**Outline** – Hamilton Brochure\_d1

Regional Cancer Care Associates–Central Jersey

**SPECS:** 4-page (1-page folded, 2-sided)

**DISCLAIMER:** This outline, and the labor estimate below, are based on an unknown brochure size. If this is a letter-size page folded in half, it will hold less copy than if its *finished* size is 8.5x11 (a single 11`x17 page folded in half). So, a smaller brochure may not fit all the content I’ve crammed into this outline. Please recommend the larger size. If smaller size, that may take less copy labor OR more, as it can be either quick or time-consuming to cut copy.

**COPY to D1 LABOR ESTIMATE:** 3 to 5 hours.

**COVER**

* Headline
* Hero image
* Logo

**INSIDE LEFT**

**General/About**

* Comprehensive, state-of-the-art cancer care under one roof
* Local – Close to home
* Large, influential
* Independent
* Proven, longstanding, known for excellence
* Integrated into the community, medical community, cancer-care system in Hamilton
* QOPI-certified

**Doctors**

* Experienced
* Skilled
* Top Docs
* Retention (relationships)

**INSIDE RIGHT**

**Services – Comprehensive, “one-stop”**

* Medical Oncology – chemo, immune, biologic, molecular/mutational precision targeted therapy, oral cancer treatment
* Infusion (RWJUH)
* Radiation Oncology (Rutgers CINJ) – RT, IMRT, IGRT, SRS,
* Breast/Thoracic Surgery (Rutgers CINJ)
* Colorectal Surgery (RWJUH)
* Ancillary services – genetic counseling, nutrition, cancer rehab, social work, palliation, spiritual counseling, massage, music, art, looking-good boutique

**Collaborative Care**

* Working with other cancer specialists
* Interacting with other doctors (non-oncology)
* Access to multidisciplinary team: MO, RO, SO, patho, geneticists, navigators, dietitians, clin pharmacists, social workers.
* Access to clinical trials

**Call to Action**

**BACK COVER**

* Logo
* Identity
* Address
* Key marketing bullets (if space permits)