WRITER **“MEAT SHEET” & DIRECTIVE**

**WRITER’S TO-DO LIST:**

* Research CenteringPregnancy
* Complete Meat Sheet
* ~~Create Interview Questions~~
* ~~Organize Diff and Gateways~~
* ~~Outline Brochure~~
* ~~Build web outline~~
* ~~Develop Insert Topics~~
* ~~Write Folder~~

**THings NEEDED:**

* List of insurances
* Details for unknowns on doctor credentials
* Doctors’ CVs
* Doctors’ Bio Questionnaires

**CONCERNS / Problems:**

* [Click to type]

**OBSERVATIONS, RECOMMENDATIONS, DECISIONS, etc.**

* [Click to type]

**INTERNAL QUESTIONS.**

* What will the URL be? Still HuronObGyn.com?
* What practice name are we using for this?
* What is the fax number?
* What credit cards are accepted other than Visa and MasterCard?

**Client Name:**

Huron Regional Medical Center’s Women’s Wellness Center (?)

(HuronObGyn.com)

(Castellanos)

**Practice Name, Tagline Address, Phone, Fax, URL:**

**Women's Wellness Center**

**Huron Regional Medical Center**

142 3rd St. SE, Suite 2

Huron, SD 57350

*(A block and a half east of Dakota Ave. on Third Street.)*

Phone: 605-554-1020

Fax: 000-000-0000

www.HuronObGyn.org

**Client Players / Key Personnel:**

David Dick, CEO

Kim Reiger, Dir. of Mktg.

Sara Castellanos, DO

Elyse Brock, MD

**HSS Team:**

***Marketing Consultant:*** Kathy Gaughran

***Account Manager:*** Niki Kaylor, Heidi Drinkward, Michelle Day

***Writer:*** Greg Ashbaugh

**Positioning:**

Big-city care close to home.

Specialists.

**Marketing & Practice Objectives:**

* Overcome Sara’s reputation and make her more likeable.
* Stop outmigration to Sioux Falls.
* Compete with “comprehensive care” (OB-GYN, peds and primary)
* Increase gynecologic surgeries/services by 5%
* Increase percentage of OB marketshare
* Increase women’s awareness of purpose/need for specialty OB/GYN care
* Attract more business, enough to support both doctors
* Build reputation as the “gold standard” in obstetrics and Women’s Health care

**Projects Being Written/Created:**

* Website
* Landing Page (leverage what was done for AWH)
* Brochure
* Folder
* Folder Inserts
* Landing Page

**Prior or Existing Marketing Efforts / Current Advertising:**

* Existing website

**Offers Tried:**

* N/A

**Offers HSS Will Be Using:**

* N/A

**Competition:** (List all competitors. MUST include websites, even if you have to search for them!)

* One doc in town does OB-GYN along with primary and pediatric care. This provides a continuity-of-care advantage. People like the one-stop nature of this.

**Target Audience, Marketplace, Demographics, Etc.:**

* Commercially insured patients
* Reproductive-age patients
* Highly loyal clientele
* Community leaders and stakeholders
* Lots of patients with Medicaid. Big hispanic population. Lower- and middle-income white people.
* Want all comers. Just want to provide care for any body who wants/needs it.
* Trading Radius:

**Differentiation & Strengths:**

**Intro**

* Specialized. Key point. Only true OB/GYNs in town.
* Caring for women’s minds, bodies and spirits through all stages of life.
* “Doctors offer their utmost care to you and your future”
* All-female staff and doctors
* Compassionate care close to home
* Dedicated to your whole feminine health and longevity
* Put your needs first; patient-first
* Educating patients is a priority; all the info you need to make the best decisions for your healthcare.
* Wide ranging areas of focus: OB, GYN, osteopathy.
* Your best interests (and education) in mind
* Complete, advanced and compassionate care for every stage of life
* Big-city care close to home
* VISION: Caring for women’s minds, bodies and spriits through all stages of life.
* MISSION: same.
* Women caring for women
* True desire is for women to feel good, be healthy and live well.

**SERVICES (Bullet List)**

* Complete, advanced and compassionate care for every stage of life

*• Well Woman exams, health screenings & other preventive care*

*• Pregnancy & childbirth, including high-risk pregnancy*

*• Birth control & family planning*

*• Infertility testing & treatment*

*• Osteopathic treatment to relieve pelvic & postpartum pain*

*• Evaluation & treatment of urinary incontinence*

*• Menopause management*

*• Hysterectomy & advanced alternatives*

*• Minimally invasive gynecologic surgery*

**Comprehensive**

* Complete, advanced and compassionate care for every stage of life
* Specialists in comprehensive OB/GYN
* For all Women’s Health needs
* Dedicated to your whole feminine health and longevity
* Offer alternative therapies, including osteopathic options
* Provide the most comprehensive health treatment and preventive care possible.
* Holistic approach
* See the whole woman; take alolo the care
* Big on patient education.
* Part of (access to) the entire HRMC network. (Our roots run deeper.)
* OMT: Only Dr. C, but it’s good for pain relief, and some women are likely to want it as a separate service.

**Advanced**

* State-of-the-art clinic; really, it’s standard-of-care
* State-of-the-art gynecologic surgery
* Specially trained
* Latest know-how and techniques. Read, meetings, CE
* Do all our own ultrasounds (Dr. B is specially trained in reads). Do our own non-stress tests. In-house colposcopy, endometrial biopsy, pessaries, incontinence therapies.
* Both docs experience in high-risk.
* In-house IUI
* All our GYN procedures are unique to us, cuz we’re the only real OB/GYNs in town.
* First to offer CenteringPregnancy

**Well-Woman Care**

* Educating patients is a priority; all the info you need to make the best decisions for your healthcare.
* Expanded focus on disease prevention, health management and healthy living.
* Well-focused path to longevity
* Well Woman exams, health screenings & other preventive care
* Birth control & family planning
* Infertility testing & treatment
* Menopause management
* Osteoporosis prevention & initial treatment

**Obstetrics**

* Pregnancy & childbirth, including high-risk pregnancy
* Believe in each woman’s right to choose her own healthcare and birth plan.
* Believe in the right for expectant mothers to have the best experience possible
* Can help you with nutritional education during the pregnancy, breast-feeding information and tips after the baby comes.
* CenteringPregnancy
* Osteopathic treatment to relieve pelvic & postpartum pain
* Get women involved in their pregnancy (CP).
* High-risk: We have the equipment to do much of this in-house. We try to do all we can before sending to MFM.
* Both docs experienced in high-risk pregancies. We do a great job with gestational diabetes
* Fertility: In-house IUI

**Gynecologic (clinical and surgical)**

* Provide compassionate, tender care
* Hysterectomy & advanced alternatives
* Evaluation & treatment of urinary incontinence
* Osteopathic treatment to relieve pelvic & postpartum pain
* Minimally invasive gynecologic surgery
* Most desired surgeries: hysterectomy and sling

**Compassionate**

* Compassionate care close to home
* All-female staff and doctors
* Believe in each woman’s right to choose her own healthcare and birth plan.
* Compassionate clinic
* Personalized care
* Every woman deserves to feel at home. That’s what we do.
* Put your needs first; patient-first
* Sensitive to your needs
* Want you to have an experience that’s compassionate, caring, and family-friendly
* Do all we can to help people (insured or not).
* Friendly, Homey atmosphere. Use first names. Treat them like we care and known them (cuz we do). Greet them as they come in; come to them.
* Someone who gets you, who “walks beside you.”
* Patients say they love the feel of the office.
* Check in on patients. Go beyond just the reason the woman is here. Want women to have the best care; send you to where you’ll get the best care.

**Doctors**

* Credentialed, experienced
* Specialoly trained
* Treat you like family
* All-female staff and doctors
* Female, relatable.
* Spanish-speaking doctor
* Take your health seriously
* New enough to have up-to-date training, know-how
* Stay on the leading edge.

**Conveniences**

* Patient-first, family-friendly care & convenience
* State-of-the-art care close to home
* Ample free parking
* All-female team (doctors and staff)
* Compassionate, individualized care
* Focused on patient education & service
* We treat you like family
* Most insurance plans accepted
* Visa & MasterCard welcome
* Se habla Español

**Barriers, Threats & Weaknesses:**

* Sara’s reputation
* Hospital reputation
* High staff turnover
* RN shortage
* Poor wait times, clinic flow/efficiency
* Outmigration to Sioux Falls (2 hours away) is a significant barrier
* Not a one-stop shop, which people like.

**Gateways:**

***Complete, advanced and compassionate care for every stage of life***

• Well Woman exams, health screenings & other preventive care

• Pregnancy & childbirth, including high-risk pregnancy

• Birth control & family planning

• Infertility testing & treatment

• Osteopathic treatment to relieve pelvic & postpartum pain

• Evaluation & treatment of urinary incontinence

• Menopause management

• Hysterectomy & advanced alternatives

• Minimally invasive gynecologic surgery

• Osteoporosis prevention & initial treatment

***Patient-first, family-friendly care & convenience***

• State-of-the-art care close to home

• All-female team (doctors and staff)

• Compassionate, individualized care

• Focused on patient education & service

• We treat you like family

• Most insurance plans accepted

• Visa & MasterCard welcome

• Se habla Español

**Key Brand Concepts:**

* [Click to type]

**Providers’ Credentials**

## **Sara Castellanos, DO**

*Obstetrician-Gynecologist*

### ****Board-Certified:** American Osteopathic Board of Obstetrics & Gynecology**

### ***"As the founder of the Women's Wellness Center, I model and instill in all of our team members the importance of a healthy patient-provider relationship: emphasizing individualized care and acknowledging the uniqueness of each woman and her health, and helping engage women their health care. I strongly desire to ensure women have access to the most advanced and up to date services and healthcare options, and am proud to provide many of those services (including minimally invasive surgery, fertility optimization, treatment of bladder leakage and heavy periods, and MUCH more) for the women in our community and to collaborate with other subspecialitst to extend access for other services.***

### ***“As a partner with women through all stages of life, I am privileged to have the opportunity to focus on prevention, health optimization, and education utilization to ensure each woman understands the available options for her female healthcare concern(s) and support her journey towards her best health."***

### ****Residency:** Obstetrics & Gynecology, Henry Ford Health System Residency Hospital, Michigan State University, Detroit, MI**

### ****DO:** Kansas City University of Medicine & Biosciences, College of Osteopathic Medicine, Kansas City, MO**

### ****Predoctoral Fellowship:** Osteopathic Manipulative Medicine, Kansas City University of Medicine & Biosciences, College of Osteopathic Medicine, Kansas City, MO**

### ****MBA:** Healthcare Leadership, Rockhurst University, Kansas City, MO**

### ****BA?/BS?:** Health & Wellness?, *Summa Cum Laude,* University of Minnesota, Minneapolis, MN**

### ****Certifications:** Basic Life Support, Advanced Cardiac Life Support, Neonatal Resuscitation Program**

### ****Areas of Interest:** Obstetrics, gynecology, osteopathy, infertility, urogynecology, laparoscopic surgery**

### ****Languages:** English; medical and intermediate conversational Spanish**

### ***Accepting New Patients***

## **Elyse Brock, MD**

*Obstetrician-Gynecologist*

### ****Board-Certified:** American Board of Obstetrics & Gynecology**

### ***“Quote goes here.”***

### ****Residency:** Obstetrics & Gynecoloy, University of Iowa Hospitals and Clinics, Iowa City, IA**

### ****MD:** University of Minnesota Medical School, Minneapolis, MN**

### ****BA:** Biology, Family Studies, St. Olaf College, Northfield, MN**

### ****Areas of Interest:** Well-woman exams, preconception counseling, prenatal care, vaginal and cesarean deliveries, postpartum care, infertility treatment, and procedures such as hysterectomy and endometrial ablation; special training in gynecologic and early obstetric ultrasound**

### ****Languages:** English**

### ***Accepting New Patients***

***Q:***Where did you attend medical school?  
***Dr. Brock:*** I attended medical school at the University of Minnesota Medical School. The program attracted me because of a piece of the program called “R-Path”. This program focused on training doctors for rural medicine. I knew I always wanted to practice medicine in a rural community, so this provided an excellent opportunity for me to work directly with patients in a variety of situations.

***Q:***How did you decide to practice medicine in Huron?  
***Dr. Brock:*** My mother-in-law, Dennise, has worked as a nurse at HRMC for many years. She encouraged me to talk to HRMC’s CEO about coming back to work in Huron after my residency. The day of my meeting, I signed a contract of intent with HRMC to come back and practice as an obstetrician/gynecologist in Huron.

***Q:***Where did you complete your residency?  
***Dr. Brock:*** I completed my four-year residency program at the University of Iowa. I worked 60-80 hours per week as a resident. The NICU at the University of Iowa is one of the best in the nation, which is one reason it was my first choice. It provided me with exposure to pregnancy and delivery rarities and complications and a wide variety of surgeries. I also received certification to read ultrasound screenings for early pregnancies within the first trimester.

***Q:***Why did you choose to specialize as an OB/GYN?  
***Dr. Brock:*** I have always been fascinated with pregnancy, delivery and women’s health as a whole. I always knew I wanted to work with babies and women’s health was a great fit with that in mind.

***Q:***What is your favorite part about being an OB/GYN?  
***Dr. Brock:*** The continuity of care. I’m with a woman during the most joyous times of her life and some of the most trying times like after a diagnosis of cancer. We see women once a year throughout the course of their life, and like any good relationship, it takes time. As an OB/GYN, we have that time to build a strong relationship with our patients.

***Q:***Tell us a little bit about your family and life here in Huron.  
***Dr. Brock:*** I’m excited to be back in Huron and to be surrounded by family again! My husband Troy and I have three children: Oliver, Evelyn and Leo. We also have a black lab puppy named Ruger. As a family, we like to do anything outdoors. We enjoy going to the park, riding our bikes and playing outside with Ruger. In my free time, I enjoy reading for pleasure.

**Hospital Affiliations:** (If relevant)

* [Click to type]

**Creative Preferences:**

* [Click to type]

**Other Notes:**

* Calls come straight to Women’s Wellness Center. Don’t go through HRMC’s switchboard.

**OBSTETRICS DETAILS**

* Maternity care for normal and high-risk pregnancies
* Preconception counseling and education
* Osteopathic treatments during pregnancy
* Nutritional education – Referrals provided as needed
* Post-partum assistance
* Breast feeding education and information
* Contraceptive care and options
* CENTERING PREGNANCY:
* *Group health setting for learning, development and delivery*
* *Standard physical health assessments in the group*
* *Empowering women to choose health-promoting behaviors*
* *Group and individual motivation for learning and change*
* **What is CenteringPregnancy? –**
* Women join a Centering group of expectant moms (usually 8-12) with similar gestational ages. CenteringPregnancy begins between 16-20 weeks gestation and meets for 2-hour increments, with a total of 10 visits. All of your CenteringPregnancy appointments are scheduled at your first group visit, and each session will always start on time and end on time!
* Women's Wellness Center is one of the first practices in the area to offer the CenteringPregnancy group care concept. It is an exciting way for women and their families to get prenatal care. Check-ups, support and education all take their place in the group setting -- with each woman having some private time with the facilitiating provider. Generally speaking, patients in the program spend more time with their doctor and with other pregnant women, which gives them a chance to learn more about pregnancy, childbirth and parenting.
* For more information about CenteringPregnancy, visit the [Centering Healthcare website](https://www.centeringhealthcare.org/what-we-do/centering-pregnancy).

**GYNECOLOGIC DETAILS**

**Offering gynecological care for women including:**

* Urinary incontinence, evaluation and treatment
* Menopausal and post-menopausal support
* Preconception counseling
* Contraceptive management and family planning
* *IMPLANON® implant*
* *Depo-Provera shots*
* *IUD – Mirena® and ParaGard®*
* HPV vaccinations
* Female cancer screenings
* Well-woman annual examinations
* Osteopathic manipulative treatment
* *Menstrual pain and cycle symptoms*
* *Pelvic pain*
* *Urinary incontinence*

**We offer state-of-the-art women’s gynecological surgery:**

* Hysterectomies
* *Minilaparotomy – Minimally invasive alternative to major gynecological abdominal surgery*
* *Laparoscopic-assisted vaginal hysterectomy*
* *Vaginal hysterectomy*
* Urinary incontinent surgery
* *Bladder sling*
* Ablations
* *Endometrial ablation – NovaSure*
* Dilation and curettage (D & C)
* Hysteroscopy
* Sterilization procedures
* *Essure -- Non-surgical, hormone-free permanent birth control option*
* *Tubal ligation*
* In-office procedures and laser surgery

**OSTEOPATHY DETAILS**

* Helps manage pain and provide helpful treatment options.
* Hands-on treatment to help Dx, Tx, and prevent illnesses of various types
* Through natural healing, we can help the body help itself stay healthy
* OMT – Osteopathic Manipulative Treatment – Variety of techniques to move and stretch muscles, which can ease pain, increase mobility and promote healing.
* **Gentle, noninvasive osteopathy treatment:**
* *Osteopathic manipulative treatment*
* *Pregnancy treatment for pelvic optimization (???)*
* *Health optimization (???)*
* *Help the body help itself stay healthy (???)*
* **Osteopathic treatment can help treat:**
* *Urinary incontinence*
* *Painful menstrual cycles*
* *Menstrual migraines*
* *Postpartum symptoms*
* *Pelvic issues and pain*
* *Severe pregnancy symptoms – carpal tunnel syndrome, sinus congestion, edema*

**INFERTILITY DETAILS**

* Infertility evaluation and treatment
* Treatment monitoring
* Patient education and resources for infertility

*– end –*