

Barbara Meyer

therosecoloredcopywriter@gmail.com | 920-915-4981

Parkridge Medical Center
PARKRIDGE HEALTH SYSTEM
2333 McCallie Ave.
Chattanooga, TN 37404

1*1*000001**5-DIGIT 53717
Jane Sample
8310 Excelsior Dr
Madison, WI 53717-1911

Dear Jane,

Are you at risk for heart disease? While some factors like age and being female are out of your hands, others like high cholesterol due to diet are controllable. That's good news. Even better news — identifying and addressing risk factors like these can prevent them from leading to heart disease:

- High blood pressure
- High cholesterol
- High triglycerides
- Menopause
- Smoking
- Diabetes
- Sedentary lifestyle
- Unhealthy diet
- Excess weight, especially around the waist
- Sleep apnea

You have the power to stop heart disease right now. Parkridge Medical Center is here with outstanding physicians, technology and services to help your heart get, and stay, healthy. Best of all, we're right in your community to keep care close and convenient to where you live and work.

In good health,
Parkridge Medical Center

For a physician referral, call MedLine® today at **844-208-9626**.

If you think you're having a heart attack, call 911 immediately.

Heart disease risk factors you can't control:

- Unhealthy eating.
- Family history of high cholesterol.

You can't control all of your risk factors for heart disease, but you can control how you manage them.

How healthy is your heart? Find out now! Visit ParkridgeHealthSystem.com/MyHeartRisk to take our FREE online Heart Risk Assessment.



DIRECT MAIL PROMOTION

Monday, April 27, 2020 at 1:10:01 PM Central Daylight Time

Subject: Would you know when to go to the emergency room?
Date: Wednesday, September 14, 2016 at 3:47:48 PM Central Daylight Time
From: Chazz Laneville
To: Chazz Laneville

Don't ignore what your symptoms are telling you. | View in browser

TriStar StoneCrest MEDICAL CENTER

- Ignoring your symptoms made them go away.
- Ignoring your symptoms rained on your day.

> **Do you know the signs and symptoms of an emergency?**

When "putting it off" puts you in a predicament, visit our ER. Continuing to ignore symptoms doesn't always make them go away. Sometimes they stick around, or can even get worse. When your discomfort turns from a light trickle into a raging storm, fast and friendly medical care is available at TriStar StoneCrest Medical Center.

In an emergency, quick response is crucial. If you are experiencing symptoms like these, seek help right away:

- Extreme or sudden headache
- Shortness of breath
- Chest or abdominal pain
- Blurred vision
- Inability to speak
- Low back pain or other severe symptoms



For average ER wait times at a TriStar Health facility near you, visit TriStarHealth.com.

[Learn about Emergency Symptoms >](#)

Monday, April 27, 2020 at 1:18:17 PM Central Daylight Time

Subject: Everyday aches? Or something more serious?
Date: Wednesday, May 25, 2016 at 11:49:01 AM Central Daylight Time
From: Michael Smar
To: Michael Smar

Don't ignore what your symptoms are telling you. | View in browser

Eastside MEDICAL CENTER

- Ignoring your symptoms made them go away.
- Ignoring your symptoms rained on your day.

> **Learn more about our emergency care.**

When "putting it off" puts you in a predicament, visit our ER. Ignoring your symptoms doesn't always make them go away. Sometimes they stick around, or can even get worse. When your discomfort turns from a light trickle into a raging storm, fast and friendly medical care is available at Eastside Medical Center.

In an emergency, quick response is crucial. If you are experiencing symptoms like these, seek help right away:

- Extreme or sudden headache
- Shortness of breath
- Chest or abdominal pain
- Blurred vision
- Inability to speak
- Low back pain or other severe symptoms



In a medical emergency, dial 911 and seek immediate medical care.

[Learn more about our emergency care >](#)

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Don't miss a single email from Eastside Medical Center. Add msmar@eastside.com to your address book.

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Page 1 of 2

E-MAIL PROMOTION

TRI STAR HEALTH CAMPAIGN Tri Star Health's omni-channel marketing campaign "everyday aches, or something more serious?" uses plays on words to remind readers that minor medical symptoms could be the signs of a serious condition. Body copy provides further explanation and CTAs direct them to a physician referral line.

CARDIAC VERSION

Increasing pressure at work

 Tightening chest pain
 

IS IT AN EMERGENCY?

Is your heart still racing even after the job is done? Ongoing symptoms could mean a more serious problem, like a potential heart attack or heart disease. If you are experiencing recurring symptoms, you can rely on our emergency room to be there for you 24/7. Our team of expert emergency-trained physicians will diagnose and treat you so you can get back to work.

Learn more about the signs of a cardiac emergency at TristarHealth.com/Work.





John, your home is not far from emergency care at Tristar Ashland City Medical Center.



NEURO/STROKE VERSION

Birthday surprise left you speechless

 Surprising speech slurring
 

IS IT AN EMERGENCY?

The party's over, but you're still feeling funny. Ongoing symptoms could mean a more serious problem. If you are experiencing recurring symptoms, you can rely on our emergency room to be there for you 24/7. Our team of expert emergency-trained physicians will diagnose and treat you so you can get back to enjoying your day.

Learn more about the signs of a neurological emergency at TristarHealth.com/Birthday.





John, your home is not far from Tristar Ashland City Medical Center.



DIGESTIVE VERSION

Limited-edition hot sauce

 Never-ending nausea
 

IS IT AN EMERGENCY?

You've limited the spicy food, but your digestive discomfort just won't quit. Ongoing symptoms could point to a more serious problem, like appendicitis or pancreatitis. If you are experiencing recurring symptoms, you can rely on our emergency room to be there for you 24/7. Our team of expert emergency-trained physicians will diagnose and treat you so you can get back to the foods you love.

Learn more about the signs of a digestive emergency at TristarHealth.com/HotSauce.





John, your home is not far from emergency care at Tristar Ashland City Medical Center.



PULMONARY VERSION

Breathtaking hike

 Trouble taking a breath
 

IS IT AN EMERGENCY?

Do you still feel short of breath long after you've come in from the great outdoors? Ongoing symptoms could point to a more serious problem, like asthma or lung disease. If you are experiencing recurring symptoms, you can rely on our emergency room to be there for you 24/7. Our team of expert emergency-trained physicians will diagnose and treat you so you can get back on the trails.

Learn more about the signs of a respiratory emergency at TristarHealth.com/Hike.





John, your home is not far from Tristar Ashland City Medical Center.



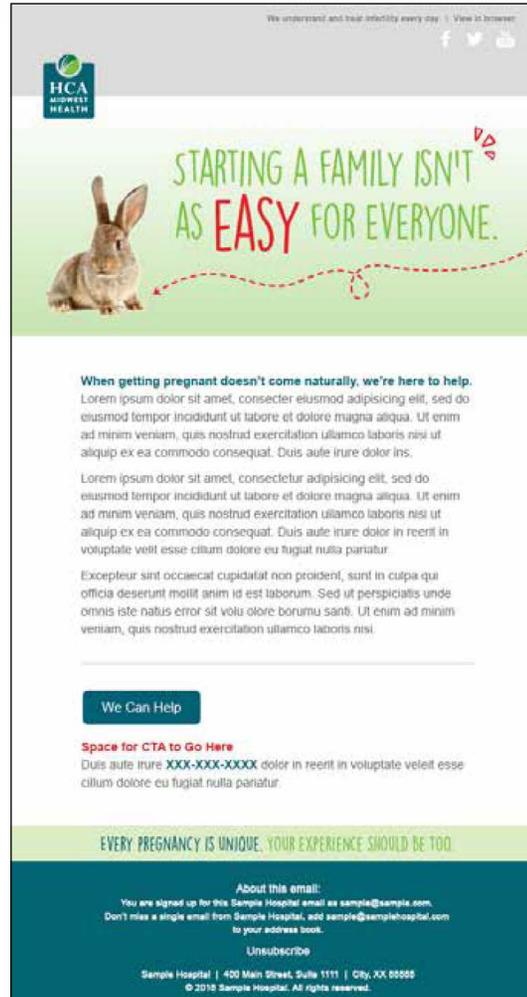
DIRECT MAIL/LETTER/E-MAIL PROMOTION

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BANNER ADS



E-MAIL PROMOTION



FACEBOOK PROMOTION

HCA MIDWEST HEALTH CAMPAIGN

This omni-channel campaign for women's services leverages HCA's existing branding for a friendly, understanding tone.

Barbara Meyer

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The image displays four email campaign templates for HCA Midwest Health, each with a unique theme and layout. The templates are arranged in a row, slightly overlapping. Each template features the HCA Midwest Health logo in the top left corner and social media icons in the top right. The first template, 'LOOK OUT WORLD! HERE I COME!', features a baby in a crib and a thought bubble. The second, 'THINKING ABOUT A NEW SET OF WHEELS?', shows a baby in a stroller. The third, 'MOTHER-CENTERED CARE? YEP. IN EVERY WAY.', depicts a pregnant woman in a yoga pose. The fourth, 'THANK YOU!', has a simple green character and a large 'THANK YOU!' bubble. Each template includes a main headline, a sub-headline, a 'Let's Get Started' button, and a footer with contact information and a copyright notice.

Template 1: LOOK OUT WORLD! HERE I COME!

More babies in the Kansas City region get their start here. | View in browser.

Thanks for your interest in Midwest Health's women's services. If starting a family could be in your future, we'd like to help you get and stay in the best health possible and deliver the pregnancy of your dreams.

A healthy baby starts with you. Every woman's health needs are unique. That's why we offer such a wide range of services, from [fertility counseling](#) and treatments to an [unforgettable labor and delivery](#).

Our services include:

- Prenatal classes
- Jacuzzi tubs for labor
- **Special care** for twins, triplets
- Beautiful, modern birthing suites/oversized rooms and beds
- Certified nurse midwives
- Access to OB specialists

Interested in learning more? We're here to help. Find out why more babies in Kansas City get their start with us:

[Let's Get Started](#)

Stay tuned for more helpful and informative messages. To opt out of future messages, [click here](#).

EVERY PREGNANCY IS UNIQUE. YOUR EXPERIENCE SHOULD BE, TOO.

About this email:
You are signed up for this Sample Hospital email as [sample@sample.com](#). Don't miss a single email from Sample Hospital, add [sample@samplehospital.com](#) to your address book.

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Sample Hospital | 400 Main Street, Suite 1111 | City, XX 05568
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Template 2: THINKING ABOUT A NEW SET OF WHEELS?

More babies in the Kansas City region get their start here. | View in browser.

Thanks for your interest in HCA Midwest Health's women's services. If starting a family is in your future, we'd like to help you deliver the pregnancy of your dreams.

A healthy baby starts with you. Every woman's health needs are unique. That's why we offer such a wide range of services, from [fertility counseling](#) and treatments to an [unforgettable labor and delivery](#).

Our services include:

- Prenatal classes
- Jacuzzi tubs for labor
- Special care for twins and triplets
- Beautiful, modern birthing suites/oversized rooms and beds
- Certified nurse midwives
- Access to OB specialists

Interested in learning more? We're here to help. Find out why more babies in Kansas City get their start with us:

[Let's Get Started](#)

Stay tuned for more helpful and informative messages. To opt out of future messages, [click here](#).

EVERY PREGNANCY IS UNIQUE. YOUR EXPERIENCE SHOULD BE, TOO.

About this email:
You are signed up for this HCA Midwest Health email as [sample@sample.com](#). Don't miss a single email from HCA Midwest Health — add [HCAMidwestHealth@hcamidwesthealth.net](#) to your address book.

Unsubscribe

HCA Midwest Health | 803 E. 104th St., Suite 500 | Kansas City, MO 64131
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Template 3: MOTHER-CENTERED CARE? YEP. IN EVERY WAY.

Personalize pregnancy and childbirth with a midwife. | View in browser.

Begin your pregnancy with personalized care. Adding to the family? Think about partnering with one of our certified nurse midwives to make your experience unforgettable. A nurse midwife brings a natural approach to giving birth, supporting both a mother's emotional and medical needs. Each pregnancy is unique, and we think care through pregnancy and birth should reflect that. [Learn more](#) about how a midwife helps ensure that your own experience is special.

The term midwife means "with woman." Midwives work closely with women through all of the stages of low-risk pregnancy. They'll get to know you and provide unwavering assistance, and attention

Midwife services include:

- Helping you prepare and follow your unique birth plan
- Answering questions about what you're feeling emotionally and physically
- Providing medical guidance, performing medical procedures and administering drugs
- Advising on proper nutrition and exercise during pregnancy
- Collaborating with Ob-Gyns if additional care is needed

Why an HCA Midwest Health midwife? Each of our midwives is an advanced practice registered nurse. They are master's-trained and/or board-certified through the American Midwifery Certification Board.

[Let Us Deliver Your Dream](#)

Find a certified nurse midwife and learn more about midwives.

EVERY PREGNANCY IS UNIQUE. YOUR DELIVERY SHOULD BE, TOO.

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Template 4: THANK YOU!

Our focus is on your comfort and peace of mind. | View in browser.

Thanks for your interest in labor and delivery options at our locations! We believe that every woman's experience should be unique. You deserve the delivery of your dreams with the amenities you want. Let us help you make that happen — here are the amenities you chose with the matching locations.

Amenities you chose:

| | | |
|-------------------------|------------------------|------------------------------------|
| For Moms | For New Parents | For Patients & Visitors |
| • Large, private suites | • Birth center tour | • Will hot spot |
| • Quiet time for moms | • Prenatal classes | |
| • Spa tubs for labor | For Babies | For Partners |
| • Midwife available | • Birth center tour | (None Chosen) |
| • Pain relief options | | |

These Birth Centers match your chosen amenities:

- Centerpoint Medical Center**
19600 East 39th Street
Independence, MO 64057
(816) 696-7000 | [Visit Site](#)
- Menorah Medical Center**
5721 W. 119th Street
Overland Park, KS 66209
(913) 493-6000 | [Visit Site](#)
- Overland Park Regional Medical Center**
10500 Quivira Road
Overland Park, KS 66215
(913) 541-5000 | [Visit Site](#)
- Research Medical Center**
2316 E Meyer Blvd
Kansas City, MO 64132
(816) 276-4000 | [Visit Site](#)

EVERY PREGNANCY IS UNIQUE. YOUR EXPERIENCE SHOULD BE, TOO.

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WEB PROMOTION

HCA MIDWEST HEALTH CAMPAIGN

The email campaign was segmented for different demographics with unique messaging for topics such as fertility, multiples and birthing suite amenities.

Barbara Meyer

therosecoloredcopywriter@gmail.com | 920-915-4981



PROVIDENCE
Tarzana
Medical Center

**SKIP THE LENGTHY RECOVERY,
NOT YOUR VACATION.**

Put life back on your calendar with robotic surgery.



**TWO WEEKS* AGO I HAD
A HYSTERECTOMY —
TODAY I TRIED OUT MY
NEW PADDLEBOARD.**

Gynecological surgery doesn't have to mean a long interruption of your favorite activities. Our minimally invasive, FDA-approved robotic surgery can give you the treatment you need without a prolonged recovery. Robotic procedures allow surgeons to operate with enhanced control and precision for better results. That means you feel better faster and get back to the life you love sooner.

* Individual recovery times vary.



FASTER HEALING WITH FEWER COMPLICATIONS.

Our state-of-the-art robotic surgical program uses the da Vinci Xi® Surgical System, the very latest surgical robot. Here are just a few of its benefits over traditional surgery procedures:

- Quicker recovery
- Shorter hospital stays
- Less scarring
- Minimized risk
- Less pain
- Smaller incisions

Call 1-888-HEALING (432-5464) for an appointment.
Learn more about our robotic surgery program at
www.FPOwebpage.org.



PROVIDENCE
Tarzana
Medical Center

**SKIP THE LENGTHY RECOVERY,
NOT YOUR VACATION.**

Put life back on your calendar with robotic surgery.



**TWO WEEKS AGO I HAD
PROSTATE SURGERY —
TODAY I TRIED OUT MY
NEW PADDLEBOARD.**

Prostate surgery doesn't have to mean a long interruption of your favorite activities. Our minimally invasive, FDA-approved robotic surgery can give you the results you want without a prolonged recovery. Robotic procedures allow surgeons to operate with enhanced control and precision for better results. That means you feel better faster and get back to the life you love sooner.

* Individual recovery times vary.

FASTER HEALING WITH FEWER COMPLICATIONS.

Our state-of-the-art robotic surgical program uses the da Vinci Xi® Surgical System, the very latest surgical robot. Here are just a few of its benefits over traditional surgery procedures:

- Quicker recovery
- Shorter hospital stays
- Less scarring
- Minimized risk
- Less pain
- Smaller incisions

Call 1-888-HEALING (432-5464) for an appointment.
Learn more about our robotic surgery program at
www.FPOwebpage.org.



DIRECT MAIL PROMOTION

PROVIDENCE ROBOTICS CAMPAIGN

Robotic surgery marketing traditionally highlights the technology of the procedure or the special training the surgical team receives, which can overshadow the patient benefits. This campaign focuses on tangible results and an improved patient experience.

Barbara Meyer

therosecoloredcopywriter@gmail.com | 920-915-4981



PROVIDENCE Tarzana Medical Center

FASTER HEALING, BETTER OUTCOMES | [View in browser](#)

SKIP THE LENGTHY RECOVERY, NOT YOUR VACATION.
Put life back on your calendar with robotic surgery.

[LEARN MORE](#)

THREE WEEKS* AGO I HAD COLORECTAL SURGERY — TODAY I TRIED OUT MY NEW PADDLEBOARD.
* Individual recovery times vary.

Having surgery doesn't have to mean a long interruption of your favorite activities. Providence Tarzana Medical Center's minimally invasive, FDA-approved robotic surgery can give you the results you want without a prolonged recovery.

WHY CHOOSE ROBOTIC SURGERY?

Robotic surgery is ideal for colorectal conditions like inflammatory bowel disease, diverticulitis, colon cancer or rectal cancer. Our state-of-the-art robotic surgical program uses the da Vinci X[®] Surgical System, the very latest surgical robot. The surgeries are performed by highly skilled, specially trained physicians. Here are just a few of robotic surgery's benefits over traditional surgery procedures:

- Quicker recovery
- Minimized risk
- Shorter hospital stays
- Less pain
- Less scarring
- Smaller incisions

Call XXX-XXX-XXXX for an appointment.

[LEARN MORE ABOUT OUR ROBOTIC SURGERY PROGRAM](#)

AMERICA'S 100 BEST HOSPITALS 2016-2017
DISTINGUISHED HOSPITALS CLINICAL EXCELLENCE 2016-2017
USnews COLON CANCER SURGERY
BEST REGIONAL HOSPITALS LOS ANGELES, CA 2016-17
USnews

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E-MAIL PROMOTION

Discover Robotic Surgery
Faster recovery, better results.

[CALIFORNIA.PROVIDENCE.ORG/TARZANA](#) [Learn More](#)

20 562 Comments 311 Shares

Like Comment Share

FACEBOOK PROMOTION

Discover Robotic Surgery
[CALIFORNIA.PROVIDENCE.ORG/TARZANA](#)
Considering surgery? Skip the lengthy recove...
[Learn More](#)

PROVIDENCE ROBOTICS CAMPAIGN

Campaign theme and graphics are carried across digital and social media channels to follow up initial touch through direct mail. Marketing is segmented for different types of robotic surgery as well as general messaging.

Barbara Meyer

therosecoloredcopywriter@gmail.com | 920-915-4981

COULD BARIATRIC OR METABOLIC SURGERY BE FOR YOU?
Attend a **FREE Educational Seminar**
Details Inside.

University of Miami
1400 NW 10th Ave., Suite 1006
Miami, FL 33136

UNIVERSITY OF MIAMI
PAID
UNIVERSITY OF MIAMI

28-F-B-E*1*000005*5-DIGIT 53717
Current Resident
8310 Excelsior Dr
Madison, WI 53717-1911

YOU DON'T HAVE TO LIVE WITH WEIGHT-RELATED HEALTH CONDITIONS.
University of Miami Hospital — Recipient of the Healthgrades® Bariatric Surgery Excellence Award for seven years in a row (2012-2018).

DISCOVER A HEALTHIER YOU.
Take control of your health through bariatric surgery.

UHealth
UNIVERSITY OF MIAMI HEALTH SYSTEM
BARIATRIC SPECIALISTS

GET HEALTHIER. FEEL BETTER. DO MORE. START YOUR JOURNEY TODAY.
Our bariatric surgery program:

- A demonstrated record of favorable outcomes — more than 6,000 weight loss surgeries performed
- A comprehensive mind-and-body-focused plan with care before, during and after surgery
- A dedicated team of doctors, nurses, patient advocates, psychologists, dietitians and fitness experts
- Minimally invasive laparoscopic procedures for faster recovery and less discomfort
- Multiple surgical options, including gastric banding, gastric sleeve and gastric bypass
- Designated as a comprehensive center with adolescent qualification by the American College of Surgeons

GET STARTED WITH A FREE SEMINAR

ATTEND A BARIATRIC SURGERY SEMINAR.

- Learn more about your surgical options
- Ask questions about our program
- Hear inspiring firsthand patient testimonials
- Meet our team

Visit **UHEALTHWEIGHTLOSS.COM** to see our seminar calendar and register.

VISIT UHEALTHWEIGHTLOSS.COM TO REGISTER FOR A FREE SEMINAR AND TO SIGN UP FOR OUR WELLNESS NEWSLETTER.
Call 786-460-2412 for a free seminar.

3650 NW 82nd Ave., Suite 302 | Miami, FL 33166

DIRECT MAIL PROMOTION

UHealth
UNIVERSITY OF MIAMI HEALTH SYSTEM

Coronavirus (COVID-19) Update | Appointments | Referring Physicians | International Patients | Pay a Bill | Giving | Patient Login

Bariatric Surgery Options

Bariatric (Weight Loss) Surgery!
Bariatric Surgery Options
Roux-Y Gastric Bypass
Sleeve Gastrectomy
Gastric Bypass
Mini Lap Gastric Bypass
Top Gun (Gastric Band) for Bariatric Surgery?
Why Choose Us
Weight Loss Medical Conditions
Minimally Invasive Surgery
Our Doctors
Request an appointment

Laparoscopic Roux-Y Gastric Bypass
Your surgeon creates a small pouch from the top of the stomach and makes a bypass so that food goes past the rest of the stomach. Following this surgery you will need to consume your food with additional vitamins and enzymes to compensate for those that will no longer be absorbed by your body.

Laparoscopic Sleeve Gastrectomy
Your surgeon reduces the size of the stomach by creating a small, sleeve-shaped pouch the size of a banana. The pouch is larger than the one created during the Roux-Y procedure, and there is no bypass or rerouting of food through the intestines.

Laparoscopic Adjustable Gastric Banding
Your surgeon places an inflatable band around the top part of your stomach, creating a small pouch. The band is adjustable, so it can be changed to control your appetite. The procedure is fully reversible.

Revisional Surgery
Sometimes patients regain weight after the initial surgery. If that happens, we offer both laparoscopic and endoscopic procedures to help you control your weight and get your health back on track.

Virtual Appointments
UHealth Virtual Clinics bring our expert services directly to you in your home, office or on the go.

Request an appointment online for a free virtual consultation or call 305-688-3310

Bariatric Surgery Options
Sleeve Gastrectomy
Roux-Y Gastric Bypass
Weight Loss Surgery Revision

UHealth
UNIVERSITY OF MIAMI HEALTH SYSTEM

Coronavirus (COVID-19) Update | Appointments | Referring Physicians | International Patients | Pay a Bill | Giving | Patient Login

Bariatric Specialists

Discover a Healthier You.
Take control of your health through weight loss surgery.
Learn why your best options are at UHealth.

Complete a Free Online Seminar

Start your weight loss journey today.
You don't have to struggle with serious medical conditions and a compromised quality of life due to excess weight. Weight loss surgery is a powerful tool that could help you get your health under control and your life back on track. Our internationally renowned program features the latest treatments with mind- and body-focused care before, during, and after surgery.

Our highly experienced team, with leading outcomes in bariatric surgery, is committed to helping you achieve the best results.

Bariatric Surgery Options | **Our Doctors**
FAQ: Do I Qualify? | **Locations**
Why Choose Us | **Request A Consultation**

UHealth
UNIVERSITY OF MIAMI HEALTH SYSTEM

UHealth Tower, a facility of University of Miami Hospital and Clinics — Recipient of the Healthgrades® Bariatric Surgery Excellence Award for nine years in a row (2012-2020). UHealth Tower is the only hospital in Miami-Dade County to receive this top honor.

WEBSITE LANDING PAGE

UMIA BARIATRIC CAMPAIGN This omni-channel marketing campaign for bariatric surgery is segmented by age, gender and co-morbidities. It uses a friendly, positive tone to encourage readers to explore bariatric procedures for proactive health. Other web pages provide detailed information on topics like the different types of procedures offered and how to prepare for surgery.

Barbara Meyer

therosecoloredcopywriter@gmail.com | 920-915-4981



Monday, May 4, 2020 at 6:44:13 PM Central Daylight Time

Subject: You can do something about weight-related health conditions.
Date: Wednesday, January 24, 2018 at 11:14:45 AM Central Standard Time
From: University of Miami Health System
To: Tina Burke

Find out if bariatric surgery could be for you | View in browser



UHealth BARIATRIC SPECIALISTS
UNIVERSITY OF MIAMI HEALTH SYSTEM

DISCOVER A HEALTHIER YOU.
Take control of your health through bariatric surgery.

[REGISTER FOR A SEMINAR](#)

Or call 786-460-3424 for more information.

Are you struggling to manage diabetes, sleep apnea, asthma, high blood pressure or high cholesterol due to excess weight? It's important that you do something now to prevent a heart attack or stroke. Weight loss surgery, also known as bariatric or metabolic surgery, is a powerful tool that could help you reduce or even eliminate dangerous medical conditions.

Our internationally renowned bariatric surgery program features the latest treatments. You'll receive the highest level of care for the best possible results. We'll be with you every step of the way with information, assistance and support.

You have an exciting life ahead of you! Make it a healthy one without the limits of chronic medical conditions.

GET HEALTHIER. FEEL BETTER. DO MORE.
OUR BARIATRIC SURGERY PROGRAM:

- A demonstrated record of favorable outcomes — more than 6,000 weight loss surgeries performed
- A comprehensive mind-and-body-focused plan with care before, during and after surgery
- A dedicated team of doctors, nurses, patient advocates, psychologists, dietitians and fitness experts
- Minimally invasive laparoscopic procedures for faster recovery and less discomfort
- Multiple surgical options, including gastric banding, gastric sleeve

Page 1 of 2

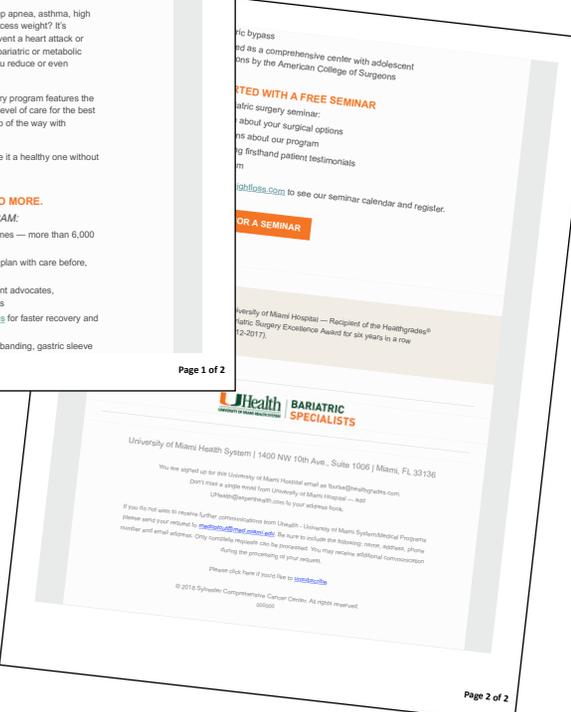
E-MAIL PROMOTION



DISCOVER A HEALTHIER YOU.



BANNER DISPLAY



ic bypass
nd as a comprehensive center with adolescent
ons by the American College of Surgeons

REGISTER WITH A FREE SEMINAR
Bariatric surgery seminar:
• about your surgical options
• its about our program
• by firsthand patient testimonials
• m
• [UHealthLoss.com](#) to see our seminar calendar and register.

[REGISTER FOR A SEMINAR](#)

University of Miami Hospital — Recipient of the Healthgrades®
Bariatric Surgery Excellence Award for six years in a row
(2-2017).

University of Miami Health System | 1400 NW 10th Ave., Suite 1008 | Miami, FL 33136
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Page 2 of 2



DISCOVER A HEALTHIER YOU.



AD PROMOTION

Are serious weight-related health conditions like diabetes and asthma affecting your life?



Discover a Healthier You
Take control of your health through bariatric surgery.

[Learn More](#)

UHEALTHMEDICALWEIGHTLOSS.COM

20 562 Comments 311 Shares

Like Comment Share

FACEBOOK PROMOTION

UMIA BARIATRIC CAMPAIGN Brand messaging was carried across social media messaging and targeted towards recipients who had expressed an interest in attending a bariatric surgery seminar.

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Define Your Story
WITH EARLY DETECTION
Take charge of your breast health

Why Not Today
whynottoday.org

"Just because I don't have a family history of breast cancer didn't mean I wasn't at risk for breast cancer."
Debi, Danville

Hendricks Regional Health

Jane,
Your life story should be an adventure! Don't miss a single memorable moment — be proactive about your health by having an annual mammogram. We recommend that all women have mammograms every year beginning at age 40.

A mammogram is the most effective way to find breast cancer in the early stages, when it's most treatable. The **Center for Breast & Bone Health** uses only 3D digital mammography. This advanced technology gives us the clearest imaging possible for the most accurate results.

Our knowledgeable and caring team of breast care specialists provides a coordinated plan of care, with a full range of breast health diagnostics, treatment and supportive services.

At Hendricks, we believe that every woman has a story. We're committed to helping you live healthfully ever after.

Commission on Cancer
NAPBC
NATIONAL ACCREDITATION PROGRAM FOR BREAST CENTERS

Hendricks Regional Health
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1000 East Main Street | Danville, IN 46122

39-1*1*000001**5-DIGIT 53717
Jane Sample
8310 Excelsior Dr
Madison, WI 53717-1911

The best birthday present is the gift of good health — request your 3D mammogram today.
Call 317.745.3404 or visit HENDRICKS.ORG/MAMMOGRAM.

DIRECT MAIL PROMOTION

Hendricks Regional Health
Define Your Story WITH EARLY DETECTION
Take charge of your breast health

Why Not Today
whynottoday.org

"As a nurse and breast cancer survivor, I believe in a holistic approach for a healthy life. Preventive care is the key to living well."
Debi, Danville

Schedule Your 3D Mammogram
Call 317-745-3404 or visit HENDRICKS.ORG/MAMMOGRAM

[First Name],
Proactive, health-minded women like you know that having an annual mammogram is the most effective way to find breast cancer early, when it's most treatable. Now's a great time to schedule yours.

The Center for Breast & Bone Health uses only the latest technology to find cancer in its most treatable stages. Our 3D mammography can accurately detect even the tiniest of tumors, so there are fewer unnecessary callbacks and greater peace of mind.

Commission on Cancer
NAPBC
NATIONAL ACCREDITATION PROGRAM FOR BREAST CENTERS

At Hendricks, we believe that every woman has a story. We're committed to helping you live healthfully ever after. Schedule your 3D mammogram today.

CONNECT WITH US: [Social media icons]

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Hendricks Regional Health
This Simple Scan COULD SAVE YOUR LIFE
Empower Yourself Through Proactive Health

Request your \$49 Lung Scan or \$69 Lung and Heart Scan combination.
Get a Scan
Call (317) 718-8500 or visit HENDRICKS.ORG/SCAN

An easy, affordable way to assess your lung health.
Lung cancer is the leading cause of cancer death among American men*. You may be at risk, especially if you are a former or current smoker, or have been exposed to contaminants such as radon or asbestos.

A lung scan at Hendricks Regional Health provides early detection of lung cancer when it's most treatable. Lung cancer symptoms, such as persistent coughing and shortness of breath, don't typically appear until the disease is in the final stages, so it's important to take care of your lung health now.

Our patient Bob discovered a concerning health condition through a preventive scan and believes that it saved his life. You too can proactively manage your health, for yourself and those you love and depend on you.

A lung scan at Hendricks Regional Health
Experience the peace of mind that comes with safeguarding your health. A lung scan:

- Is pain-free
- Is performed in your regular clothes
- Requires no advance preparation
- Takes less than 15 minutes
- Uses low levels of radiation
- Is an outpatient screening; you can drive yourself to and from it

*cdc.gov

We're devoted to helping those in our area enjoy long and healthy lives. Our goal is raising awareness of the importance of screening and providing 20,000 scans by 2020. Be part of our community challenge and safeguard your health by scheduling your scan today.

Committed to Our Community

CONNECT WITH US: [Social media icons]

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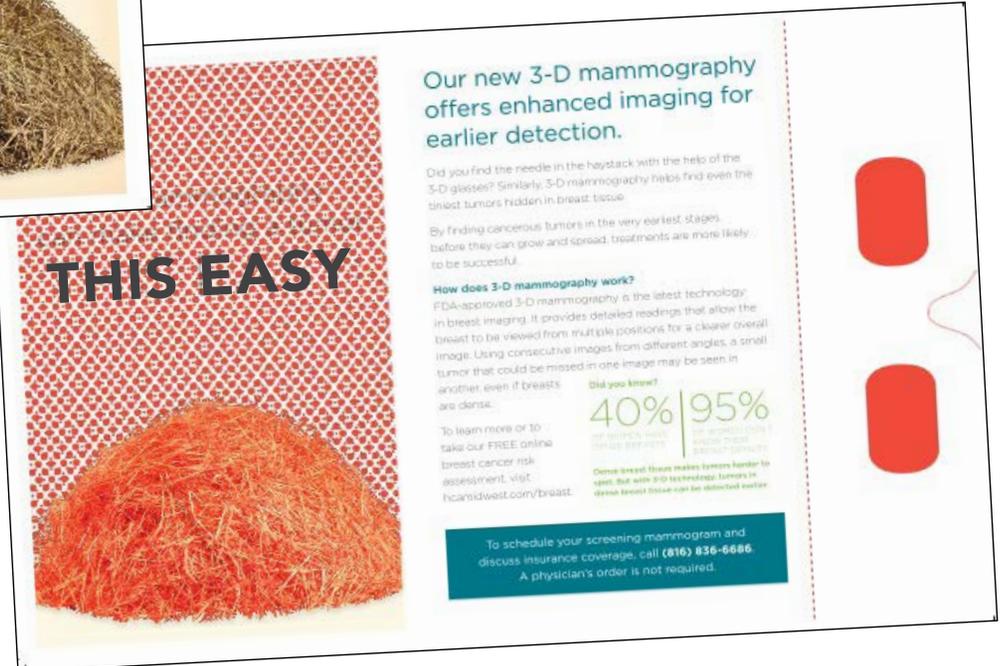
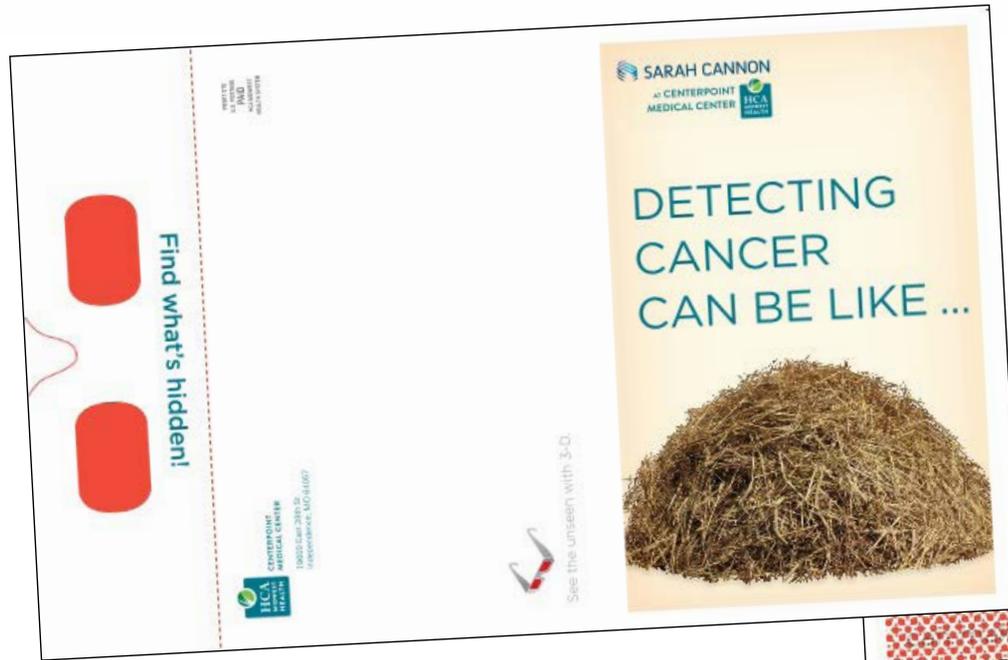
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E-MAIL PROMOTION

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DIRECT MAIL/LETTER/E-MAIL PROMOTION

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THANK YOU for taking the time to look over these samples of my work. I hope they give you an idea of my writing style and expertise, as well as my ability to convey brand and campaign messaging across a wide range of channels.

If you'd like to see more creative samples and learn more about me please visit therosecoloredcopywriter.com.

Questions, impressions, or feedback you'd like to share? Please contact me at 920-915-4981 or at therosecoloredcopywriter@gmail.com. I would value your input!

Hope to hear from you,

Barbara Meyer
