**OUTLINE: 8-Page Brochure**\_d2

Huron Regional Med. Ctr. – Women’s Wellness Center

**LAYOUT**

BACK COVER

Doctors with Photos & Creds

Marketing Bullets

Logo

Address, Phone, URL

COVER

“Hero” image

Headline

Logo

**F**

**B**

**8**

**1**

Comprehensive

Advanced

Well-Woman Care

Gynecologic Care (Clinical & Surgical)

Photo

Intro Copy
(Entire sales argument synopsized)

Services
(Bullet List)

Logo

**2**

Obstetrics

Compassionate Care

Doctors

Conveniences

**4**

**3**

**5**

**6**

**7**

**NOTES**

* This Brochure Outline is a starting point, a guiding light, and a workspace. It is not a blueprint that precisely predicts the finished piece. There will be changes during the writing process, which is where the messaging decisions are made.
* The topic sections are simple categories. During the writing process, these will be reworked into marketing subheads that are clear, compelling and benefit-oriented.
* The bullet points under each section topic are in no particular order. Priority and flow are determined during the writing process.
* Some bullet points appear in more than one section. We may use each point in one section. Or we may use a point in more than one section for purposes of reminding and “layering.”
* Some sections include points that may seem redundant. These are also not an accident. The writing team has collected these points from a variety of sources, which can result in two very similar points being in the same section. Since the outline is a guide, we include all input. The sorting of this input as it becomes messaging is part of the writing process.
* The number of bullets in a section is not indicative of the amount of content that will be written in that section. In some cases, bullet points will be moved or jettisoned. In other cases, bullet points are short on this page but actually cover more content or require more words to create compelling value-argument copy.

**OUTLINE**

**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 spirits 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 all 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, because 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 pregnancies. 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 (because 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
* Specially 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