



CASE STUDY

Health Across America

Mobile Health Screening Unit Aimed to Increase Awareness and Provide Free Diabetes Screening

Health Across America's Mobile Screening Vehicle began a national diabetes awareness and screening tour in May 2009. Throughout the summer months, the unit will travel to various community events and provide free diabetes screenings.

Tour Objectives:

- Raise awareness of the growing diabetes epidemic in America.
- Remind patients with diabetes that local pharmacists can help you manage your diabetes care.



emg3, an award-winning agency located in Portland, ME, provided the design and creative concept for the unit. Upon arriving at Craftsmen's St. Charles, MO facility, the unit's modification process began. Craftsmen removed the interior fixtures and elements, including the restroom, couches, cabinets, fixtures and removed existing wall structures. After the RV was stripped to the original shell, the fabrication and custom modifications began.

Modifications:

- Installed custom lighting throughout the unit
- Manufactured a wide step unit at the rear for entry into the Screening Station area
- Finished floors with simulated wood vinyl flooring; finished walls with laminate wall covering
- Manufactured and installed divider walls to indicate separate rooms for the Waiting Area and Exam Rooms
- Mounted a plasma and wired the unit to meet electrical demands
- Fabricated and installed six 3-foot by 2-foot raised letter dimensional signs in the Waiting Area
- Custom-manufactured and installed bench style seating in each Exam Room

Craftsmen's graphics team printed and applied graphics to the mobile unit's front, sides and rear. The mobile screening unit will travel to at least 20 communities and provide free diabetes screenings, glucose tests, and Hemoglobin A1c tests. In addition to the screenings, the participants will be given free product samples and education materials.

<http://emg3.com/>

<http://www.healthacrossamerica.net/>

