

# HEALTHCARE MARKETING







THE MOMENT HOPE IS RESTORED



Center for Cancer Care



FOR MORE INFORMATION ON  
CANCER CARE, CALL 718-818-3000  
1000 SOUTH AVENUE, STATEN ISLAND

[RUMCSI.ORG/CCC](http://RUMCSI.ORG/CCC)





THE MOMENT YOU TAKE  
CONTROL OF YOUR HEALTH



Breast and Women's Center

FOR MORE INFORMATION ON BREAST CANCER CARE CALL 718-818-1161

[RUMCSI.ORG/BWC](http://RUMCSI.ORG/BWC)





THE MOMENT YOU SEE  
THE REAL YOU



Bariatric and Metabolic Institute


FOR MORE INFORMATION ON WEIGHT-LOSS SURGERY, CALL 718-818-4020

[RUMCSI.ORG/BMI](http://RUMCSI.ORG/BMI)

At RUMC, complex and competitive service lines including cancer care, bariatric services, and surgical care needed a marketing message that illuminated real positive outcomes. The Moments campaign series was born with that in mind, and offers a way for audiences to relate to the confidence and health benefits patients receive as a result of their care.



# NOW I CAN



“MY KNEE INJURY WAS SO BAD, I WASN’T SURE I WOULD EVER BE ABLE TO PLAY SPORTS AGAIN.”

— Andrew Nee

## NOW I CAN.

At any age, you can sustain injuries or have deterioration of bones, joints and muscles that can slow you down and impact your life. For Andrew, his injury could have meant the end of his sports career, but with minimally invasive surgical repair and rehabilitation at OINJ he’s back on track. The specialists at **The Orthopedic Institute of New Jersey** help people with injuries decrease recovery time, reduce their pain, and optimize their health.

**Don’t wait to live life to its fullest — call for a 24/48 hour appointment today.**

REPAIR YOUR BODY. OPTIMIZE YOUR HEALTH.



908-684-3005 | [orthopedicnj.com](http://orthopedicnj.com)

CONVENIENT LOCATIONS THROUGHOUT NORTHERN NEW JERSEY AND EASTERN PENNSYLVANIA:  
Cedar Knolls | Springfield | Hackettstown | Washington | Sparta | Newton | Milford, PA | Roxbury  
(Two Locations) Urgent Care

## NOW I CAN.

THE ALLISON DECKER STORY





## NOW I CAN.



DON'T LIVE WITH PAIN  
LEARN MORE

908-684-3005  
[orthopedicnj.com](http://orthopedicnj.com)







ROBERT A. DEFALCO, JR., DO  
ORTHOPEDIC PHYSICIAN  
THE ORTHOPEDIC INSTITUTE OF NEW JERSEY

# NOW I CAN.





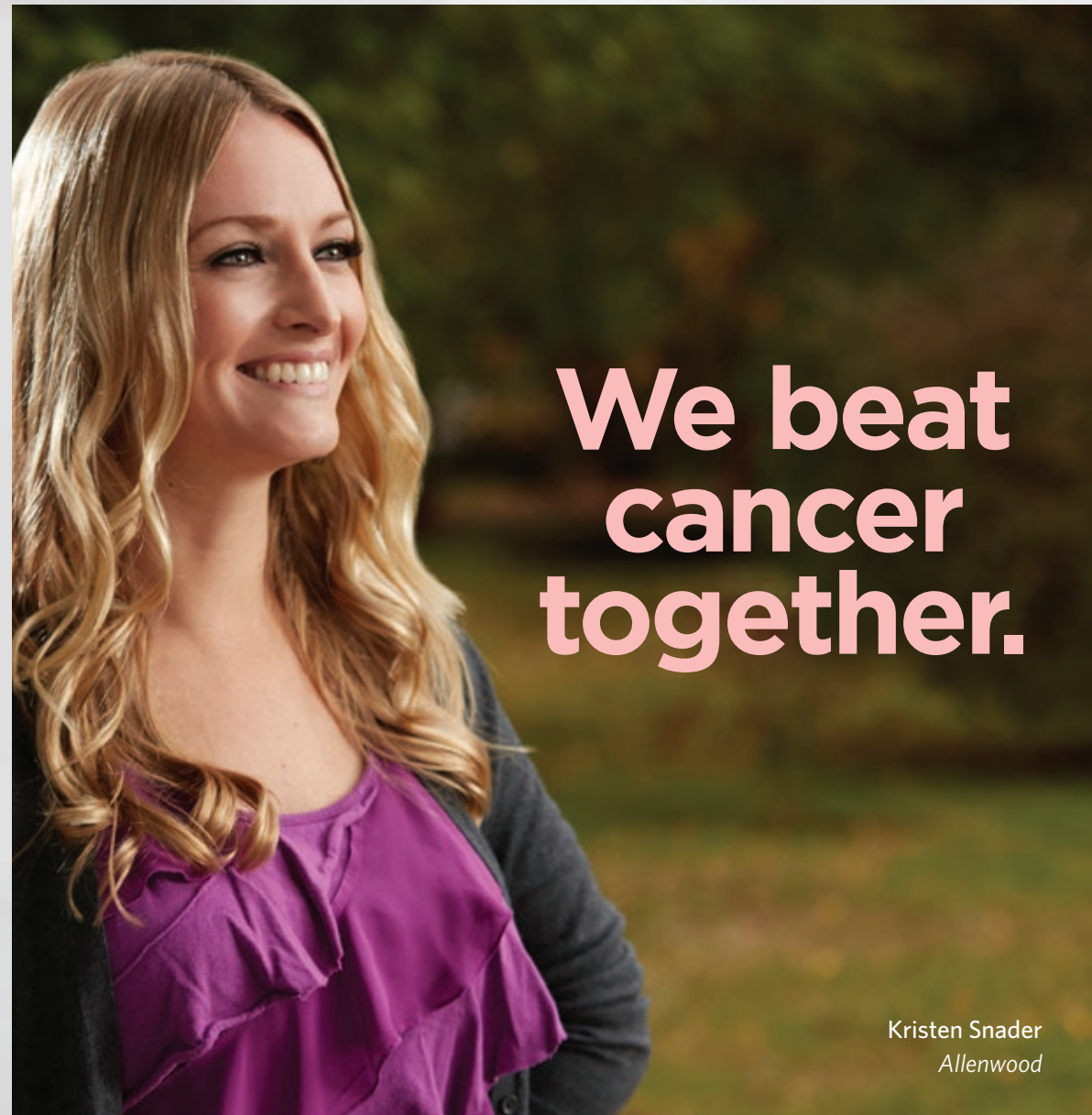
[orthopedicnj.com](http://orthopedicnj.com)

The true benefit of any orthopedic surgery or treatment is to gain function or mobility, and be able to live the life you desire. NOW I CAN conveys true patient stories from The Orthopedic Institute of New Jersey’s team of specialists who have helped people of all ages.



UPMC Susquehanna

# together



## We beat cancer together.

Kristen Snader  
Allenwood

"I was always adamant about going for my annual screenings, so last fall when I was told I had cervical cancer at 34 years old, I was shocked. When I met with Dr. Alligood, she immediately put me at ease because we caught the cancer at an early stage. Together we decided the best treatment would be to have a hysterectomy, performed robotically, to lessen my pain, scarring, and recovery time. The surgery saved my life. I'm so grateful for the miracle of modern medicine and for having this kind of care available so close to home."

Learn more about Kristen's story:  
[UPMCSusquehanna.org/Kristen](https://UPMCSusquehanna.org/Kristen)

UPMC Susquehanna



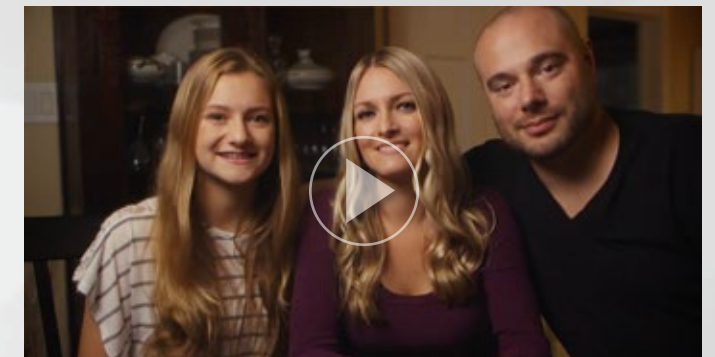
## We found the right treatment together.

Cheri Heverly  
Williamsport

"I am a very active person, so when I realized my energy level was decreasing and that I also felt pain in my abdomen, I reached out to my doctors. They discovered I had fibroids in my uterus. I really appreciated how Dr. Alligood explained all of the treatment options along with the advantages and disadvantages. Within a few days after my robotic hysterectomy, I was back to doing the activities I love. I feel better than I ever have."

Learn more about Cheri's story:  
[UPMCSusquehanna.org/Cheri](https://UPMCSusquehanna.org/Cheri)

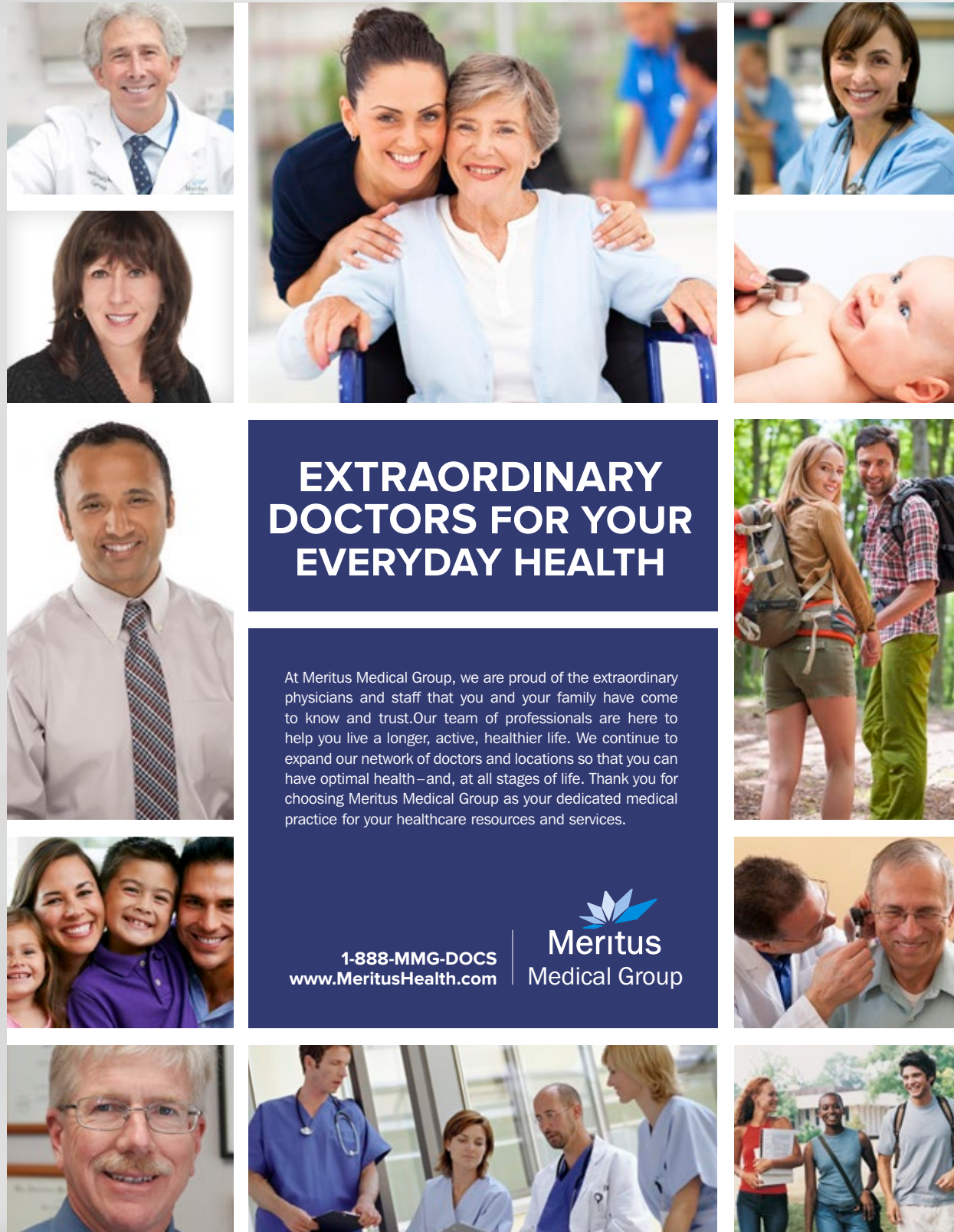
UPMC Susquehanna



Cancer care through the women's services offered at UPMC Susquehanna has led to amazing stories from lifesaving procedures. This series featuring women who beat cancer highlights the connectedness between caregivers and patients that was a critical component to their experiences and successful results.



# EXTRAORDINARY DOCTORS



## EXTRAORDINARY DOCTORS FOR YOUR EVERYDAY HEALTH

At Meritus Medical Group, we are proud of the extraordinary physicians and staff that you and your family have come to know and trust. Our team of professionals are here to help you live a longer, active, healthier life. We continue to expand our network of doctors and locations so that you can have optimal health—and, at all stages of life. Thank you for choosing Meritus Medical Group as your dedicated medical practice for your healthcare resources and services.

**1-888-MMG-DOCS**  
www.MeritusHealth.com

**Meritus**  
Medical Group





### EXTRAORDINARY WOMEN'S HEALTH

At Meritus Medical Group, we are proud of the extraordinary physicians and staff that you and your family have come to know and trust. Our Women's Health Center features board-certified obstetricians and gynecologists who provide a wide range of services for needs unique to women. With a continued focus on patient care, the Women's Health Center is your destination for women's health resources and services.

Women's Health Center at Professional Court  
1100 Professional Court  
Hagerstown, MD 21740

Women's Health Center at Robinwood  
1110 Medical Campus Road, Suite 249  
Hagerstown, MD 21742



For an appointment, please call  
**1-888-MMG-DOCS**  
or visit us at  
[www.MeritusHealth.com](http://www.MeritusHealth.com)

**Meritus**  
Medical Group





### FLU SEASON IS HERE. ARE YOU PREPARED?

\*Influenza is a serious disease that can lead to hospitalization and sometimes even death. Every flu season is different, and influenza infection can affect people differently. Even healthy people can get very sick from the flu and spread it to others.

An annual seasonal flu vaccine (either the flu shot or the nasal spray flu vaccine) is the best way to reduce the chances that you will get seasonal flu and spread it to others. When more people get vaccinated against the flu, less flu can spread through that community.

\*Source: The Center for Disease Control and Prevention



Schedule Your Flu Shot Today  
**1-888-MMG-DOCS**  
[www.MeritusHealth.com](http://www.MeritusHealth.com)

**Meritus**  
Medical Group





Meritus Health wanted a unique creative platform to highlight and differentiate its growing network of specialties and sub-specialties. This unique system is designed to leverage the brand, highlight specific services within Meritus Medical Group, and provide derivative advertisements right down to the individual physician and location.



# PRIMARY CARE

## Primary care when you need it.

Same-day appointments and walk-in access for all patients – new and existing. Convenient hours including evenings and weekends.

**Available 24 hours a day, 7 days a week.**

### UPMC Susquehanna

[UPMCSusquehanna.org/PrimaryCare](https://UPMCSusquehanna.org/PrimaryCare)

All UPMC Susquehanna locations accept most health insurances, including Geisinger Health Plan, Highmark Blue Cross Blue Shield, and UPMC Health Plan.



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**“My doctors are so close by, and close with my family.”**

[UPMCSusquehannahealth.org/PrimaryCare](https://UPMCSusquehannahealth.org/PrimaryCare)

**“It’s great — you can walk in without an appointment and be seen so quickly.”**

[UPMCSusquehannahealth.org/PrimaryCare](https://UPMCSusquehannahealth.org/PrimaryCare)

**“It’s a wonderful experience with attentive and caring people.”**

[UPMCSusquehannahealth.org/PrimaryCare](https://UPMCSusquehannahealth.org/PrimaryCare)

**“My doctor saw my symptoms — took control and saved my life.”**

[UPMCSusquehannahealth.org/PrimaryCare](https://UPMCSusquehannahealth.org/PrimaryCare)

The primary care service line within UPMC Susquehanna features a 24/7 call line and ongoing personalized care from its physicians. This marketing campaign was geared towards building awareness and loyalty by highlighting the true differentiating features enjoyed by its patient audiences.



The Orthopedic Institute of New Jersey


# Women's Sports Medicine Center



When OINJ formed a practice-within-its-practice dedicated to women's orthopedic needs, this campaign differentiated the unit, raised initial awareness, and sparked patient flow. The medical team includes female physicians and provides specialized care for different body part injuries or illnesses.



# UNBEARABLE




WHEN AN ILLNESS OR INJURY IS  
**UNBEARABLE**


Urgent care from the caring professionals at Meritus Medical Group.  
Services include:

- Sprains/strains
- Poison ivy
- Pink eye
- Severe cold or fever
- Flu symptoms
- Other non-life-threatening illnesses


Open daily from 7a.m. – 7p.m.

 **Meritus  
Urgent Care**

Meritus Urgent Care – New Location!  
13620 Crayton Blvd., Hagerstown, MD.  
[MeritusHealth.com/UrgentCare](https://www.MeritusHealth.com/UrgentCare)  
(240) 313-3100



WHEN AN ILLNESS OR INJURY IS  
**UNBEARABLE**


**Meritus**   
**Urgent Care**

Meritus Urgent Care provides instant gratification to patients within the service area by offering convenient access to caring physicians and staff. This Unbearable campaign was rated nationally as the most effective from industry professionals, primarily by giving people warm and fuzzy feelings about MUC as an organization, and therefore brand preference.



UPMC

# Little League World Series



**SUPPORTING LITTLE LEAGUE®  
PLAYERS MAKING BIG TIME PLAYS**

For more than 50 years, UPMC Susquehanna has been the provider of sports medicine services for the Little League Baseball® World Series. And as Little League® has grown, so has UPMC Susquehanna. We're working every day to keep this part of the world a happier, healthier place. Good luck, 2019 participants!

For more information, visit [UPMCSusquehanna.org](http://UPMCSusquehanna.org).

**UPMC**



Dedicated sports medicine provider for the 2019 Little League Baseball® World Series.  
© 2019 Little League Baseball, Incorporated. All Rights Reserved.



**SUPPORTING LITTLE LEAGUE®  
PLAYERS MAKING BIG TIME PLAYS**

**UPMC**



**PROUD TO SUPPORT  
LITTLE LEAGUE PLAYERS  
MAKING BIG TIME PLAYS**

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**UPMC**



**SUPPORTING LITTLE  
LEAGUE® PLAYERS  
MAKING BIG TIME PLAYS**

**UPMC**



As a proud sponsor of the Little League World Series, UPMC wanted to showcase its support of the players and show that they always are here dedicated to their health as a healthcare resource.





# Age well. Live well.

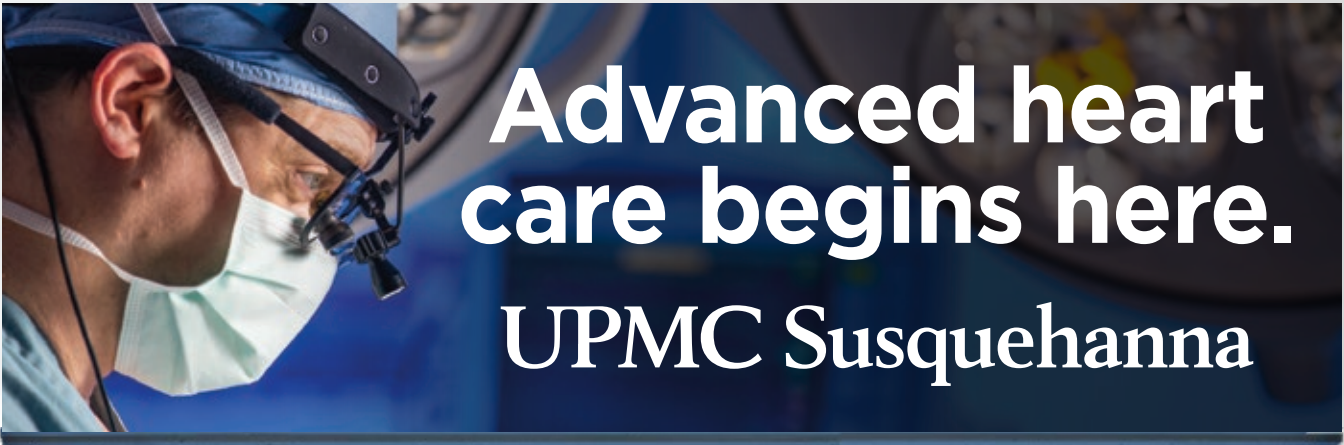
Exceptional health care for older adults

Primary Care • Cancer Care • Heart & Vascular • Orthopaedics • Neurosurgery  
Pain Management • Rehabilitation Services • Digestive Health • Long-Term Care • Home Care

UPMC Susquehanna

Williamsport | Muncy | Wellsboro | Lock Haven | Sunbury | Coudersport

Learn more at [UPMCSusquehanna.org/AgeWell](http://UPMCSusquehanna.org/AgeWell)







Remember when  
it felt great to serve up your best?

*Adam, July 26, 1967*

With orthopaedic care from Aria 3B...  
It can. And it should.

At the Aria 3B Orthopaedic Institute, our world-class specialists and surgeons use the latest medical treatments and technology to help you live the active life that you deserve. Recognized as leaders in their fields, the “3Bs” have over 100 years of combined experience with expertise in comprehensive orthopaedics, joint replacement for hip and knee, sports medicine and surgery, and spine care including complex reconstruction and minimally invasive procedures. We work with you every step of the way, from diagnosis to treatment to recovery.

Because we want to see you get back on the tennis court.



Experience You Deserve. Expertise You Trust.

Center City • Bucks County • South Jersey



For more information or to make an appointment,  
call 1-888-ORTHO3B (678-4632) / 215-409-9300  
Visit us at [ARIA3BORTHO.org/Remember](http://ARIA3BORTHO.org/Remember)

scan from  
smartphone

COMPREHENSIVE ORTHOPAEDICS • JOINTS • SPORTS • SPINE



Health & Lifestyle Magazine  
Spring 2017

OVERLOOK  
**View**

**PUPPY POWER!**  
PET THERAPY AT  
OVERLOOK

NEW ADVANCES IN  
CANCER CARE  
IMMUNOTHERAPY AT WORK

PLUS...  
SPRING CLEAN YOUR DIET



**THE WAIT IS OVER**  
Maternity Services  
  
at Pascack Valley

The Maternity Center at HackensackUMC at Pascack Valley Offers:

- A beautifully designed, state-of-the-art facility that caters to new parents offering superior medical care, comfort and privacy.
- Highly skilled and experienced specialists on-site to meet your needs.
- Patient concierge and room service.
- All private rooms featuring a private bathroom with shower, 32 inch flat screen televisions, and Wi-Fi.
- A relaxing garden with sitting area.
- HackensackUMC at Pascack Valley accepts all major health insurance plans.

**HackensackUMC at PASCACK VALLEY**  
ALL PRIVATE ROOMS  
ACCEPTING PATIENTS JUNE 1

 at Pascack Valley

To schedule a tour of The Maternity Center  
please call 877-848-WELL (9355).  
[hackensackumcpv.com](http://hackensackumcpv.com)



TODAY'S  
**POCONO MEDICAL CENTER**



100YearsAndMore.org





[www.davidhenryagency.com](http://www.davidhenryagency.com)