TOTAL AGENCY × GHX

/ 2026 / YEAR IN REVIEW

YOUR SUMMIT. YOUR STORIES. YOUR YEAR.

GHX's 2026, from the New Orleans stage to Summit Studios to the Summit 2027 brand. A look back that starts with a thank you.



STAGE

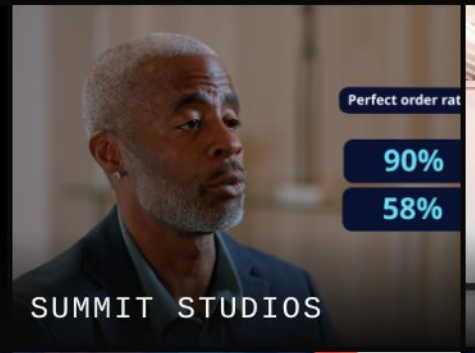


CEO KEYNOTE

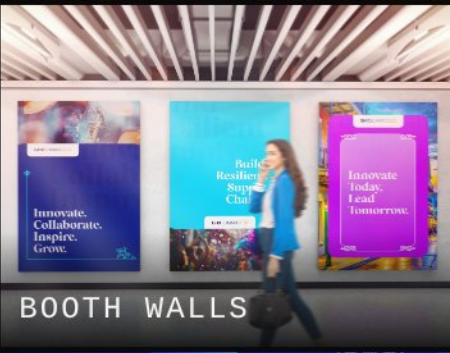


GENERATIONS HALL


AWARDS



SUMMIT STUDIOS



BOOTH WALLS



EXECUTIVE DECKS



SUMMIT 2027 BRAND



CAMPAIGNS



WEB BANNER



COLLATERAL


TRADESHOW

/ A PERSONAL NOTE

THANK YOU, GHX.

Andrea, Chelcy, Heidi and the whole GHX team. Thank you for the opportunity to work inside your amazing brand. You trusted us with your events, your customers' stories, your campaigns and your Summit. Your openness and fast feedback made this our favorite year of work.

ROBERT MEIROVICH AND THE TOTAL AGENCY TEAM

/ THE PARTNERSHIP

ONE PARTNER. THE FULL MIX.

In 2026 GHX trusted Total Agency across events, films, motion, design, campaigns and brand. Here is the year, in order.

FEB	**First testimonial films** Pooja Gupta and Geffry LaFortune edits
MAR	**17 Summit booth walls** Built in two weeks, global edits overnight
APR	**Stage screens + awards** 10 stage animations, 3D crystal, winner reveals
MAY	**New Orleans: keynote + Generations Hall** CEO keynote animations, 5 LED worlds
JUN–NOV	**Summit Studios** 24 films, teasers, thumbnails, captions
SEP–NOV	**Summit 2027 brand** Concepts, brand guide, launch graphics



TWO FILMS. THEN THE KEYS.

Our first GHX job was two testimonial edits: Pooja Gupta and Geffry LaFortune.

Weeks later GHX raised the Summit Studios count from 10–15 videos to 15–20, then handed us the whole event.

/ CHAPTER 1 / GHX SUMMIT 2026 / MAY

NEW ORLEANS.

GHX

Main stage, CEO keynote, Excellence Awards and the Generations Hall evening event. 27 animations in under two months.

/ NEW ORLEANS / MAIN STAGE

10 STAGE SCREENS.





GHX SUMMIT 2026
New Orleans

/ 3240×1080 CENTER + OUTER SCREENS

/ NEW ORLEANS / CEO KEYNOTE

“IMAGINE A WORLD…”







Micro-animations for the CEO’s widescreen keynote, plus logo animations for the keynote screens. GHX on the screens: “These look great! We have no changes.”

/ NEW ORLEANS / GENERATIONS HALL / EVENING EVENT

FOUR LED WORLDS.















“THESE ARE AMAZING.”

“I am very very happy with how these turned out. Wonderful work!!!”

CHELCY WALCZY, ED GLOBAL BRAND, GHX / MAY 8

/ 3200×512 MAIN WALL / 3200×128 BANNER / 1920×1080 TOP SCREEN

/ NEW ORLEANS / EXCELLENCE AWARDS

THE AWARDS, IN 3D.





3D CRYSTAL + 6 AWARD ANIMATIONS

Light and dark versions, built for the stage screens

5 WINNER REVEALS

Custom copy and logos for each winning health system

/ CHAPTER 2 / SUMMIT STUDIOS

GHX FILMED THE PEOPLE WHO RUN HEALTHCARE'S SUPPLY CHAIN.

Hospital leaders, physicians, nurses and product heads. GHX needed every interview turned into a story it could ship, checked by its marketing, its leadership and each customer's PR team.

WEBSITE | BRIGHTCOVE | SHAREPOINT | LINKEDIN

TOTAL AGENCY × GHX



/ STUDIOS / PHASE A / CUSTOMER STORIES

13 STORIES. REAL PEOPLE.



Natalie Haubach


Sean Petty

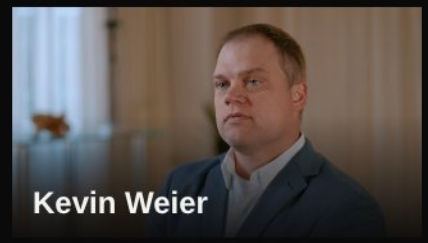

Patrick Schott


Troy + Rob


Sean Bubernak


Omar Devlin


Heather Peeters


Kevin Weier


Ryan Schaefer


Patrick Osam, M.D.


Natalie Hughes


Ben Molter

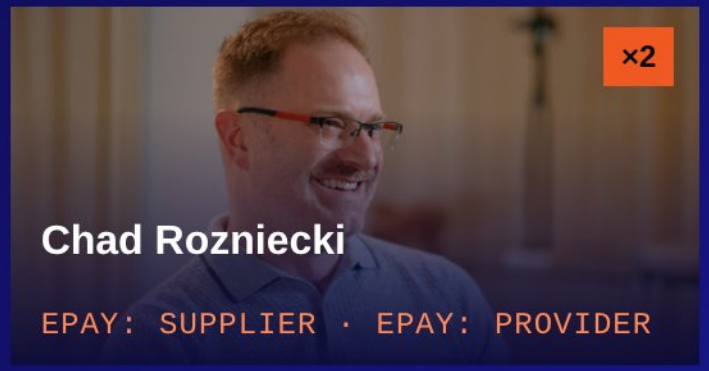
ANONYMOUS STORY

Rebuilt in 8 days, no name or logo

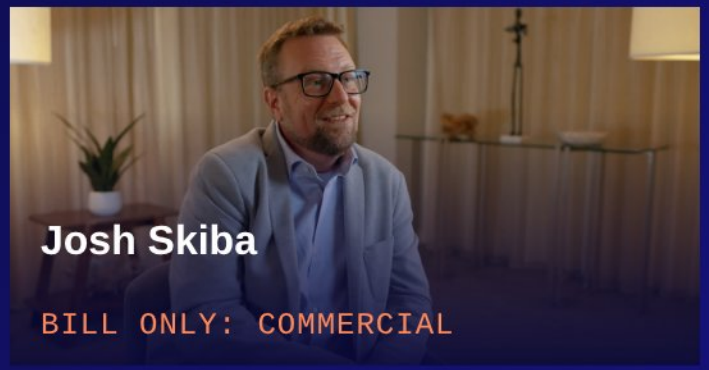
/ STUDIOS / PHASE B / PRODUCT STORIES

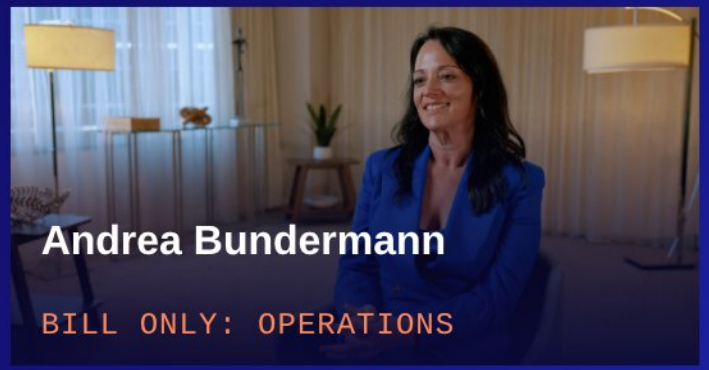
6 PRODUCT LEADERS. 11 STORIES.

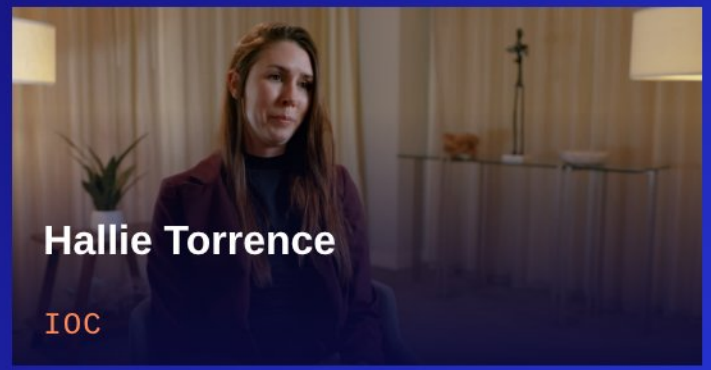












TOTAL AGENCY × GHX

+ WEBSITE BANNER, 3 FORMATS

ONE INTERVIEW IN.
FIVE DELIVERABLES OUT.



01 **LONG VIDEO**
The full story with B-roll, overlays and music

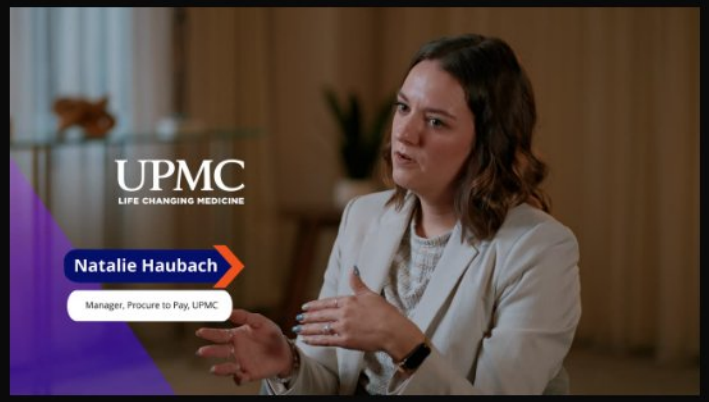
02 **SOCIAL TEASER**
A tight cut built for LinkedIn promo

03 **THUMBNAIL**
PNG for Brightcove, WebP for the website

04 **CAPTIONS**
Burned-in version plus a clean version

05 **.SRT FILE**
Corrected captions viewers can toggle

MOTION GRAPHICS THAT MAKE THE DATA LAND.



/ BRANDED LOWER THIRDS



/ ANIMATED PROOF POINTS



/ PRODUCT CALLOUTS

Every number a customer said on camera became a GHX-branded graphic. 58% to 90% perfect order rate. Order entry 8× faster.

/ STUDIOS / WEBSITE BANNER

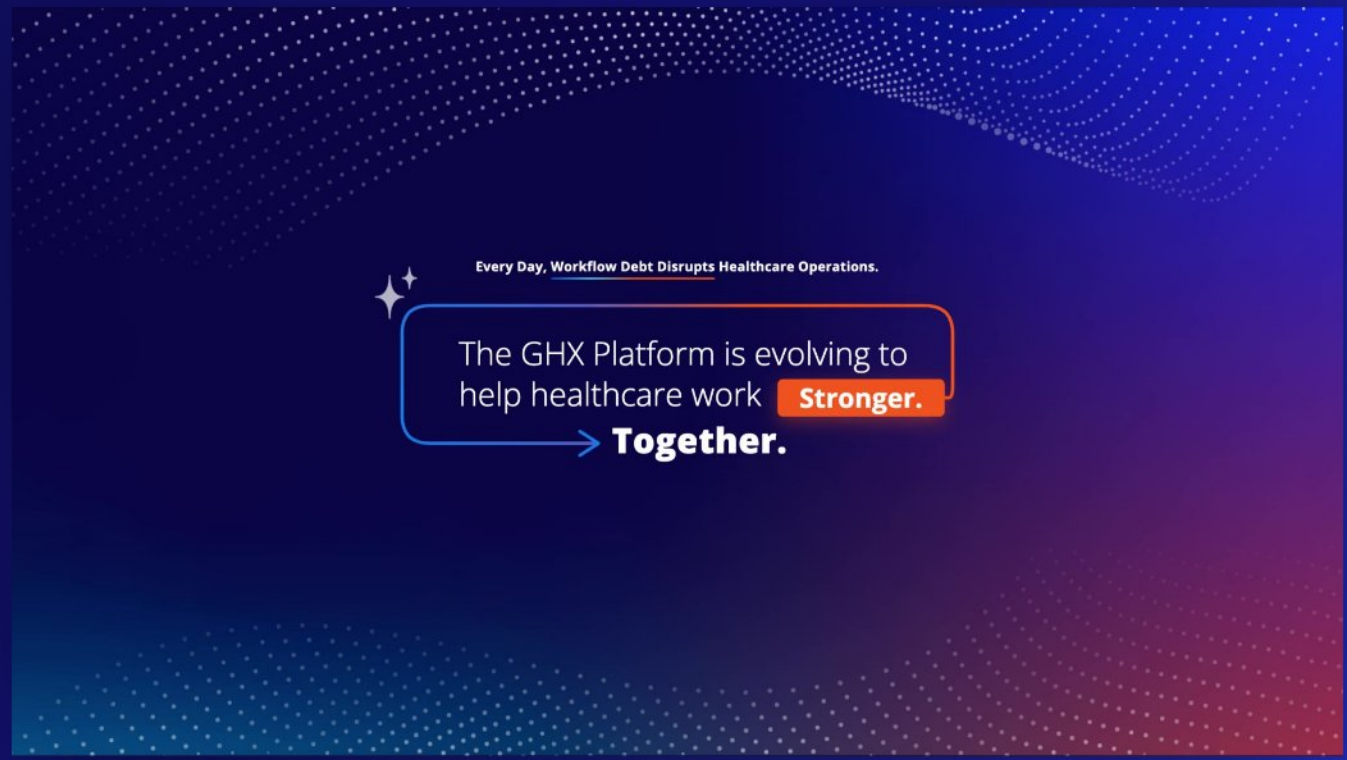
ONE ANIMATION. THREE FORMATS.

The Orchestration launch banner for the GHX homepage, rebuilt for social.

/ 16:9 HOMEPAGE

/ 9:16 STORIES

/ 1:1 FEED



ONE BOARD. ONE RHYTHM.

01
Script and footage in
GHX uploads to the board

02
V1 cut
First version in days

03
One round of notes
Timestamped, one pass

04
Fast revisions
Same or next day

05
Lock, then teaser
Full video first

06
Finishing pack
Captions, .srt, thumbs

07
Customer sign-off
Final edits handled

199 VERSIONS TRACKED. EVERY NOTE, FILE AND APPROVAL IN ONE PLACE.

SIX MONTHS. START TO FINISH.

MAY 29
Raw footage and first scripts land

JUN 8
First cut delivered in 10 days

JUL 6
Banner animation, 3 formats

AUG–OCT
Full production run, videos in parallel

OCT 14
Caption and .srt packs for the series

NOV 20
Final customer approval. All done.

GHX after video one: “Now that we’ve got this one down I think we’ll fly through the rest!”

WHAT WE SOLVED TOGETHER.

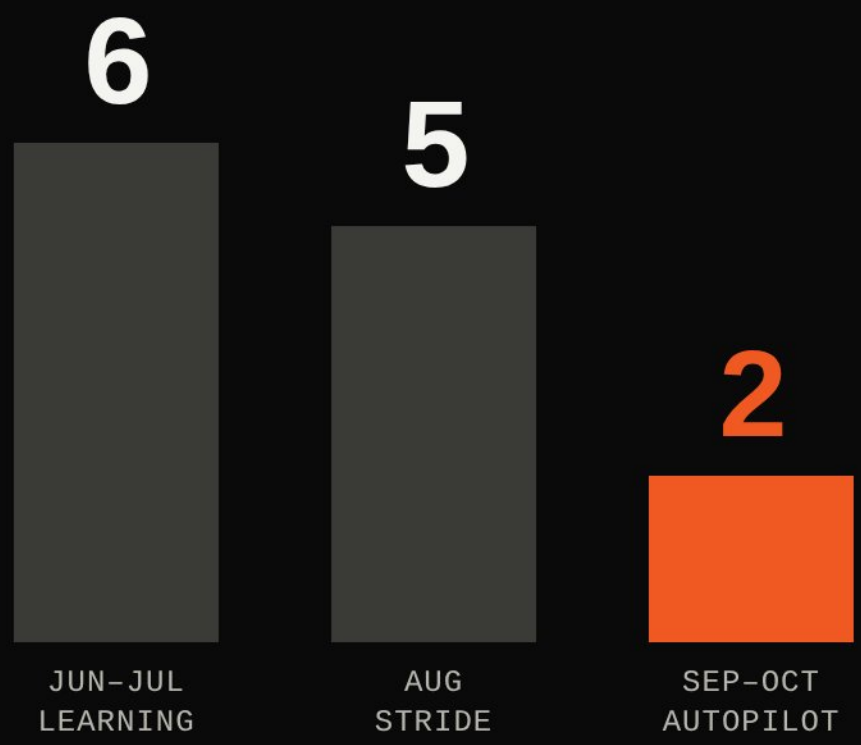
The moment	What we built together
Second-camera footage came in incomplete	Kept cutting, then pulled 24+ files from Frame.io
Two interviews became one video	Rebuilt as a split-screen story from a color-coded script
Priorities shifted mid-series	Re-sequenced the queue the same day
A customer asked to stay anonymous	Rebuilt it as an anonymous testimonial in 8 days
Product renamed after approval	Reopened the video and shipped the update
Auto-captions missed names and terms	Built burned-in captions plus a corrected .srt

/ STUDIOS / WE LEARNED THEIR TASTE

FROM 6 ROUNDS TO 2.

We locked the playbook on video one: music, B-roll style, overlays, captions. By fall, new videos cleared with “no further notes.”

ROUNDS INCLUDE CAPTION-ONLY PASSES



“THIS IS A GREAT CUT!”

ANDREA ATWOOD, GHX / ON VIDEO ONE

“We’re getting very positive feedback!”

ANDREA ATWOOD, GHX / JULY

“This is the last client approval for all of the Summit Studios. Bravo all!”

HEIDI SIEFKAS, GHX / NOVEMBER

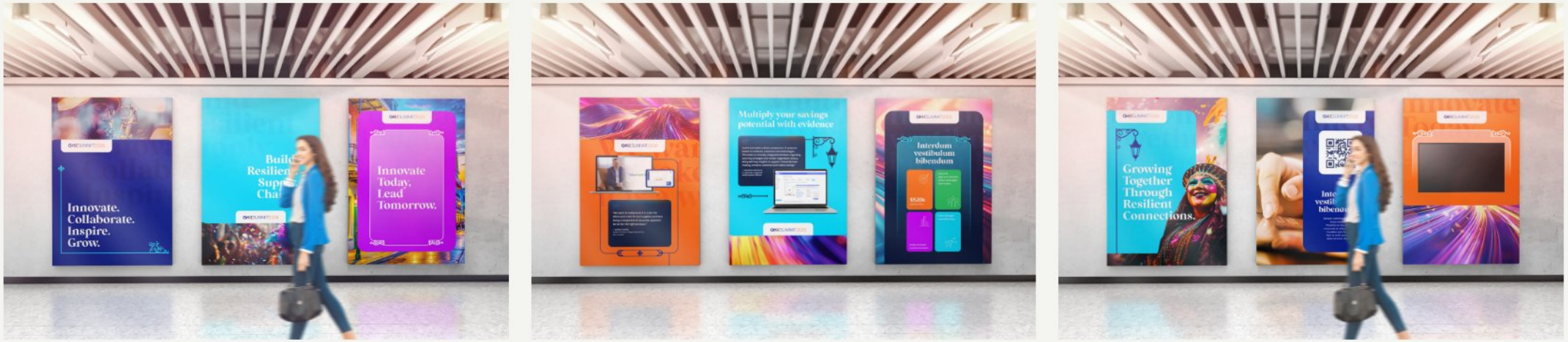
/ CHAPTER 3 / DESIGN

THE REST OF THE MIX.

Booth walls, brochures, tradeshow kits, executive decks, campaigns and a full Summit 2027 brand. Same team. Same brand fluency.

/ DESIGN / SUMMIT 26 BOOTH

17 BOOTH WALLS. TWO WEEKS.



The Summit Central booth for New Orleans: 17 walls of layouts, sizing and template-to-wall mapping. Kickoff March 10. Global edits turned overnight. Finals March 24.

TOTAL AGENCY × GHX

SUMMIT 2026 / NEW ORLEANS

/ DESIGN / BROCHURE REBRANDS

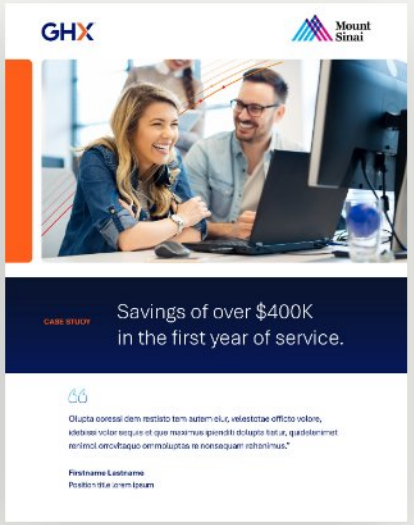
19 ASSETS. ONE NEW BRAND.









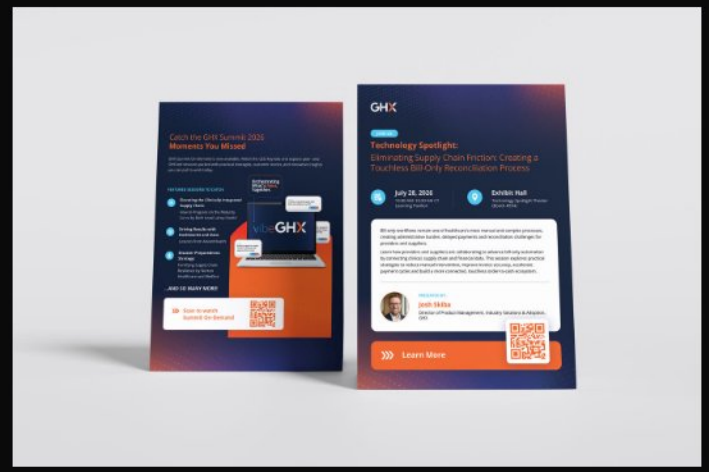


GHX's library moved into its new brand: product brochures, best-practice guides, a customer case study and compliance documents, many in several versions.

/ DESIGN / RUSH REQUEST

A TRADESHOW KIT IN 24 HOURS.







Requested July 16, due noon July 17. We delivered a double-sided postcard and a table tent in light and dark versions, with presentation mockups, on deadline.

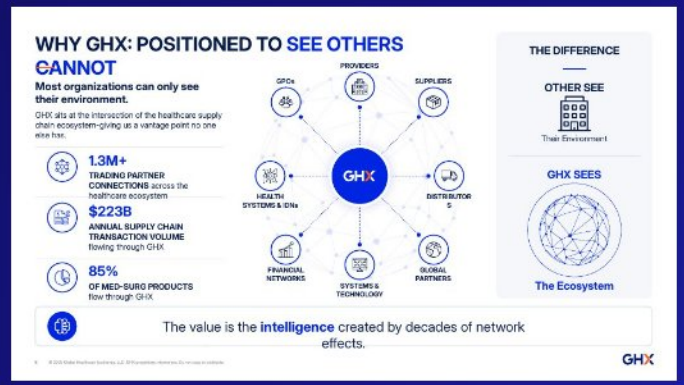
/ DESIGN / EXECUTIVE DECK

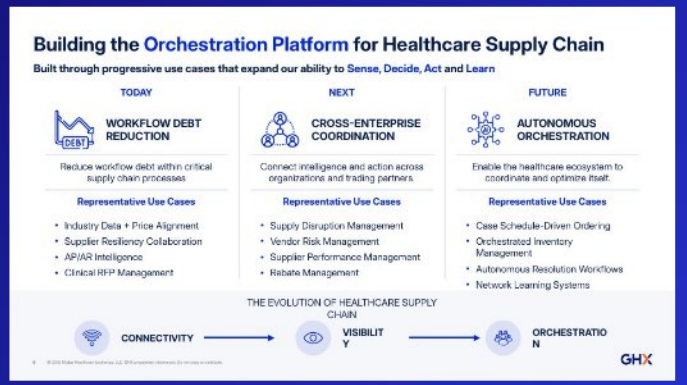
THE ORCHESTRATION STORY, REBUILT.

A rush rebuild of GHX's executive deck, "The Orchestration Platform for Healthcare." Plus the Summit 26 keynote visual system and the Spirit Week deck cover.









/ DESIGN / SUMMIT 2027 CAMPAIGNS

KEEPING SUMMIT LIVE ALL YEAR.









Save the Date, early registration, Excellence Awards nominations and holiday registration: social posts, email headers and homepage banners.

/ DESIGN / INTERNAL CULTURE

SPIRIT WEEK. CONNECT IN ACTION.

GHX's annual employee week, superhero theme. A logo, deck cover, email header and a 9-asset package: certificates, social frames, Teams backgrounds and daily agendas.



TOTAL AGENCY × GHX

2026

A 26-PAGE BRAND FOR TEXAS.











/ SUMMIT 2027 / TEXAS

WE PITCHED IT. WE BUILT THE BRAND.

Two concepts in July. A full Summit 2027 brand guide by October. Save the Date, early registration, awards and email graphics since.





A FULL VIDEO LIBRARY.

24
LONG-FORM VIDEOS

24
SOCIAL TEASERS

24
CUSTOM THUMBNAILS

100+
FINAL FILES

Plus burned-in captions, clean versions and .srt files for every video, and a launch banner in three formats.

/ 2026 / BY THE NUMBERS

ONE YEAR. ONE TEAM.

606+

HOURS OF CREATIVE

By July alone

27

ANIMATIONS

Stage, keynote, awards, Generations Hall

24

FILMS

Summit Studios, plus 24 teasers

175

DELIVERABLES

Plus 17 booth walls in two weeks

TOTAL AGENCY × GHX

/ SUMMIT 2027

READY FOR TEXAS.

GHX

Same team. Same playbook. Let’s make 2027 bigger.

TOTAL AGENCY / ROBERT MEIROVICH