

Katie Henriksen Copywriting

COLLATERAL COPY

CLIENT: **Methodist Women's Hospital**

JOB: **MWH Growing Families/Services Ad**

½ PAGE AD HEADLINE:

Growing Families at 192nd & Dodge.

BODY COPY:

From baby planners to baby boomers, our focus on women's health is expanding as we move our birthing and women's health services to Methodist Women's Hospital in June. Each year, more and more women are finding that when it comes to their health, Methodist is the hospital that truly understands the meaning of care. From a full range of gynecological services for women of all ages, to specialized care for sexual assault survivors and expectant moms, you'll find it all at our new medical campus. With a brand new hospital and adjacent medical offices, we've brought everything together to provide you with the best in women's health care, all in one convenient location.

Birth Services

Counseling Services

Menopause Services

Reproductive Health

Urogynecology

Mammography

CALLOUT COPY:

Explore the new home for women's health: methodistforwomen.org

¼ PAGE AD HEADLINE:

Growing Services at 84th & Dodge.

BODY COPY:

Expanded Cardiac, Vascular and Pathology Services. With the move of our birthing services to Methodist Women's Hospital in June, comes the opportunity to expand our offerings at the 84th Street campus. Each year, Methodist performs more surgeries than any other area hospital. And as our community continues to grow, we want to evolve to meet those needs. From expanding our lab and surgical suites to creating all private

patient rooms – we're planning some exciting changes to Methodist Hospital, so stay tuned!

CALLOUT COPY:

Keep up on our expansion: bestcare.org

MANDATORIES:

Methodist Women's Hospital (logo)

The meaning of care.SM

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Magnet (logo)

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

Methodist Hospital (logo)