

- Limit to three credentials on badge.

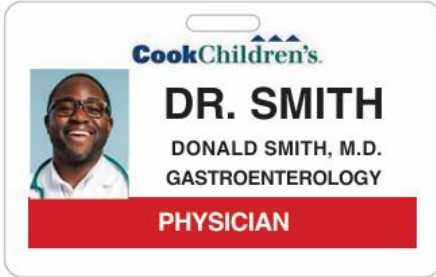
Badge buddies will assist patients/families and team members in identification

- Consistent design and color-coding.

Design Elements – Badge Buddy



Before



Before



Before



After



After



After

Proposed Badge Buddy Guidelines

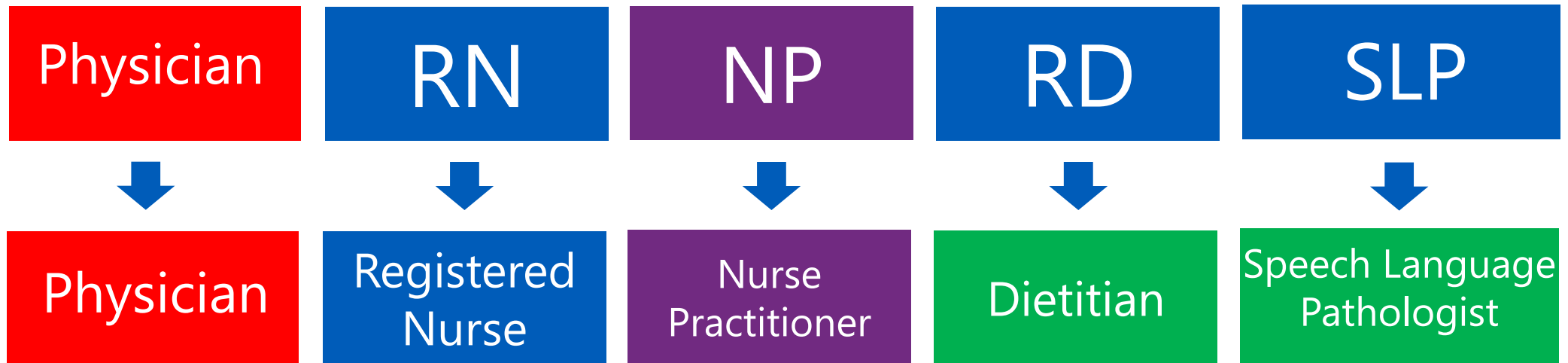
Badge Buddies for two purposes

- For roles that are primarily clinical in nature and/or patient facing (approximately 80% of staff role is patient facing).
- For staff and leaders that have a designated credential.

Guidelines and updates

- Color-coded and spelled out.
- A vendor relationship will be established for badge buddies (no homemade, special ordered badge buddies). The first round of badge buddies will be paid for within this project.
- Department leadership will ensure badge buddies are purchased (after first round), distributed and staff are compliant.

Badge Buddies – Current Examples and Transitions



Next Steps

- Child Study Center distribution week of August 4. Other distribution dates coming soon.
- Badge Buddy distribution through leaders – Mid-August
- New employees will receive new badges starting August 25.
- Contact Natalie Wilkins for questions.