

Katie Henriksen Copywriting

COLLATERAL COPY

CLIENT: **Methodist Hospital**

JOB: **Women's Hospital Book**

FRONT COVER:

IMAGE: Hospital Rendering and Physician Photo

HEADLINE: A Hospital Full of Great Ideas
The Difference is in the Details

SUBHEAD: Methodist Women's Hospital and Medical Campus

PAGE 1 :

SUBHEAD: Meet the people who had a voice in the design of our new hospital

IMAGE: Sue Korth photo

COPY: [Message from Sue Korth]

We've always made women's health care a priority at Methodist, so building the region's first hospital devoted solely to the care of women just makes sense. As chief operating officer for Methodist Women's Hospital, I've had an exciting and rewarding journey, watching this new facility progress from an idea of what can be to something tangible that is truly going to benefit the women of this community.

From the beginning, our goal for the new hospital has been to provide excellence in personalized, family-centered care through education and creative practice. This began in the early planning stages, where we looked at every aspect of care in the new facility through the eyes of our patients. Hospital visits can be stressful for the entire family, so we've put a great deal of thought into the details and amenities that can make a hospital experience more pleasant for women and their families.

We've also looked to our physicians and staff to create a space that enables them to provide optimal care for their patients. Spaces were designed to incorporate the necessary equipment

and provide the best workflow for providing patient care. From a Level III Neonatal Intensive Care Unit (NICU) to outdoor spaces that are accessible by patients on mandatory bed rest, we've incorporated innovations that will benefit patients and personnel alike. This is a system that has always championed wellness for women, and I am proud to introduce Methodist Women's Hospital as the new home for women's health.

[INSERT SIGNATURE]

Susan K. Korth
Vice President / Chief Operating Officer
Methodist Women's Hospital

CALL OUT QUOTE: "I want to go beyond the confines of 'what's been done' and make 'what can be' something tangible."

PAGE 2 (NICU):

SUBHEAD: Specialized Care for At-Risk Babies ...

COPY: Methodist Women's Hospital will provide superior maternity services, including one of the highest levels of care available for premature and at-risk babies. At our Perinatology Center, we'll have specialized physicians and staff on-site focused on preventing, identifying and treating the complications that sometimes arrive during a pregnancy. Methodist Women's Hospital will be staffed by Magnet-designated nurses, the highest standard for care, and we've invested in advanced training for all of our staff to ensure the best outcomes for our patients. Every aspect of our Level III Neonatal Intensive Care Unit (NICU), with our dedicated specialists and team, has been planned to provide the proper lighting and sound levels for optimal development of newborns. And our private, spacious NICU rooms will allow parents to stay close to their babies during a crucial time.

CALL OUT QUOTE: "We're bringing together everything we need to deliver one of the highest levels of care for at-risk babies." – Dr. Awad, neonatologist

IMAGES: - Rendering or Photo of private NICU room.

- Dr. Awad, neonatologist

PHOTO CAPTIONS/CALL OUT COPY:

- 1) Rooms are light-and sound-controlled for optimal development with TVs muted and sound accessible by headphone only.
- 2) Double couch for you to stay with baby overnight

- 3) Breakaway doors for quick care in an emergency
- 4) Computer mounted on the wall to make it easier for staff to monitor your baby

PAGE 3 (Maternity Services):

SUBHEAD: A Space that Feels More Like Home ...

COPY:

For years, Methodist Hospital has delivered more babies than any other area hospital. And at Methodist Women's Hospital, you'll be able to welcome your little one in our brand-new mother/baby suites. Even if you're delivering by cesarean section, you and your baby will not be separated following the birth. We'll also have rooms for high-risk pregnancy patients, which will feature accommodations closely resembling a studio apartment, to help make long hospital stays more pleasant. Our physicians, staff and patients helped design each room to make the birth experience more comfortable for you and your family. We've even invested in hiring additional staff so that you and your baby will each have your own nurse to attend to your needs. With all private rooms and necessary equipment on hand but out of sight, we're creating the quality care and experience you deserve.

CALL OUT QUOTE: *"We have created a space that is excellent for doctors, nurses and staff to provide great care for patients. I'm excited because I think Omaha women deserve this hospital."*

– Dr. Hoffman, OB/GYN

IMAGES: - Rendering or Photo of private mother/baby room

– Dr. Hoffman, OB/GYN

PHOTO CAPTIONS/CALL OUT COPY:

- 1) Rooms feature a button that will call and hold the elevator until the patient arrives
– helping outcomes for at-risk babies when seconds can make a difference.
- 2) Flat screen TVs
- 3) Wi-Fi access
- 4) Foldout couch for family
- 5) Beautiful views throughout the hospital
- 6) Jacuzzi tubs in some rooms
- 7) Modern bathrooms with easy-access showers
- 8) 24-hour room service
- 9) Ample storage room for suitcases and personal items

PAGE 4 (COMPREHENSIVE SERVICES):

SUBHEAD: Superior Care for You and Your Family

COPY: From advanced technology and training to spacious private rooms with hotel-style amenities—every aspect of the new Methodist Women’s Hospital was planned to provide you with the best overall experience. We’ll also have an entire medical campus dedicated to providing a full range of maternity, gynecological and specialty services—making it even more convenient for women of all ages to receive the services you need—all in one place. Our new hospital will also provide a variety of outpatient diagnostic services for men, women and children of all ages. And our emergency department will be available 24/7 to meet the needs of every patient, including specialized care for survivors of sexual assault through Methodist’s Heidi Wilke SANE/SART program.

CALL OUT QUOTE: “As our population continues to grow, so does the need to provide superior health care services for women. To do so, we felt it was time for Omaha to have a hospital dedicated solely to women’s health.” – Dr. Westcott, OB/GYN

IMAGES: - Rendering or Photo of Campus / medical office building, or maybe healing garden?

- Dr. Westcott, OB/GYN

PHOTO CAPTIONS/CALL OUT COPY:

- Dining area (if we have photo or rendering): fireplace with comfy chairs, an outdoor eating area and fresh meals delivered 24/7 through room service
- Wireless facility for continuous monitoring of fetal heartbeat from labor & delivery to surgery
- Healing garden (photo or rendering): features one of five labyrinths in Omaha
- Secure, controlled access from lobby to all areas of hospital

PAGE 5 (Women’s Center):

SUBHEAD: Methodist Physicians Clinic Women’s Center – Comprehensive Care for Women of All Ages

COPY: In 2001, Methodist Physicians Clinic Women’s Center became the first facility of its kind in Omaha dedicated solely to women’s health care. In less than ten years, the Women’s Center

has doubled in size and continues to expand the services we offer to women. Our newest expansion is our new Medical Office Building, located at 192nd and Dodge, where patients will be able to enjoy convenient access to a full-range of maternity, gynecological and specialty health services. Being located next door to Methodist Women's Hospital will make it possible to streamline appointments between your physician and other service providers you might be referred to for care. The new Women's Center will also feature private waiting room suites and a sophisticated procedure area, providing a wide-range of outpatient services.

SIDEBAR COPY:

Women's Clinic Services at 192nd & Dodge:

- Contenance Center
- Obstetrics
- Gynecology
- Imaging
- Skin Renewal Suite
- Counseling Services
- Genetic Counseling
- Nutritionist
- Pelvic Pain Clinic

**Coordinated Care Provided at
Methodist Women's Hospital:**

- Perinatology
- Reproductive Health Specialists
- Women's Physical Therapy
- Childbirth Education

IMAGES: Rendering of new medical office building. Physician/staff photos?

LOGO: Methodist Physician's Clinic Women's Center

PAGE 6 (Overview of MHS/MH):

SUBHEAD: Methodist Health System – Leading the Way in Women's Health Care

COPY: Methodist Health System is the only health system in the metro area that supports and embraces the educational initiatives and health-related activities of Spirit of Women, a national coalition of health care providers working together to raise the standards of wellness for women and motivate them to make positive, healthy changes in their lives. Methodist Health System and Spirit of Women celebrate the power of women to influence and inspire by helping them focus on healthier lifestyles and preventive care.

Omaha's most preferred hospital, Methodist Hospital, is proud to introduce the region's first hospital dedicated to excellence in women's health care – Methodist Women's Hospital. Not only

does the creation of a new hospital and medical campus allow us to expand our services in the region, but relocating the obstetrical and gynecological services to this new \$120-million hospital will allow us to invest another \$100 million at our 84th street campus. The transformation at 84th Street is already well underway, with the addition of a new parking structure, a new Pathology Center, additional private rooms and the expansion of our surgery department.

Located throughout Nebraska and southwestern Iowa, Methodist hospitals and clinics bring the full resources of our regional network of health care providers, educators and support services to ensure you always have the care you need when – and where – you need it. Methodist Health System, founded in 1982, includes the following affiliates that have been servicing the Omaha/Council Bluffs communities for more than 120 years:

- Jennie Edmundson Hospital
- Jennie Edmundson Hospital Foundation
- Methodist Hospital
- Methodist Hospital Foundation
- Methodist Physicians Clinic
- Methodist Women’s Hospital
- Nebraska Methodist College – The Josie Harper Campus
- Shared Service Systems

MANDATORIES

Magnet logo

Spirit of Women logo and call out (Proud to be a member of <Spirit of Women logo> devoted to helping women lead healthier lives.)

IMAGES: Maybe this is page for the map. Otherwise, maybe a rendering/photo of hospital. Or, something related to MHS (non-MWH image).

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