

Stack Creative Agency

Health Work

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01

About Us

Who We Are

Passion. It's why we get up every morning, and what we put into every move we make. Whether we're designing distinctive print and collateral campaigns, shooting memorable television spots, or simply creating compelling communications that move your brand forward. It's the elixir that keeps our brains fired up, our ideas ahead of the curve, and our clients very happy.

Stack Creative Agency is a multi-disciplinary, graphic design and a full-service advertising/marketing agency capable of servicing all of your requests short of leaping tall buildings in a single bound. The Stack Creative team is comprised of talented designers, writers, strategists and web-social savvy types. It is a group that represents extensive experience in business-to-business and consumer marketing. Name just about any business issue or product category and chances are we have someone who has worked on it at some point.

We are a team of creatives led by a creative. Which means nothing stands between your goals and our ideas.

We listen.

We collaborate.

We create.

We put our best minds on the job. And together we develop intelligent communication solutions that excite, inspire, but most of all, get results.





Debra Stack

Owner & Creative Director

Never one to be satisfied with the status quo, Debra launched her WBE agency in 2001. As a nationally recognized Creative Director / Graphic Designer with more than 25 years experience, she knew exactly the kind of firm she wanted to create. One that streamlined and simplified the traditional agency model. One that was built on the core principles of exceptional design and advertising. And one that always put clients first.

The result is a team of talented designers, writers, strategists and marketers who are as passionate and driven as Debra Stack herself.

Since its inception, Debra has developed an impressive and growing client roster and firmly established itself among top design, advertising/marketing shops in Philadelphia and beyond, with such clients as The Philadelphia Museum of Art, Comcast, Penn Medicine, Temple Health, Barclays and The Wharton School.

Debra began her career first in NY and then continued her career at Tierney Communications, Philadelphia's largest fully integrated communications agency. As Senior Art Director/Senior Designer she designed and directed projects for some of Pennsylvania's most recognized brands, including the Pennsylvania Lottery, Independence Blue Cross, Peco Energy and TD Bank. Her national clients included Sunoco, McDonald's and Verizon.

Debra earned her BFA in Graphic Design at Moore College of Art and Design and lives in downtown Philadelphia, just a short walk from her second home — her office.



02 Services

- Corporate Identity & Branding
- Strategy Development
- Graphic Design & Motion Graphic Design
- Copywriting
- Multi-channel & Digital Advertising Campaigns
- Promotional Video/TV Commercials
- Web Design/Development
- Social Media Awareness, Promotion, & Engagement
- Tradeshow Booth, Signage, Video & Promotion
- Direct Mail
- Environmental Graphics/Signage



03

What sets us apart from our competition?

- Creativity
- Experience
- Efficient Problem-solving
- Compelling, Effective, Strategic Communications
- Diverse Experience across multiple Verticals including Healthcare, High Tech, Private Equity-owned and Publicly Traded Companies.
- Exceptional Execution



04

Clients *whom we worked with* *Partial Listing*



05

Health Work

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01

Penn Medicine

Tagline

TV Campaign

Print, Digital & OOH Campaign

Project:

Penn Medicine - Horizon Termination Strategic Response

Background:

Today, “**Your life is worth Penn Medicine**” is arguably one of the most iconic taglines in all of Philadelphia branding. But we think its backstory makes Penn even more remarkable as a case study...

The Challenge:

Back in 2008, Horizon Blue Cross/Blue Shield, at the time the largest NJ health insurance company, notified Penn and CHOP that they would be terminating their contracts beginning spring 2009. This would mean that for Horizon customers, the hospitals of UPHS would become “out of network,” and essentially only be viable options for the very wealthy who could afford to pay for their services. Under that scenario, not only would patients face the reality of losing some of the top doctors and hospital system in the region, but UPHS would also take a significant hit to their bottom line. The task was to put pressure on Horizon to renew their contract with UPHS, giving their customers continued access to some of the best healthcare around.

Our Thinking:

What began as a simple line of copy in the body of the first response ad held so much meaning, as soon as pen was put to paper we understood it had the power to become so much more for the Penn brand. The next task was helping the client understand what they were really holding in their hands. And so a campaign was born, expanding an ad that was meant to be a one and done PR support tool into the world of heart, and lung, cancer and pediatric care. Still going strong over 10 years later, we hold “Your life is worth Penn Medicine” dear, as a powerful example of what happens when our thinking and our creativity come together to problem solve for our clients.

Top Doctors
 Penn has more of America's Top Doctors than any other hospital or health system in the Greater Philadelphia Region.*

YOUR LIFE IS WORTH PENN MEDICINE

Until someone you love faces a serious illness, you might not realize how crucial it is to have access to the best doctors. Today, Penn physicians are developing breakthrough therapies like personalized cellular vaccines, which enable a patient's own immune system to treat and even reverse disease.

Only a very few hospitals in the world can bring hope to patients whose options are limited by conventional medicine. Penn Medicine is leading health care beyond those limits.

* Source: Castle Connolly, America's Top Doctors, 8th edition, 2008-2009

Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Pennsylvania Hospital

ABRAMSON Cancer Center
 With its pioneering Breast and Ovarian Cancer Risk Evaluation program, Penn is one of the foremost authorities in cancer genetics research.

KEEP HISTORY FROM REPEATING

YOUR LIFE IS WORTH PENN MEDICINE

What would you give to see into the future? To know enough to be able to help prevent breast and ovarian cancer from becoming part of your family history? The answer is Penn's Abramson Cancer Center.

With breakthrough genetic science for evaluating your predisposition to women's cancers and the only program in the region offering targeted vaccine therapies for breast and ovarian cancer treatment, the Abramson Cancer Center has more ways to save your life.

To LEARN if you are a candidate for the program call 800.789.PENN or visit PennMedicine.org

Perelman Center for Advanced Medicine at the Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center

Penn Heart & Vascular

The Hospital of the University of Pennsylvania is a world leader in corrective therapies that cure complex heart rhythm disorders and has 5 times more experience than any other regional cardiac center.

A HEART THAT BEATS IN TIME

YOUR LIFE IS WORTH PENN MEDICINE

What would you do to see your daughter graduate college? To live without the fear your heart will fail you?

The answer to these questions is what Penn Medicine means to patients. Many heart rhythm disorders can be complex and often life threatening. As the country's largest hospital-based Electrophysiology program, our team treats patients from around the world. With more than twelve years of experience in A-fib ablation and many options beyond drug therapy, treatment at Penn gives you the best chance to live a full, active life.

Penn Medicine
800.789.PENN PennMedicine.org

Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Pennsylvania Hospital

Penn Orthopaedics

Our doctors use a team approach to treatment. In one location, patients work with orthopaedic surgeons, non-surgical specialists, physiatrists, physical therapists and nutritionists.

COMPETITIVE ADVANTAGE

LIFE IS WORTH PENN ORTHOPAEDICS

Whether you're an athlete or just active, putting the pain behind you faster is what really matters.

Highly skilled and highly specialized, the Penn Sports Medicine team brings an innovative program of therapeutic, surgical and rehabilitation techniques to each patient and every injury. With better orthopaedic care, you'll recover faster, the first time. Your recovery is worth Penn Medicine.

Penn Medicine
800.789.PENN PennMedicine.org

Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Pennsylvania Hospital | Penn Medicine at Radnor
Penn Medicine at Cherry Hill | Penn Medicine at Bucks County | Weightman Hall (University of Pennsylvania campus)

Penn Lung Center

With one of the largest and most experienced teams of dedicated lung surgeons in the country, Penn's patients have more treatment options and better results.

FOR EVERY BREATH YOU'LL TAKE

YOUR LIFE IS WORTH PENN MEDICINE

What would you give to breathe easily? To live without the fear your lungs will fail you?

Penn Medicine is the answer to these questions. We offer hope to patients with respiratory disease and lung cancer because we offer them the most comprehensive lung program in the region. Early diagnosis, immediate treatment and surgical options give patients more ways to fight lung disease, including lung cancer. With more dedicated specialists and more experience, the Penn Lung Center is your best chance of survival.

Penn Medicine
800.789.PENN PennMedicine.org

Perelman Center for Advanced Medicine at the Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Pennsylvania Hospital



**ABRAMSON
Cancer Center**

For the first time anywhere, the most comprehensive cancer treatments, including proton therapy, will be offered in a single location at the ABRAMSON CANCER CENTER.

**WHEN YOU HAVE
CANCER, THE
ONLY OPTION IS
EVERY OPTION.**

Your life is **WORTH** PENN MEDICINE.

**The Roberts Proton
Therapy Center**

The largest, most comprehensive proton therapy center in the world, offering the unique ability to integrate conventional radiation treatments with proton beam therapy.

**A PARTICLE BEAM THAT
DESTROYS TUMORS
WITH PRECISION**

YOUR LIFE IS WORTH PENN MEDICINE

What would you give for fewer side effects? More precision? And the most advanced cancer treatment in the world? The answer is the Roberts Proton Therapy Center at Penn Medicine.

Proton therapy is currently the most advanced form of radiation therapy available anywhere in the world. It uses a targeted particle beam to destroy tumors with precision, causing minimal damage to healthy surrounding tissue.

Proton therapy can effectively target difficult-to-treat cancers of the head, neck, prostate, brain, spine, lung and gastrointestinal tract. And when used in conjunction with conventional radiation and surgery, it means Penn Medicine has more ways to save your life.

Penn Medicine
800.789.PENN PennMedicine.org

NO PAIN NO PAIN.

LIFE IS WORTH
PENN ORTHOPAEDICS

Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center
Pennsylvania Hospital | Penn Medicine at Radnor | Penn Medicine at Cherry Hill
Penn Medicine at Bucks County | Weightman Hall (University of Pennsylvania campus)

PennMedicine.org

 Penn Medicine



BEHIND EVERY GREAT PLAYER IS A GREAT DOCTOR

PennMedicine.org

 Penn Medicine

WHEN IT COMES TO YOUR EYES, CONSIDER THE PLACE WITH THE HIGHEST VISIBILITY

LIFE IS WORTH PENN EYE CARE | PennMedicine.org

 Penn Medicine

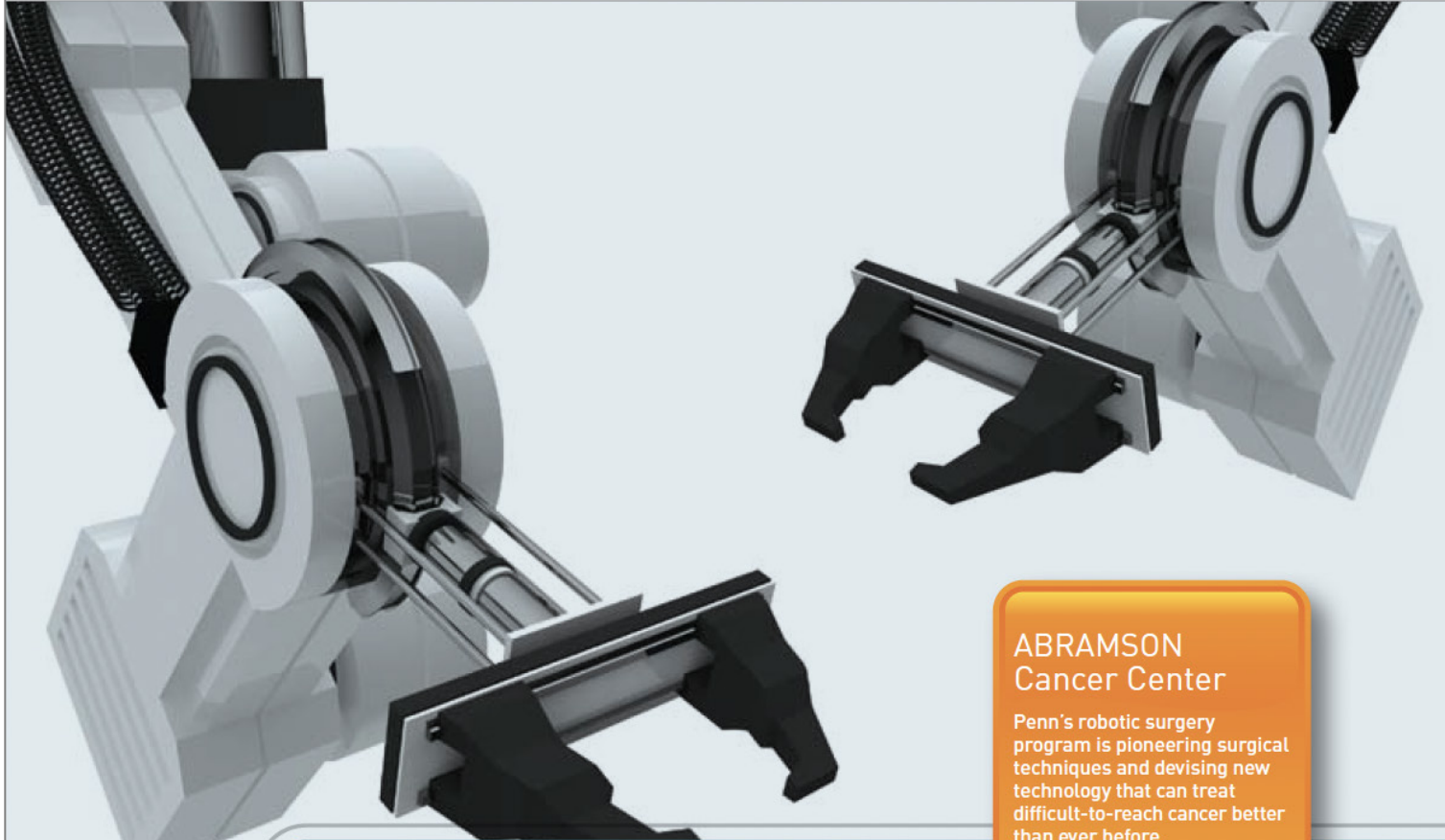


STOPPING HEART DISEASE BEFORE IT EVEN GETS STARTED

YOUR LIFE IS WORTH PENN MEDICINE | PennMedicine.org

 Penn Medicine





**ABRAMSON
Cancer Center**

Penn's robotic surgery program is pioneering surgical techniques and devising new technology that can treat difficult-to-reach cancer better than ever before.

**MAKING INOPERABLE
CANCERS, OPERABLE.**

YOUR LIFE IS WORTH PENN MEDICINE

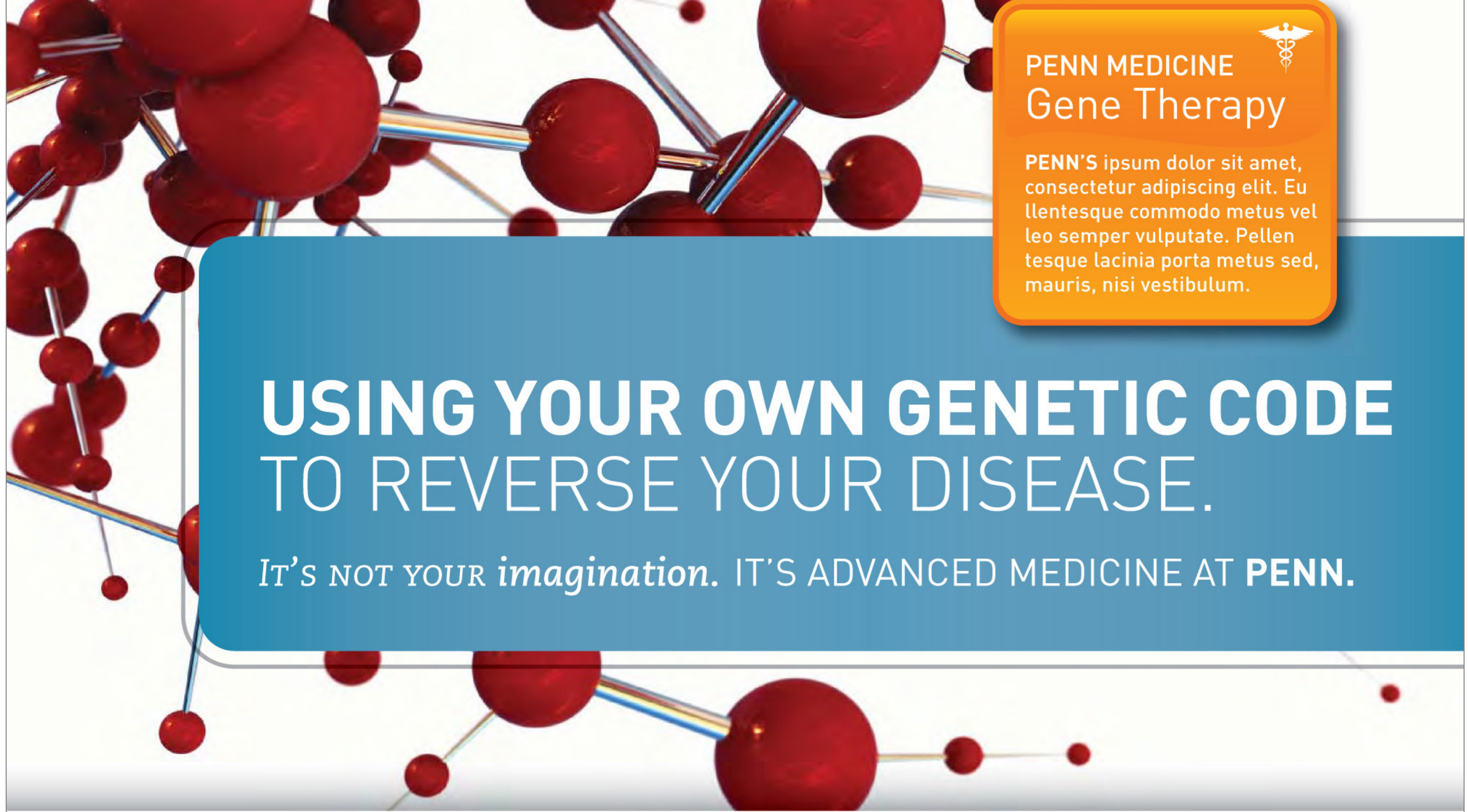
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Penn Medicine
800.789.PENN PennMedicine.org

Perelman Center for Advanced Medicine at the Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center



PENN MEDICINE 


Gene Therapy

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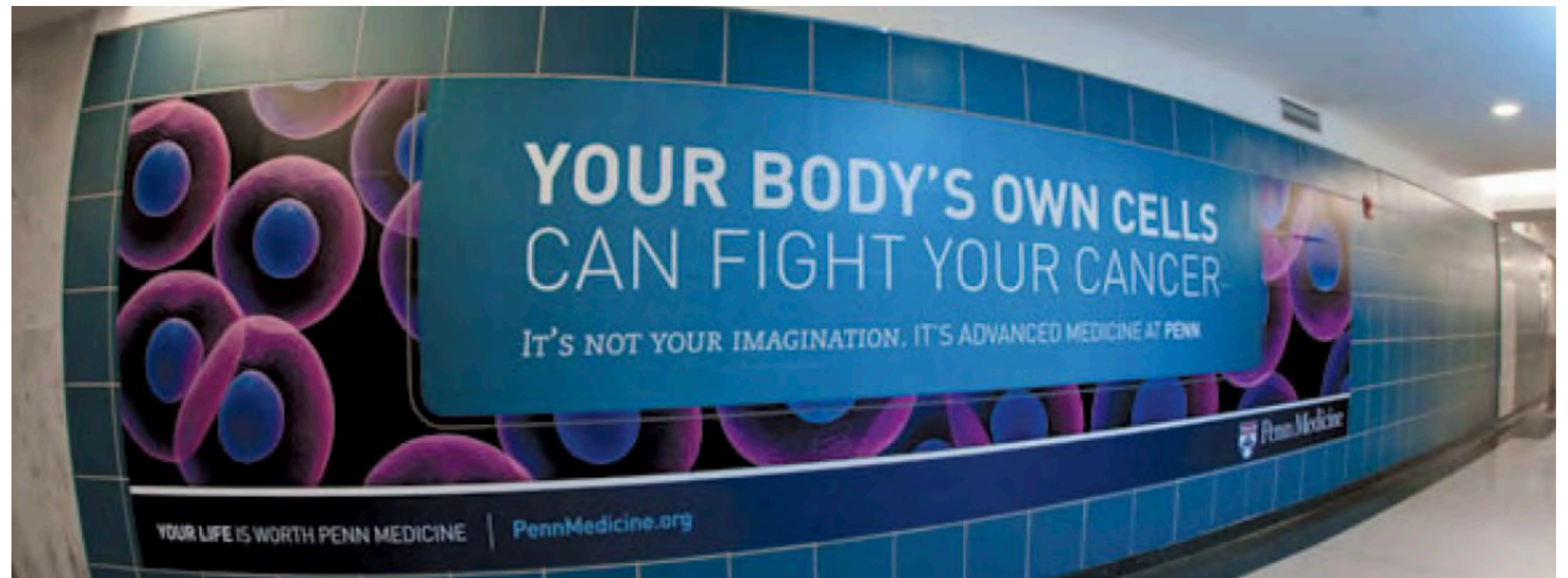
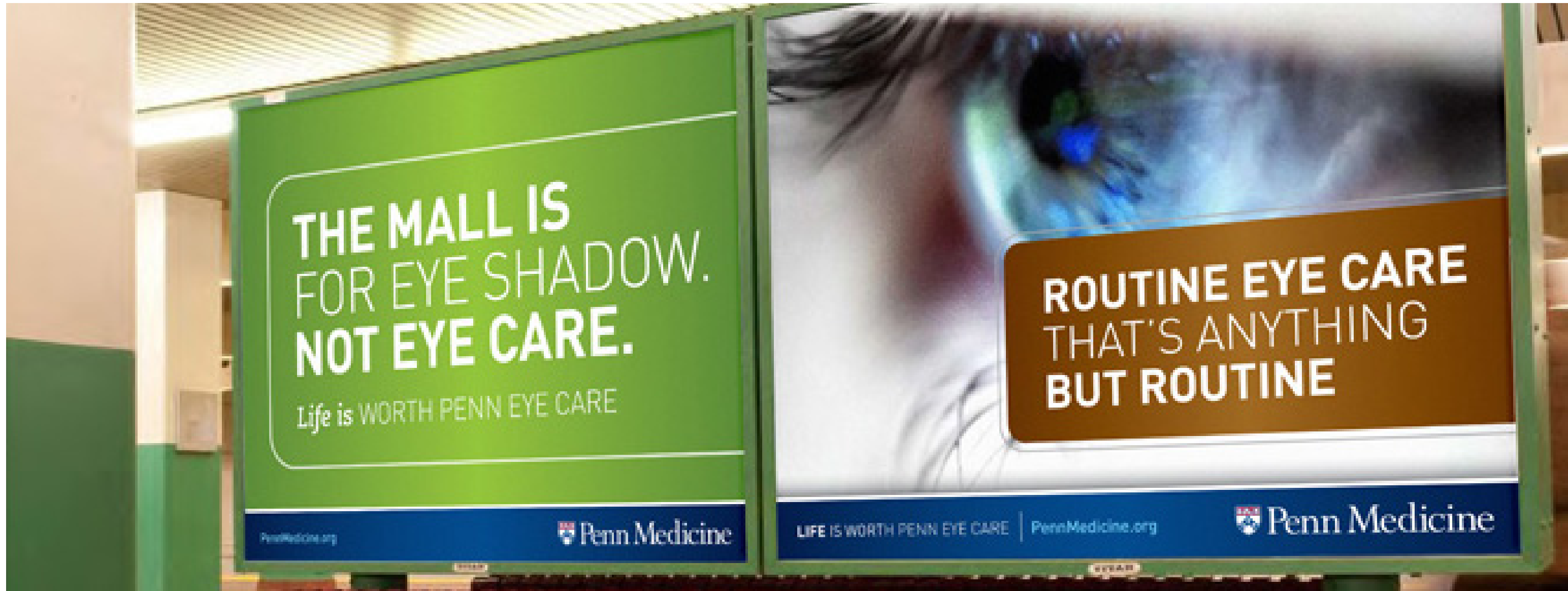
**USING YOUR OWN GENETIC CODE
TO REVERSE YOUR DISEASE.**

It's NOT YOUR imagination. IT'S ADVANCED MEDICINE AT **PENN.**

YOUR life IS **WORTH** PENN MEDICINE. | penntmedicine.org



Penn Medicine



Main TV Spot: 60 Sec



Penn Medicine: Anthem

[Click here to view](#)

Service Line TV Spots: 30 Sec



Penn Medicine: Proton Therapy

[Click here to view](#)



Penn Medicine: Heart Failure

[Click here to view](#)



Penn Medicine: Personalized Medicine

[Click here to view](#)

02

WCG 50th Anniversary

Tagline

Identity System

Print

Micro-site

Videos

Trade show

Signage

Project:

WIRB 50th Anniversary

Background:

WCG (WIRB Copernicus Group) currently holds 26 related sub brands, all revolving around ethical review, and clinical/ technology support services for those who perform clinical trials around the globe. While we were working on various projects to reconfigure the brand architecture, rationalize visual identification, and develop various print ads and collateral, one of the brands (WIRB – Western Institutional Review Board) was about to celebrate their 50th year in business. Almost as an after-thought, the client tasked Stack with developing some kind of marketing campaign to mark the occasion.

The Challenge:

Though we had been doing what we considered “good work” across the family of brands, we felt strongly that without an overarching brand strategy that was (1) relevant and emotionally connected with the target audiences and (2) cohesive across everything we did, the individual marketing and advertising efforts weren’t working together to build something larger than the sum of the parts. And, consistent with the rest of the business, WIRB did not have a set brand positioning to build from. Beyond hitting the 50th milestone, there was no other message that WCG was looking to build on or communicate.

Our Thinking:

While hitting their 50th anniversary was a really big deal internally, we believed that if we didn’t find a way to make that relevant and meaningful to our current and prospective clients, we’d largely just be talking to ourselves and lose a potentially powerful opportunity to make a statement in the industry. Further, we believed that finding the right brand positioning for WIRB and the right messaging surrounding the 50th could be a good launch point for attacking the larger brand positioning opportunity.

WCG 50th Anniversary

Our Thinking *Continued:*

Tactically, we recommended making a series of documentary style videos the centerpiece of the efforts, delivered through a new micro-site designed around WIRB's 50th and our hope was that while moderating the interviews that would become the final videos, we'd find inspiration for a brand positioning that we could translate through the rest of the organization and sub brands. From 3 days of interviews with over 30 employees at all levels of the organization, board members, and even past employees, we developed the brand positioning and subsequent messaging of:

Pioneering Together

Using WIRB's 50th anniversary as the first communication point, we began communicating what Pioneering Together meant to all levels of stakeholders – forming a deliberate focus and source of pride internally, as well as a meaningful and compelling message to current and target prospects externally. After seeing the power of that positioning for WIRB, WCG adopted the positioning for the entirety of the company, and is now working to communicate what “Pioneering Together” means through each of their sub brands and product lines.



Celebrating



Years of
Pioneering,
Together.



It isn't in our nature to seek the limelight or to sing our own praises. But when you turn 50, well, that's something pretty special. We don't want to celebrate alone though, because we know the real power comes from pioneering together. To all of those who share our passion for protecting people and are inspired by science and medical discovery, a heart felt thank you for joining us on our first 50 years of pioneering together!

www.wcgirb.com/50





Celebrating



Years of
Pioneering,
Together.



WIRB and Ethical Review through the Years



1981
Based on the recommendations in the Belmont Report, HHS revised its human subject protection regulations, and FDA implemented the IRB requirements for the first time.



1968
Western Institutional Review Board (WIRB) is founded by medical research pioneer, celebrated physician and noted philanthropist Dr. Angela J. Bowen. WIRB becomes the first organization of its kind, dedicated to protecting the rights and welfare of patients involved in clinical trials.



2001
WIRB solidifies its partnership with institutions by expanding its services to include the administration of Institutional Biosafety Committees (IBCs). WIRB-Copernicus IBC has administered IBCs for more than 600 institutions, reviewed more than 400 human gene transfer clinical protocols, and conducted more than 4,500 convened IBC meetings in the US and abroad.



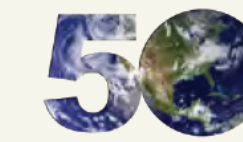
1971
The NIH requires ethical review of human research. The first academic IRBs are established to carry out this mandate.



2003
WIRB is the first independent IRB to earn accreditation by the Association for Accreditation of Human Research Protection Programs (AAHRPP), for meeting rigorous standards of ethics, quality, and protections for human research.



1976
Publication of the historic Belmont Report, which identifies basic ethical principles and guidelines to address ethical issues arising from the conduct of research with human subjects. The Belmont Report was—and still is—the foundation upon which modern human subject protection is based.



2012
Together with Copernicus Group IRB, WIRB becomes a founding member and namesake of the WIRB-Copernicus Group (WCG). With more than 20 of the clinical research industry's most well-respected and innovative service companies, WCG endeavors to increase the speed and quality with which new therapies are brought to market. WIRB and Copernicus Group IRB, with New England IRB, Midlands IRB, Aspire IRB and IRBNet, make up the WIRB-Copernicus IRB Group.

As the first independent ethical review board and a global leader in research ethics, we reflect on the pioneering spirit that brought us to life, the can-do attitude that's kept us going, and the vision that guides us into the future.

At the 2018 DIA Annual Conference, we invite you to explore and celebrate our journey & accomplishments.

The real power behind our success comes from working together.

This is the story of how a single idea changed the world. And how together with our partners we are protecting lives and helping to fuel scientific and medical progress, all around the world, every single day.

WIRB Western IRB



It All Began with One Women

Angela J. Bowen, MD was a woman ahead of her time. Medical research pioneer, celebrated physician, and noted philanthropist, Dr. Bowen founded Western IRB (WIRB), the first independent review board dedicated to protecting the rights and welfare of patients involved in clinical trials in 1968. WIRB was established three years before the National Institutes of Health (NIH) required ethics review of human research, four years before the news media brought the Tuskegee study to public awareness, and eight years before federal regulations demanded IRB review of human research.

The first from her rural Mississippi family to complete her college degree, Dr. Bowen continued on with her studies, graduating from medical school in 1963 when only six percent of the physicians in the United States were women.

She was a prolific medical researcher and tireless ambassador for human protection in clinical trials, co-authoring 31 medical journal papers and making more than 130 presentations at workshops, conferences and board meetings from Olympia, to Washington, D.C., to Santiago, Chile, from 1968 to 2009.

As a researcher in endocrinology at the Virginia Mason Medical Center in Seattle, Dr. Bowen befriended a patient named Robert Schmidt, of the Olympia Brewing Co., who was instrumental in convincing her to move to Olympia, WA and begin a private medical practice. In order to continue her research, Dr. Bowen needed a non-profit entity to administer her research grants. Schmidt suggested she use the Olympia Turnwater Foundation, a non-profit group established by the Olympia Brewing Co. in order to pursue community philanthropy. Unbeknownst to anyone at the time, this arrangement between Dr. Bowen and the foundation was the beginning of a new era in medical research oversight, which was shifting away from universities and taking on a more independent path.

Over the next several years, as the federal regulations governing human medical research evolved, so did the WIRB board. The Turnwater Olympia Foundation board members were replaced by a board of medical and lay people, as required by the new regulations.

Now—fifty years later—WIRB remains the first and largest independent review board in the world, and is widely regarded as the "gold-standard" of research ethics.



2015
WIRB follows Copernicus Group IRB, to become the second independent IRB to achieve ISO 9001:2008 certification in recognition of its rigorous quality management standards. Like all members of WIRB-Copernicus IRB Group, WIRB is recognized for its extraordinary commitment to efficiency, the hallmark of its many continuous process improvement, quality management, and lean six sigma initiatives.



2015
WIRB expands its International Fellows Program to include the study of research ethics at New York University (NYU) Langone Medical Center. In addition to the six months the Fellows spend learning about clinical research oversight at the WIRB campus in Washington State, the program now includes a two week session during which they will study research ethics at the NYU Center for Bioethics in New York City.



2018
Now—fifty years later—WIRB remains the first and largest independent review board in the world, and is widely regarded as the "gold-standard" of research ethics.

Fifty Years

Sixhundred Months
Twothousand Fourhundred Weeks
Eighteenthousand Twohundred Fifty Days
Fourhundred Threethousand Twohundred Hours
Since 1968

Looking Ahead to the Next 50 Years

With Western IRB as the anchor to the WIRB-Copernicus Group (WCG), we have constructed a suite of solutions and combined organizations designed to create efficiencies in the clinical trial continuum that reduce bottlenecks and open pathways to accelerate the start-up and conduct of clinical research. As such, WCG is the world's leading provider of solutions that measurably improve the quality and efficiency of clinical research. The industry's first clinical services organization (CSO), WCG enables high pharmaceutical companies, CROs, and institutions to accelerate the delivery of new treatments and therapies to patients, while maintaining the highest standards of human subject protection.

Read what leading experts in medical research think about WIRB:

|| WIRB has been the leader in human subject protections for a very long time. I know I date myself, but it seems like yesterday that WIRB began protecting human subjects. WIRB is to be commended for its excellence, its leadership in adapting to the evolving regulations and standards, its openness to serving as a role model for other groups involved in protecting human subjects, and the commitment of its employees to advance IRB standards globally by spreading the word about how they do what they do, with enthusiasm.

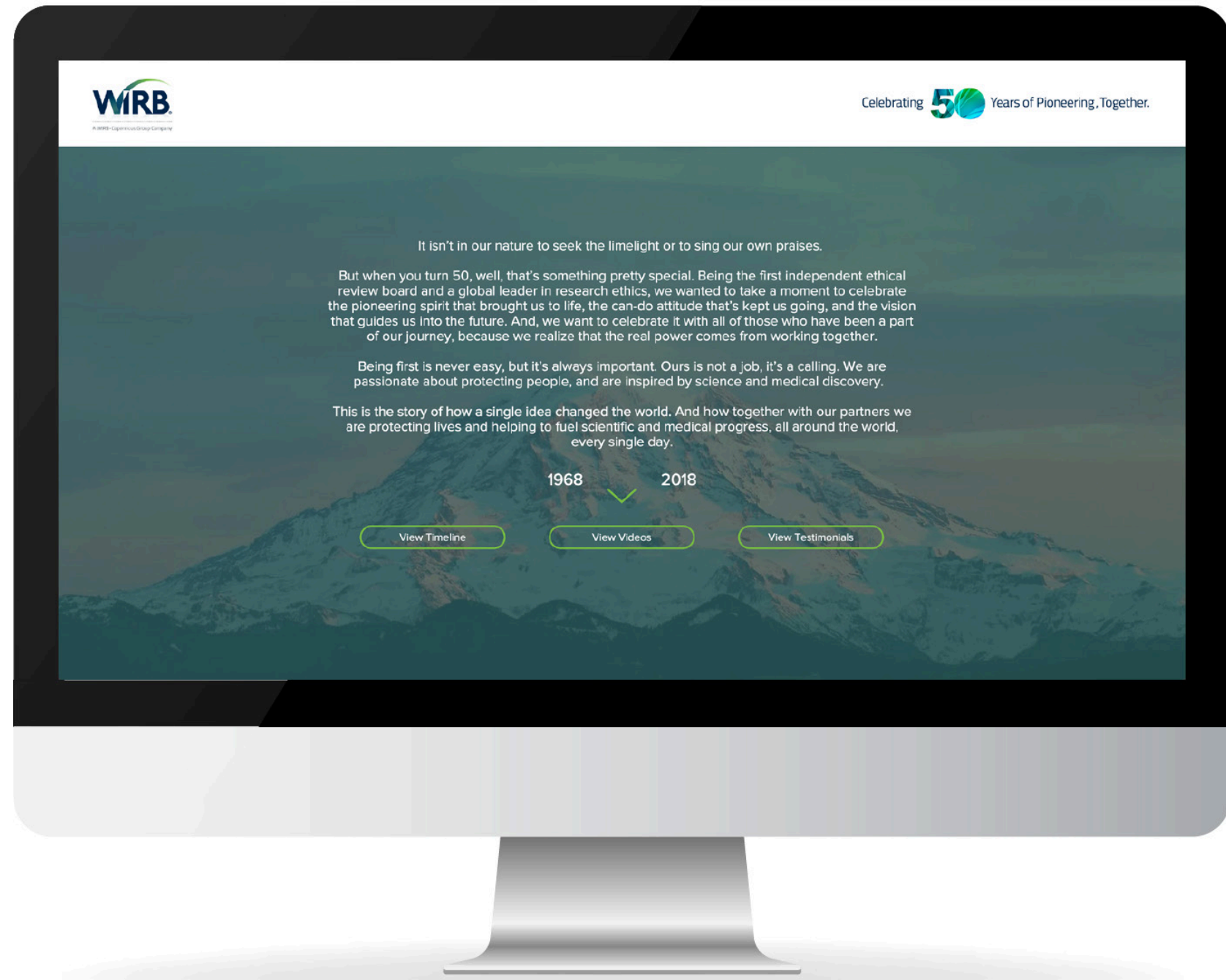
— John M. Falletta, MD — Chief of Division of Pediatric Hematology-Oncology and IRB Chair, Duke University Medical Center and Medical School, Pediatric Oncologist and Hematologist, Texas Children's Hospital, Member, WCG Oncology Advisory Board

|| In working with WCG over the years I have found the organization to be committed to human subjects protection by following rigorous internal policies and procedures. WCG has also been a key pioneer in pressing forward to use technology to enhance informed consent, ensure thorough, timely reviews, and to advance education for its staff and the investigators and institutions they work with every day.

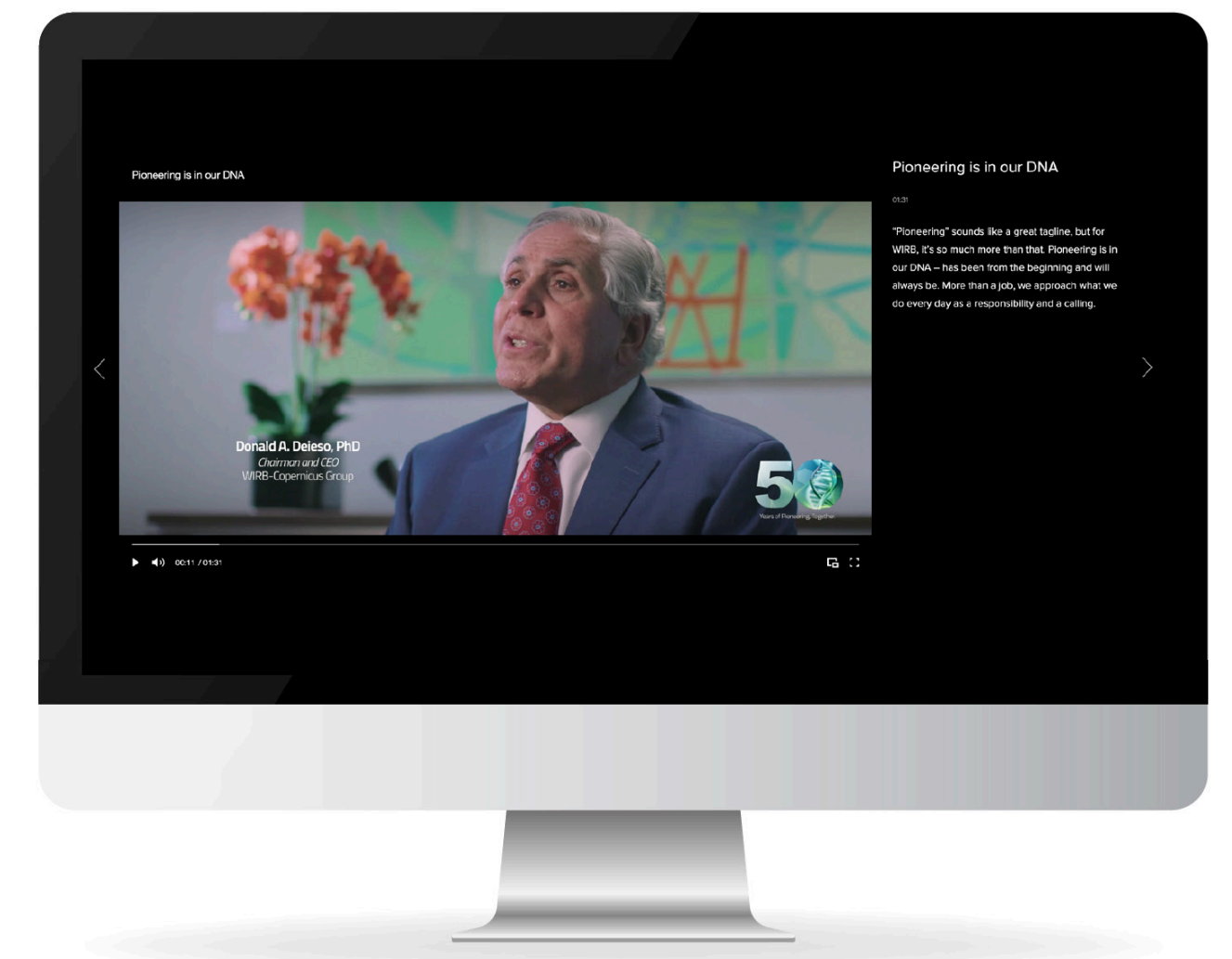
— Arthur S. Caplan, PhD, — Professor of Bioethics, NYU Langone Health

|| Pioneering is part of WIRB's DNA. From its trailblazing founder, Dr. Angela Bowen, who changed the way the world thinks about human subject protection, to its transformational CEO, Dr. Donald Deieso, who is measurably improving the way that clinical research is conducted, WIRB has played a leading role in making drug development safer and more efficient over the past 50 years. I look forward to seeing what the company will accomplish next.

— Scott Hayworth, MD, FACOG, — President & CEO, CareMount Medical, Assistant Clinical Professor of Obstetrics, Gynecology and Reproductive Science, Mount Sinai School of Medicine, Past Chair, American Medical Group Association, Member, WCG Board of Advisors.



[Click here to view website](#)





50 Years of Pioneering, Together.

3:38

As we celebrate WIRB's 50th anniversary, we look back and reflect on our past as well as look forward into the future to see a pioneering spirit that runs deep in our soul. We are proud of what we have accomplished over the first fifty years and supporting those on the cutting edge of science and medicine are excited about what new discoveries await us right around the corner that we know we will find as we continue to pioneer, together.

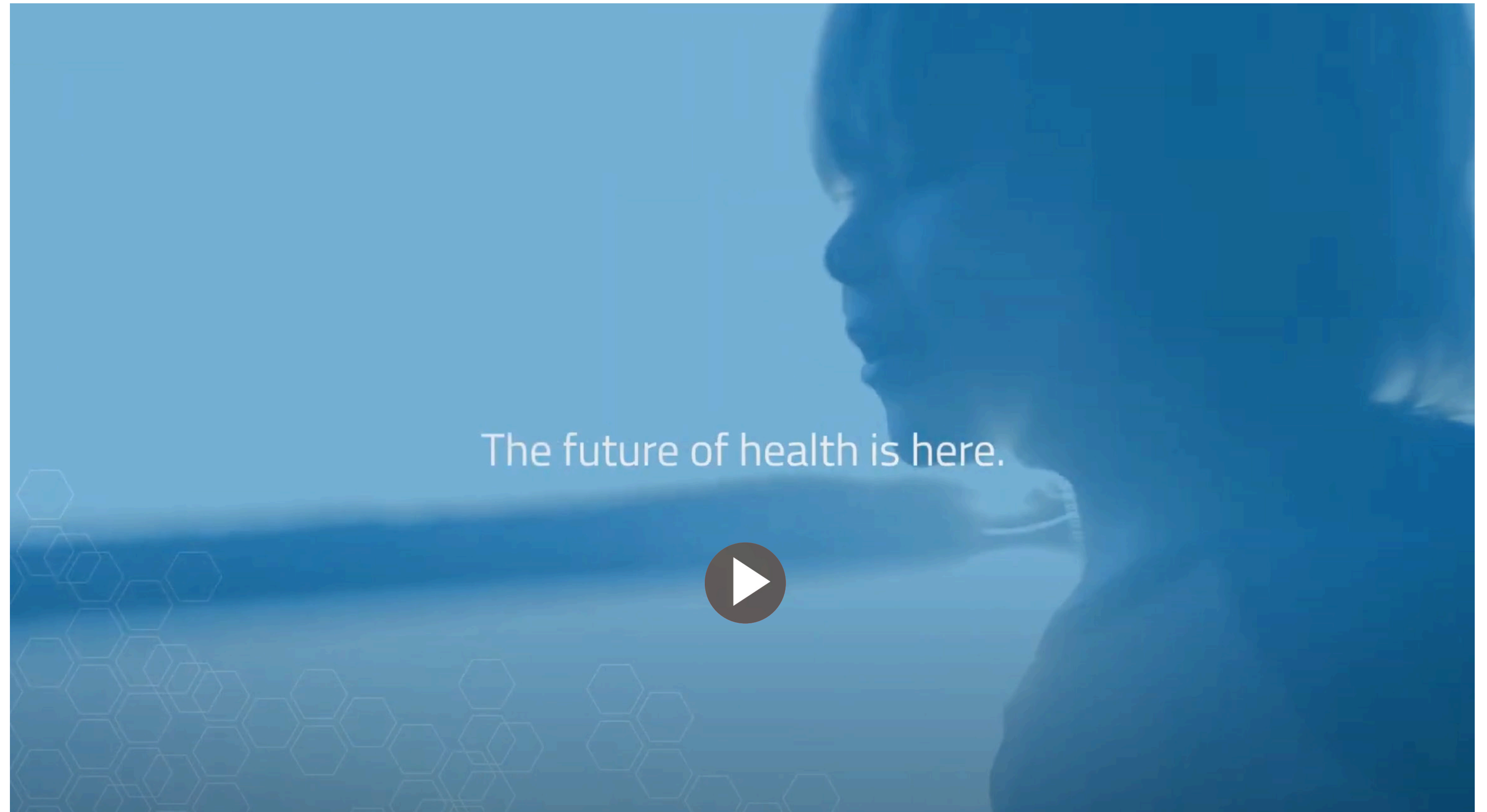




03 WCG

Brand Video

WCG is the world's largest and most trusted provider of regulatory and ethical review services for human research.



[Click here to view](#)

04

Temple Health

Print, Digital & OOH Campaign
Marketing Report
TV Commercial

DEVELOPING MORE ROBOTIC SURGERY OPTIONS THAN EVER BEFORE

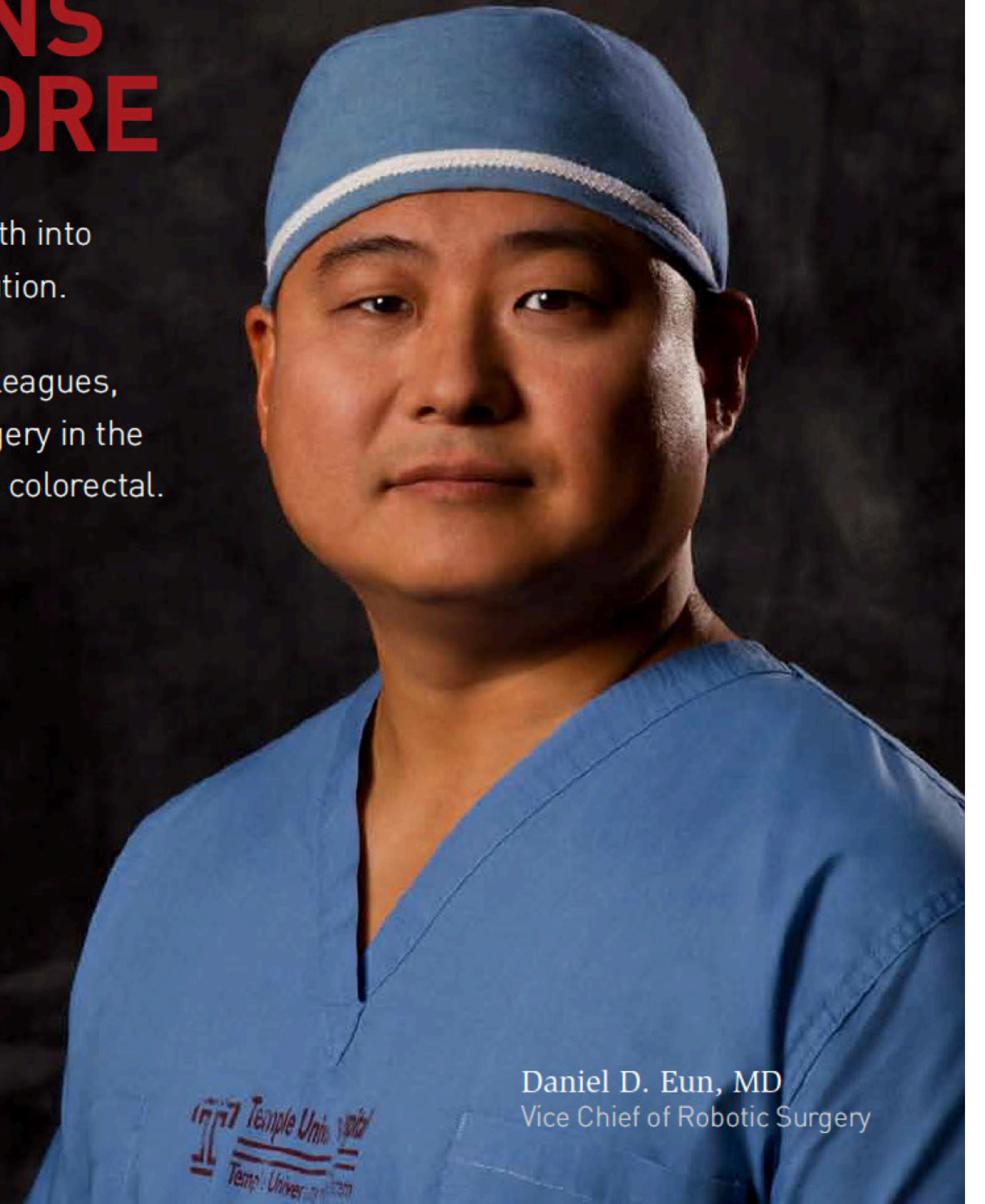
Innovators like Dr. Eun are transforming Temple Health into a world-class medical, research and academic institution.

Together with a team of experienced and talented colleagues, Temple Health is now offering minimally invasive surgery in the areas of cardiothoracic, gynecology, urology, ENT and colorectal.



 **TEMPLE HEALTH**

800-TEMPLE-MED
TempleHealth.org



Daniel D. Eun, MD
Vice Chief of Robotic Surgery

TRANSFORMING TEMPLE HEALTH

Dr. Larry R. Kaiser came to Temple Health on a mission – to transform one of Philadelphia’s leading academic medical centers into a nationally renowned research, academic and health network.

In just the last year, Temple Health has recruited nationally recognized clinicians, researchers and academicians. We’ve launched innovative clinical endeavors such as an advanced robotic surgery program and exciting research initiatives like the Center for Translational Medicine. We’ve also expanded our clinical presence with a new site in Oaks, PA and others that will open soon.

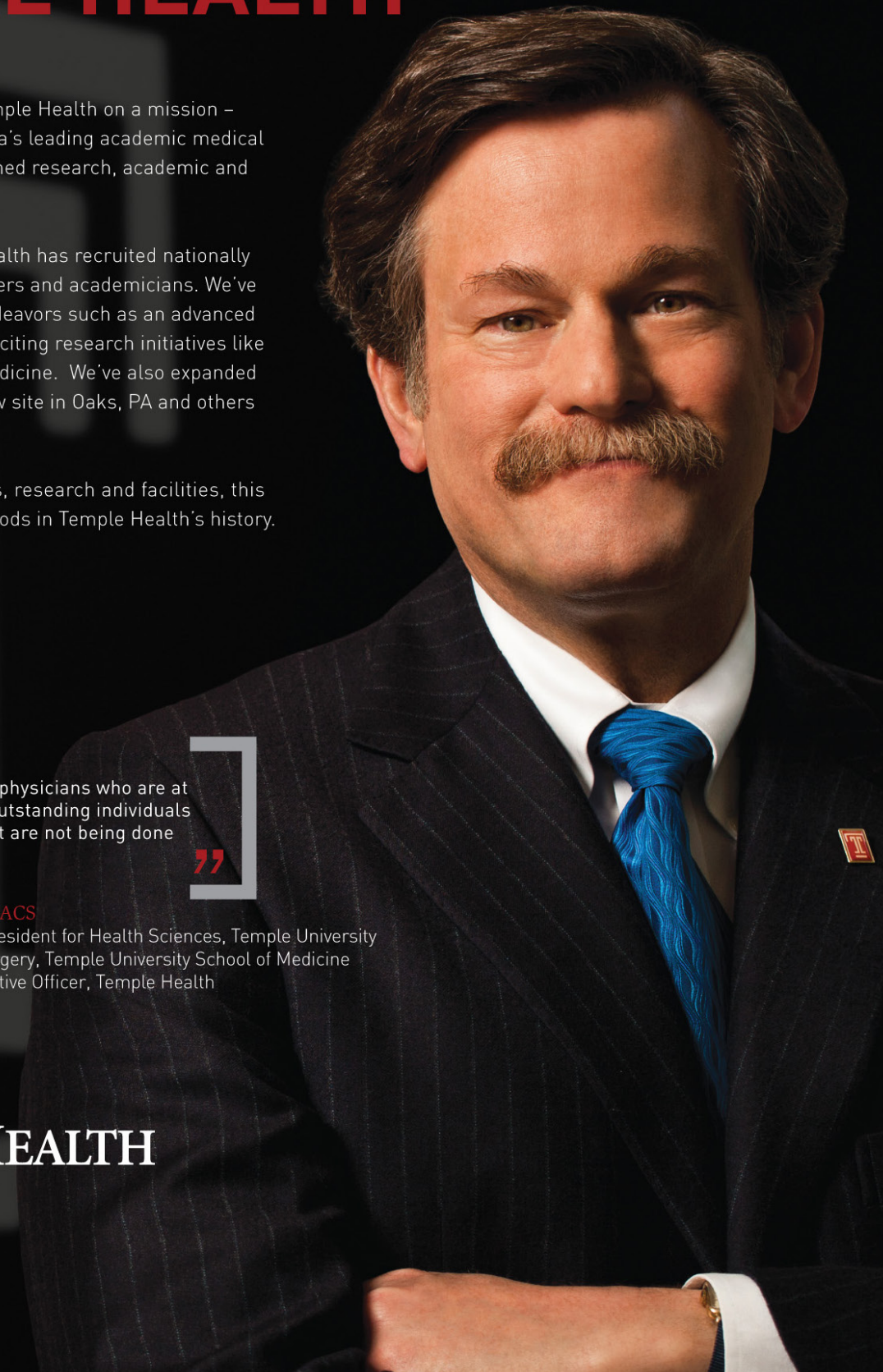
With new physicians, programs, research and facilities, this is one of the most dynamic periods in Temple Health’s history.

“We have been attracting physicians who are at the top of their fields – outstanding individuals who are doing things that are not being done at other places.”

Larry R. Kaiser, MD, FACS
Senior Executive Vice President for Health Sciences, Temple University
Dean & Professor of Surgery, Temple University School of Medicine
President & Chief Executive Officer, Temple Health



800-TEMPLE-MED
TempleHealth.org



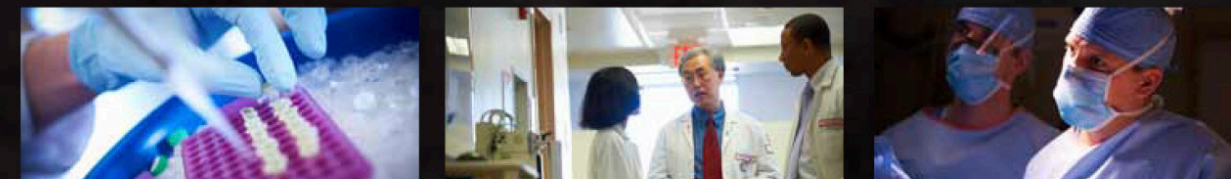
“Temple is a tremendous place to work. I’ve been here for 20 years. Our mission, what we do every day—makes a difference. Our new leadership has made a strong commitment to our mission and to our growth. The things we’ve been doing forever and the new things we’re doing now, we’re building something for the next 10, 20, 30 years. Coming to Temple was the best thing that ever happened to me professionally. I wouldn’t want to work anywhere else.”

Amy Goldberg, MD, FACS
Section Chief of Trauma and Surgical Critical Care
General Surgery Residency Program Director, Temple University Hospital
Professor of Surgery, Temple University School of Medicine

IT’S A GREAT TIME TO BE A PART OF TEMPLE HEALTH

Temple Health is now in the midst of one of the greatest chapters in its storied 120-year history. It’s a time of transformation, growth, collaboration, new energy and new vision, which has kindled much excitement among our physicians, nurses and staff.

With a commitment from our new leadership, we are transforming Temple Health into a leading academic medical institution. We remain committed to excellence, multidisciplinary clinical care, research and expansion, all while continuing to provide advanced medical care in our neighborhood community and beyond.



“ The goal of translational medicine is to achieve new breakthrough discoveries in the lab and bring them to patients' bedsides faster. Right now Temple has an incredible influx of new people, new ideas and new energy which makes it a great place for this groundbreaking work to take place. **”**

Walter J. Koch, PhD
 Professor and Chair of the Department of Pharmacology
 Director of the Center for Translational Medicine,
 Temple University School of Medicine

“ The future of medicine is the individualization of care. Meaning we wish to identify genetic and epigenetic factors that contribute to different diseases in different people, and customize therapies to treat them. **”**

Jean-Pierre Issa, MD
 Professor of Medicine
 Director of the Fels Institute for Cancer Research and Molecular Biology,
 Temple University School of Medicine

TURNING MEDICAL RESEARCH INTO MEDICAL BREAKTHROUGHS

Today, Temple researchers are advancing new therapies for the most widespread and deadly diseases.

Temple's new Center for Translational Medicine is actively pushing the boundaries of science and converting laboratory breakthroughs into effective new therapies and treatments in much less time than ever before, giving new hope to patients with few other options. Temple's Fels Institute for Cancer Research and Molecular Biology is pioneering the field of personalized medicine through its work in epigenetics and discovering new ways to prevent and cure disease.

With the planned addition of Fox Chase Cancer Center, one of the most respected cancer centers in the country, Temple Health is poised to create synergies in research resulting in new life-saving cancer treatments.

BRINGING RENOWNED PHYSICIANS TO TEMPLE'S TRANSPLANT PROGRAMS

Temple Health's new leadership and vision are attracting internationally renowned clinical leaders like Dr. Yoshiya Toyoda, who has pioneered advancements in the areas of heart and lung transplantation.

Before coming to Temple Health, Dr. Toyoda directed one of the largest and most successful heart and lung transplant programs in the country. He has performed more than 450 transplants and advanced surgical techniques that reduce complications and speed recovery. Now, he is building a world-class Thoracic Transplantation program here at Temple Health.

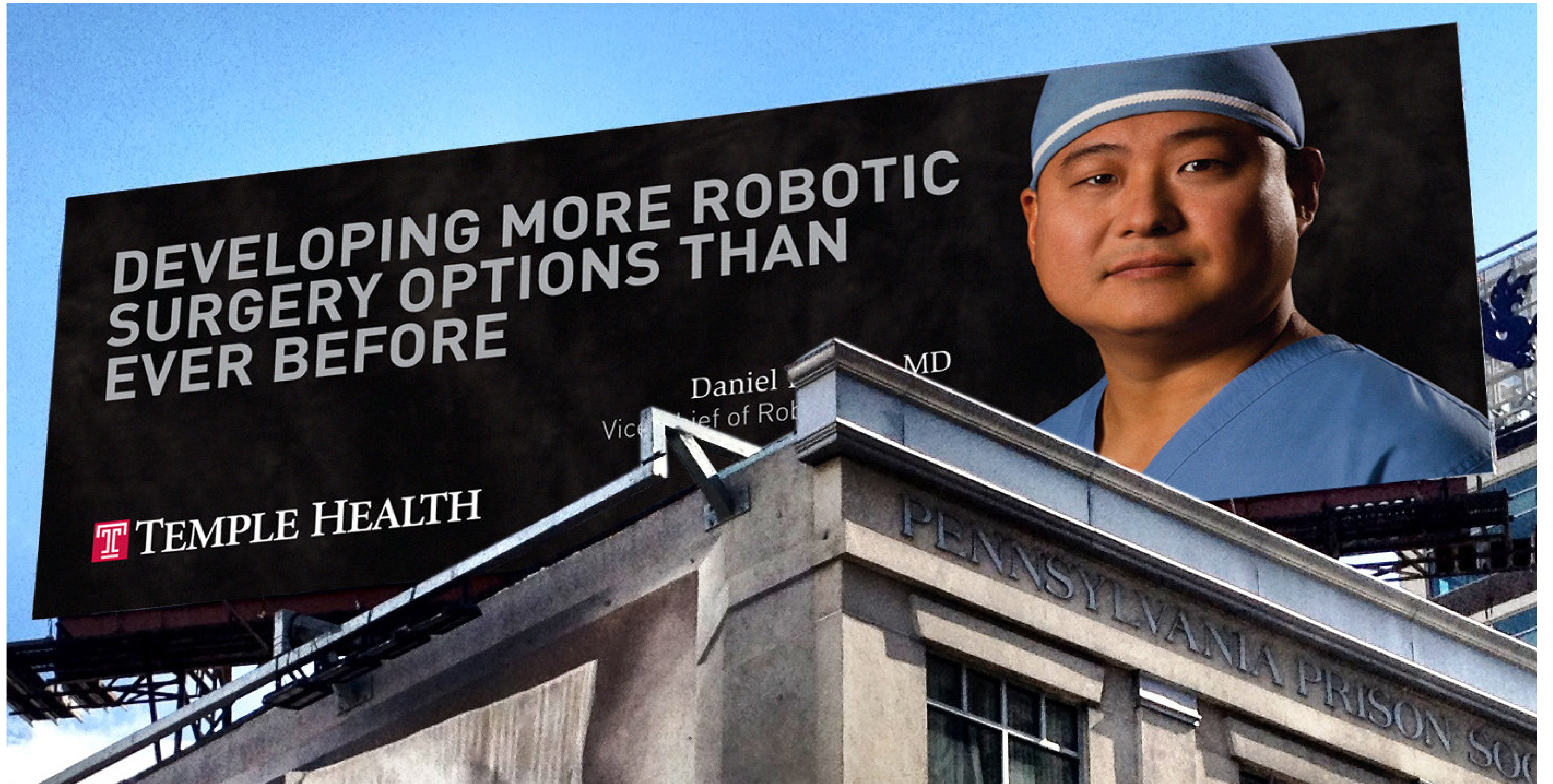
It's innovative physicians like Dr. Toyoda who are transforming Temple Health into a world-class medical, research and academic institution. And one more reason you should find out what Temple Health can do for your health.

“ My goal is to make Temple Health's Thoracic Transplant Program one of the best in the world. **”**

Yoshiya Toyoda, MD, PHD
 Vice Chief of Cardiothoracic Surgery
 Surgical Director of Heart and Lung Transplantation
 Director of Mechanical Circulatory Support, TUH
 Professor of Surgery, TUSM

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Temple Health

TV Commercial

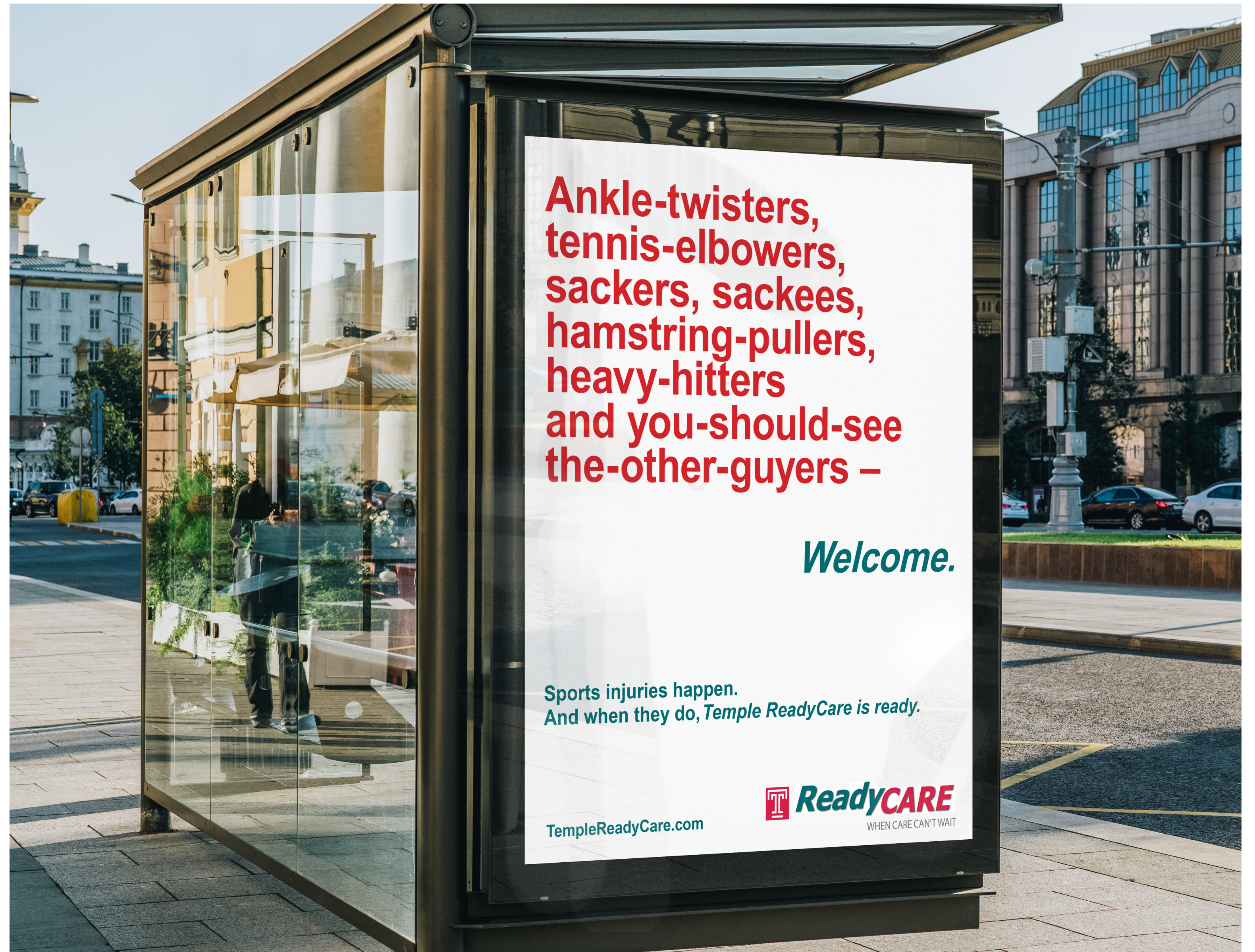
“Tomorrow is Here.”



[Click here to view](#)

05 Temple Health ReadyCare

Print, Digital & OOH Campaign



**Coughers, sneezers,
nose-runners,
high-feverers,
swollen-glanders,
head-pounders and
so-achy-you-
can't-movers –**

Welcome.

Flu Shots now available at *Temple ReadyCare.*

Whether you need to treat or prevent the flu, Temple ReadyCare is ready. Temple ReadyCare is the region's only urgent care facility staffed by Temple physicians. Which means when you have an unexpected illness like the flu – a Temple physician is ready to care for you **7 days a week including weekday evenings and most holidays.**

To learn more about our full-range of services
please visit TempleReadyCare.com



**Weekend warriors,
tummy-achers, snifflers,
sneezers, daredevils,
worry warts, and
accidents waiting
to happen –**

Welcome.

**No matter what kind of non-emergency medical care you need,
*Temple ReadyCare is ready.***

Welcome to Temple ReadyCare, the region's only urgent care facility staffed by Temple physicians. Which means when you have an unexpected illness, injury or situation that needs immediate medical attention – like a bad cough, an unexplained backache or even a game-day injury – a Temple physician is ready to care for you **7 days a week including weekday evenings and most holidays.**

- Diagnosis and treatment for a full range of illnesses and injuries
- X-rays and lab testing
- Flu, Tetanus and other immunizations
- Sport, school and work physicals
- Walk-in care, no appointment necessary
- Typically faster than the ER
- Most insurance accepted
- Free, convenient parking



06

Temple Health

Robotic Heart Surgery

TV Commercial



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07

Jefferson Health

Brind-Marcus Center
of Intergrated Medicine

Print, Digital & OOH Campaign



At Last.

Medicine that treats
my body & mind as a **team.**

The preventative
approach to lifelong
health and wellness.

Now in Villanova.

 **Brind-Marcus Center
of Integrative Medicine.**
at Jefferson

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It's Arrived.

Advanced medicine that can **prevent** my need for medicine.

Unique technologies.
Preventative therapies.

Now in Villanova.

Brind-Marcus Center of Integrative Medicine™ at Jefferson

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Your grocery list is the foundation of your diet. Find out how to create balance, how to choose the most nutrient-packed produce, and where to find nutritionist-approved snacks.

At Last.
Medicine that treats my mind & body like a team.
Now in Villanova.

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789 E. Lancaster Ave., Villanova, PA 19085

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Complex and constantly evolving, the spectrum of human health is remarkably unique for every person.

That is why the Jefferson physicians at the Brind-Marcus Center of Integrative Medicine takes an individualized approach to each patient's health and healing. With the world's leading medical treatments and technologies—including one of the region's only PET-MRI scanners—combined with proven complementary therapies to prevent and treat chronic health problems, we create comprehensive plans unique to each patient's total body, mind and spirit wellness. From fatigue to hormonal imbalances to traditional treatment side effects, we understand what our patients are



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 **Brind-Marcus Center
of Integrative Medicine.
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