



Copy

Client: Titus D, Co.

Date: 0415

Re: Marketing –Advertising –**Medical Group Ad Comps Copy**

Scope of Work

Titus D, Co. has contracted with Galvin and Associates to provide copy for consumer ads promoting HSHS Medical Group. Assignment is copy for three 8.5x11 ads using assigned visuals.

COPY

CONCEPT ONE

VISUAL OF PATIENT, HEAD & SHOULDERS, WITH BODY COPY TEXT WRAP

In choosing a healthcare provider,

Let us show you what caring truly means.

It's time to put the focus back on patients. While HSHS Medical Group employs the most advanced medical technology innovations, it is our approach to your care that separates us from all other providers: We put you first.

We have organized ourselves to make sure that each and every one of our healthcare providers works as part of an integrated team, from physicians and nurses to medical technicians and clinical staff. Their singular focus? You.

Our holistic approach to patient care and our inclusive philosophy allows us to provide superior service to all populations, young and old. Our commitment is to use our skills and experience to improve your health and empower you to reach your full potential as a person.

At HSHS Medical Group, you can expect attention and care that comes from the heart. You will be treated as a person, and receive personalized care. You will have a say in medical decisions and how they can affect your life and the lives of loved ones.

That's a promise.

LOGO TAGLINE CONTACT

HSHS Medical Group

Experience True Care

Primary care, specialty groups and HSHS hospitals throughout Illinois and Wisconsin

Visit to learn more: www.hshsmedicalgroup.org

CONCEPT TWO

VISUAL OF PATIENT IN FOREGROUND, MEDICAL STAFF BEHIND

Galvin and Associates Campaigns | Copywriting | PR | Engagement | Results

Oakland CA 94605 | mg322mg@sbcglobal.net | 408.218.9335



At HSHS Medical Group,

Welcome to patient-first healthcare.

HSHS Medical Group wants you to know that for us, you come first.

While our technology and standards of care are state-of-the-art, our philosophy is old-fashioned: you are a person, and we listen to you. We understand that medical decisions can have an impact on your life and those around you. So we include you and your concerns in any medical decision.

HSHS Medical Group has organized our physicians and nurses and medical technicians and clinical staff into integrated teams, to ensure we provide informed, high-quality care at every step in your medical treatment. Our collaborative and patient-first approach sets us apart from other providers by focusing on what is most important: restoring you to better health.

At HSHS Medical Group, you can expect attention and care that comes from the heart. That's our promise: True Care.

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CONCEPT THREE

TEXT-CENTRIC LAYOUT, VISUAL OF HSHS CEO MELINDA CLARK

HEADLINE

At HSHS Medical Group Centers,

Experience True Care.

We are patient-first. You are the most important person in your medical care.

We listen. We hear your concerns. We know that your course of care can impact you as well as those you hold dear. So we include you in any medical decision.

To provide attentive, superior service at each step in your care, we collaborate: our physicians and specialists and techs and staff are integrated into teams that have a common understanding of your treatment program and are sensitive to your needs.

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HSHS Medical Group's patient-first approach not only reflects our training and experience, but also our deep commitment: to provide superior care that comes from the heart.

That is our philosophy. This is our promise.

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