

# STACK CREATIVE

YOUR LIFE IS WORTH PENN MEDICINE

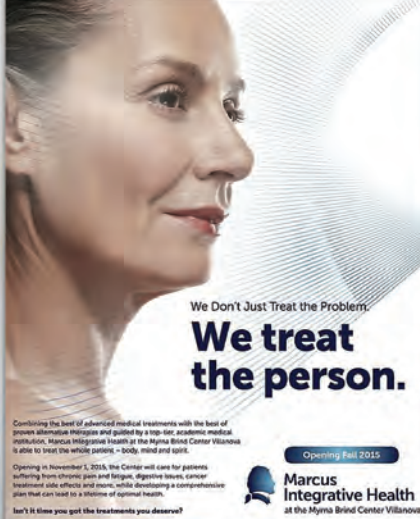


# PHILADELPHIA INTERNATIONAL FLOWER SHOW



THE PENNSYLVANIA AGRICULTURAL SOCIETY  
**HAWAII**  
*Islands of Aloha*  
MARCH 4-11, 2012

PENNSYLVANIA CONVENTION CENTER  
theflowershow.com

We Don't Just Treat the Problem.  
**We treat the person.**

Combining the best of advanced medical treatments with the best of proven alternative therapies and guided by a top-tier academic medical institution, Marcus Integrative Health at the Myrna Brind Center Villanova is able to treat the whole patient - body, mind and spirit.

Opening Fall 2015

**Marcus Integrative Health**  
at the Myrna Brind Center Villanova

Isn't it time you got the treatments you deserve?

*"I cook with **WINE**. Sometimes I even add it to the **FOOD**."*

- W.C. Fields

Words to live by: WINES TO LIVE FOR.

Make the Fine Wine Club the first guest on your dinner party list. Whether you're a wine novice or connoisseur, we'll introduce you to two fine wines each month. They're specially chosen just for you based on your personal profile. Delivered monthly, for you to sample, enjoy and best of all share.

JOIN THE CLUB AT [FINEWINECLUB.COM](http://FINEWINECLUB.COM)

*"I cook with **WINE**. Sometimes I even add it to the food."*

- W.C. Fields

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JOIN THE CLUB AT [FINEWINECLUB.COM](http://FINEWINECLUB.COM)

FINE WINE CLUB  
FINE WINE & GOOD SPIRITS

**SCIENTIFICALLY ADVANCED CARE HAS FOUND ITS PLACE.**

Right here.

Opening November 3

**Marcus Integrative Health**  
at the Myrna Brind Center Villanova

When you have **CANCER**, the only option is **IMMUNOTHERAPY**.

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

LIVE THE DREAM

George Balanchine's **the nutcracker**

DECEMBER 6-31  
ACADEMY OF MUSIC

**PENNSYLVANIA BALLET**  
ANGEL CORELLA | Artistic Director

**FIRST NIAGARA**  
Production

paballet.org

Switzerland  
Germany  
Spain

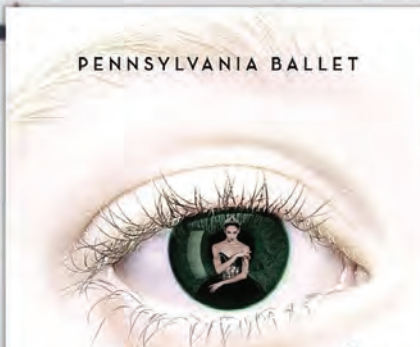
**GETTYSBURG FESTIVAL**  
June 18-28 09

VISUAL ARTS • DANCE  
THEATER • MUSIC  
CULINARY ARTS

From sparkling, late-night cabaret to the hokey sounds of jazz legend Alton Jones, you don't have to travel half way around the world to find culture and enjoy great music. For ten days in June, it's right here in Gettysburg, where you'll discover a side of us you might not know. Our cool side.


[GettysburgFestival.org](http://GettysburgFestival.org)

PENNSYLVANIA BALLET



**Swan Lake**

PENNSYLVANIA BALLET



**Swan Lake**

## 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 is a multi-disciplinary, design and a full-service advertising agency capable of servicing all of your requests short of leaping tall buildings in a single bound. 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 put our best minds on the job. And together we develop intelligent communication solutions that excite, inspire but most of all, get results.

<https://www.stackcreativeagency.com/>

PHILADELPHIA INTERNATIONAL FLOWER SHOW

PREVIEW PARTY

**HAWAII**  
*Islands of Aloha*

SATURDAY, MARCH 3, 2012

PHS

ANGEL CORELLA | Artistic Director

ACADEMY OF MUSIC

Kimmel Center for the performing arts

"I cook with **WINE**  
Sometimes I even add it to the food."

W.C. FIELDS

WORDS TO LIVE BY: WINES TO LIVE FOR

Make The Fine Wine Club the first guest on your dinner party list. Whether you're a wine novice or connoisseur, we'll introduce you to two fine wines each month. They'll be specially chosen just for you based on your personal palate, delivered monthly, for you to savor, enjoy and best of all share.

JOIN THE CLUB AT [FINEWINECLUB.COM](http://FINEWINECLUB.COM)

FINE WINE CLUB

FINE WINE & GOOD SPIRITS

f t i +

Please enjoy responsibly.

ANGEL CORELLA | Artistic Director

ACADEMY OF MUSIC

Kimmel Center for the performing arts

**ADVANCED INTEGRATIVE MEDICINE IS NO LONGER A GOAL.**

**It's a reality.**

And it starts November 1. With one of the world's most progressive approaches to human health and wellness, Marcus Integrative Health at the Myrna Brind Center Villanova combines the world's leading medical treatments and technology with proven complementary healing procedures that deliver total wellness for long-term optimal health.

Opening November 1

Marcus Integrative Health  
at the Myrna Brind Center Villanova

800-JEFF-NOV | [www.hospitaljefferson.edu](http://www.hospitaljefferson.edu)

**MORE**

At 160, our vision has never been clearer.

HOOP COLLEGE OF ART & DESIGN 1928 - 2008

THE JOURNEY AWAITS

**PRODIGAL SON**

BUY YOUR TICKETS NOW | 215.693.1999 or [paballet.org](http://paballet.org) | Tickets start at \$30

With Christopher Wheeldon's *Prodigal Son* and A World Premiere by Matthew Neenan

**PENNSYLVANIA BALLET**

ANGEL CORELLA | Artistic Director

FEBRUARY 5-8

[paballet.org](http://paballet.org)

MERRIAM THEATER

Kimmel Center for the performing arts

PHILADELPHIA INTERNATIONAL FLOWER SHOW

THE PHILADELPHIA INTERNATIONAL SOCIETY PRESENTS

**HAWAII**  
*Islands of Aloha*

MARCH 4-11, 2012

Presented by

Subaru

Bank of America

PHS

PENNSYLVANIA CONVENTION CENTER

[theflowershow.com](http://theflowershow.com)

**STAY THE COURSE.**

(SOMEONE'S BOUND TO STEP UP)

It's one thing to sit tight and see what happens out there. Quite another to be the one making things happen. Our programs in Executive Leadership, Strategy & Management, Marketing & Sales and Finance help create a winning leadership structure for your organization, preparing executives for the uncertain landscape ahead.

Visit us at [ExecutiveWhartonUPenn.edu](http://ExecutiveWhartonUPenn.edu) to register for any of our Open Enrollment programs. And start building a change strategy all your own.

UPCOMING OPEN ENROLLMENT 2016:

- Critical Thinking & Real-World, High-Tech Decision, April 19-21
- Executive Leadership, April 25-27
- Executive Leadership & Management (Over one-week sessions), April 28-October 21
- Building Relationships That Work, May 3-6
- Executive Leadership and Practice Management, May 17-21

Wharton  
UNIVERSITY OF PENNSYLVANIA

PHILADELPHIA INTERNATIONAL FLOWER SHOW

THE PHILADELPHIA INTERNATIONAL SOCIETY PRESENTS

**HAWAII**  
*Islands of Aloha*

**PHILADELPHIA**

New York  
London  
Paris

**28 09**

## Services

On any given day we are designers, writers, strategists, artists, marketers, consultants, and confidants. But above all, we are creative problem solvers. Whether we're creating a support brochure, an ad campaign, or TV spot, we take complex ideas and distill them into crisp, clear communications that are quickly and easily understood.

**Advertising**  
**Branding**  
**Strategy**  
**Graphic Design**  
**Video / TV**  
**Digital**  
**Web**  
**Social Media**  
**Environmental Graphics**  
**Signage / Tradeshows**

# GET FES June

From America's best to those in Asia, Canada's embassies of "A Taste of Paris!" you don't have to travel far to enjoy the musical arts. For ten days in June, it's all right here in Gettysburg, where you'll discover a side of us you might not know. Our call size.

©Gettyimages.com

**VISUAL ARTS • DANCE THEATER • MUSIC CULINARY ARTS**

# WAIT AND SEE.

(AN ANSWER SHOULD BE ALONG ANY TIME NOW.)

If there was ever a time to hold the club, it's now. Our Leadership Development Program offers the kind of independence that's a true health measure, preparing you with the confidence and self-assurance it takes to make a call in today's marketplace.

Come on shoulders with some of the world's best leaders and develop a strategic, visionary vision of your own. Select any of our Leadership Development Programs at Leaning Tower of Pines, talk to us at [care@wharton.upenn.edu](mailto:care@wharton.upenn.edu). Or let us make a custom program just for your organization.

**LEADERSHIP 2016:**  
 Critical Thinking, Problem Solving, Real-Time Decisions, April 29-31  
 Building Relationships That Work, May 2-4  
 Creating and Leading High-Performing Teams, June 25-26  
 Executive Negotiation Workshop, July 28-30  
 Executive Negotiation Workshop, July 28-30

**Wharton**  
 University of Pennsylvania

**OBC SEEKS MWM**

Oaky Buttery Chardonnay seeks Married Working Mom for this week's book club, the salmon fillet picked up yesterday, or just because it's Thursday.

A WINE FOR EVERY PALATE.  
 A WINE FOR EVERY OCCASION.  
 HANDPICKED JUST FOR YOU.  
 JOIN THE CLUB AT [FINEWINECLUB.PA.COM](http://FINEWINECLUB.PA.COM)

**FINE WINE CLUB**  
 FIND YOUR OWN WINE

Facebook, Twitter, LinkedIn, Instagram icons.

**JJR SEEKS SIM**

Jammy Juicy Red seeks Single Introverted Millennial for a quiet night on the couch, a favorite page-turner, or just a nice soft cheese.

A WINE FOR EVERY PALATE.  
 A WINE FOR EVERY OCCASION.  
 HANDPICKED JUST FOR YOU.  
 JOIN THE CLUB AT [FINEWINECLUB.PA.COM](http://FINEWINECLUB.PA.COM)

**FINE WINE CLUB**  
 FIND YOUR OWN WINE

Facebook, Twitter, LinkedIn, Instagram icons.

**Top Doctors**

There are more than 100000 Top Doctors in the United States. Only 1000 are in the United States. Penn Medicine is one of them.

**YOUR LIFE IS WORTH PENN MEDICINE**

Used anywhere you've been there a medical device, you might not realize how crucial it is to have access to the best doctors. Today, Penn Medicine is developing breakthrough therapies like personalized cellular vaccines, which enable a patient's own immune system to treat and prevent cancer.

Only a very few hospitals in the world are using tools to personalize patient care. Penn Medicine is leading health care beyond these limits.

**Penn Medicine**  
 800-765-PENN | [pennmedicine.org](http://pennmedicine.org)

Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Perelman Cancer Institute

**Penn Lung Center**

FOR EVERY BREATH YOU'LL TAKE

**YOUR LIFE IS WORTH PENN MEDICINE**

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

Penn Medicine is the answer to that question. We offer the best care with temporary tracheostomy and lung cancer because we offer the best care with comprehensive lung program in the region. Early diagnosis, innovative treatment and expert pulmonology give patients more hope in fighting disease. Including lung cancer 100% more dedicated physicians and more experience. Our Penn Lung Center is your best chance of survival.

**Penn Medicine**  
 800-765-PENN | [pennmedicine.org](http://pennmedicine.org)

Penn Lung Center for Advanced Medicine at the Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Penn State Hershey

## DEVELOPING MORE ROBOTIC SURGERY OPTIONS THAN EVER BEFORE

Temple Health's new leadership and innovation are setting national precedents. Like Dr. Daniel D. Cox, who brings a commitment to improving healthcare for current and future generations.

Dr. Cox came to Temple Health to develop the world's most advanced robotic operating rooms in the world. And he's here to do it.

As innovative physicians like Dr. Cox who are transforming Temple Health into a world-class medical, research and academic institution. And we have reasons you should be at Temple Health. We do for your health.

**TEMPLE HEALTH**  
 800-TEMPLE-MED | [TempleHealth.org](http://TempleHealth.org)

## EMPOWERING THE NEXT GENERATION OF PHYSICIANS

Innovative physicians like Dr. Gabelebo are transforming Temple Health into a world-class medical, research and academic institution by empowering the next generation of medical students, residents and fellows with the knowledge and skills they need so they may improve the health status of generations to come.

**TEMPLE HEALTH**  
 800-TEMPLE-MED | [TempleHealth.org](http://TempleHealth.org)

## PROUDLY, WE ARE REHUMANIZING MEDICINE.

The spectrum of human health is remarkably unique for every person. Marcus Integrative Health takes an individualized approach to your patient's health and healing, combining the world's leading medical treatments and technology with proven complementary healing procedures that deliver specific total body, mind and spirit wellness.

**OPENING FALL 2015**

**Marcus Integrative Health**  
 at the Myra Bird Center Villanova

800-257-NOW | [www.marcusintegrativehealth.com](http://www.marcusintegrativehealth.com)

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

**Welcome.**

**Ankle-twisters, tennis-elbowers, sackers, sackees, hamstring-pullers, heavy-hitters and you-should-see the-other-guyers –**

## THE TEAM

This is not just our business, it's our passion.  
That makes a difference.

The Stack Creative team is comprised of talented designers, writers, strategists and web-savvy IT 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.

But there's more to our team than experience. This is a group of people who still get excited about the work and the creative process.

Our goal is to make the work the best it can be. Every project. Every day.  
It's something our clients recognize and value. And it keeps them coming back.







## Debra Stack

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 20 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 web programmers 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 and advertising shops in Philadelphia and beyond, with such clients as The Philadelphia Museum of Art, Comcast, Penn Medicine, Temple Health and The Wharton School.

Debra began 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, BlueCross BlueShield, Peco Energy and Genuardi's. 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.

**STACK** CREATIVE



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# Penn Medicine

Tagline

TV Campaign

Print & OOH Campaign

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## Project:

Penn Medicine - Horizon Termination Strategic Response

## Background:

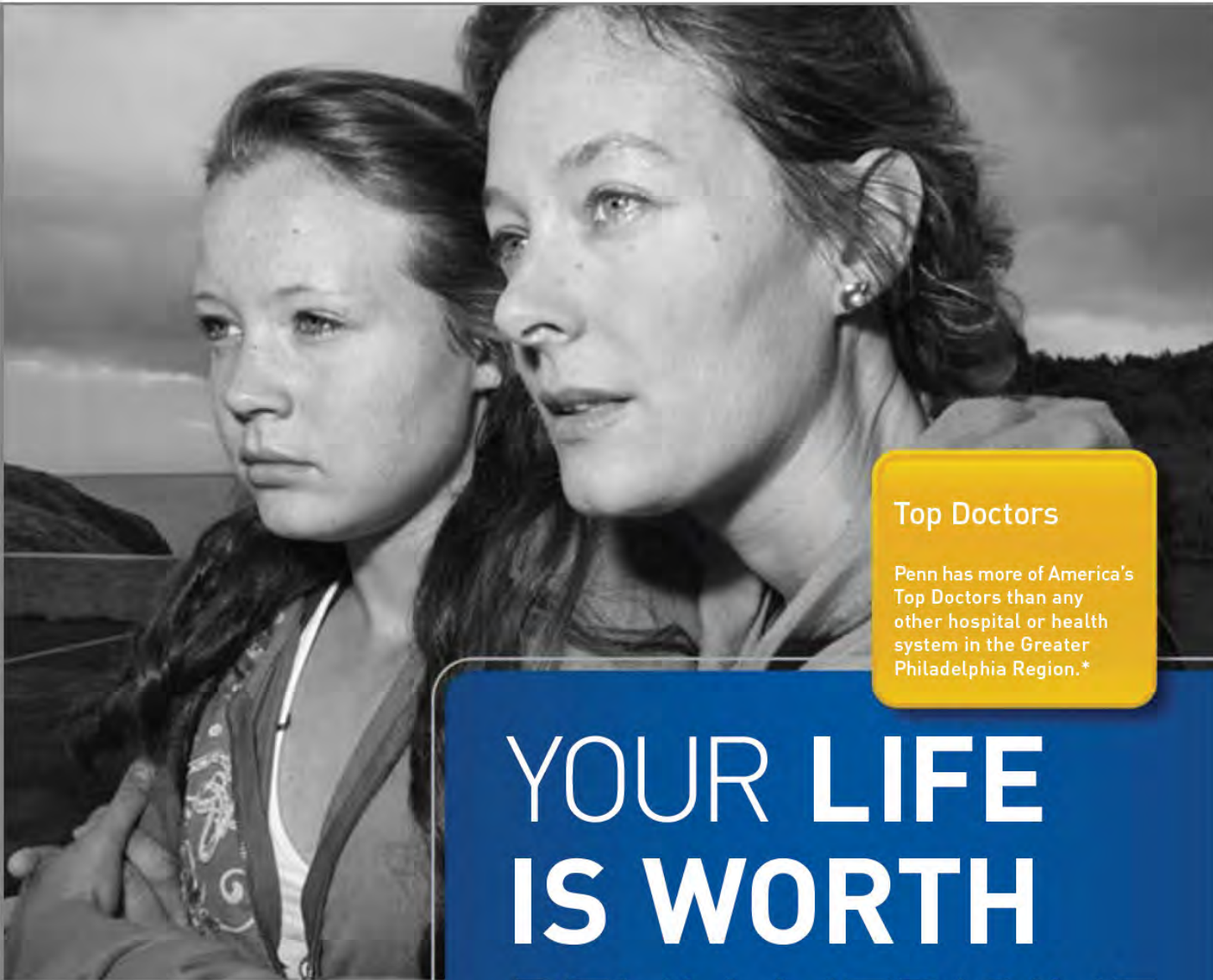
Today, **“Your life is worth Penn Medicine”** is arguably one of the most iconic taglines in all of Philadelphia branding. But we think its backstory makes Penn even more remarkable as a case study...

## 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



### 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





## Penn Heart & Vascular

Penn is a national leader  
in preventive cardiology,  
identifying new genetic risk  
factors for heart disease.

# STOPPING HEART DISEASE BEFORE IT EVEN GETS STARTED

*IT'S NOT YOUR IMAGINATION. IT'S ADVANCED MEDICINE AT PENN.*

**Top Doctors**  
 Meet the team of America's Top Doctors that will deliver superior care. Available in the leading oncology program.

# YOUR LIFE IS WORTH PENN MEDICINE

YOUR LIFE IS WORTH PENN MEDICINE  
 When 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 modify a patient's own immune system to fight and even prevent 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 these limits.

**Penn Medicine**  
 800.765.PENN PennMedicine.org

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

**ARRAMON Cancer Center**  
 With groundbreaking breast and prostate cancer treatments, the Arramon Cancer Center is a world leader in cancer care.

# KEEP HISTORY FROM REPEATING

YOUR LIFE IS WORTH PENN MEDICINE  
 What would you give to see into the future? To know exactly if he will fully protect himself and his children from becoming part of your family history? The answer is Penn's Arramon Cancer Center.

With breakthrough genetic science for predicting your grandchildren's cancer risk, we're the only program in the region offering targeted medical strategies for breast and prostate cancer prevention. Our Arramon Cancer Center has your back to help you take your life.

To learn if you're a candidate for this program call 800.765.PENN or visit PennMedicine.org

**Penn Medicine**

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

**Penn Heart & Vascular**  
 The Hospital of the University of Pennsylvania is a national leader in heart health care. Our world-class heart and vascular medicine programs are led by leading experts in the field.

# A HEART THAT BEATS IN TIME

YOUR LIFE IS WORTH PENN MEDICINE  
 What would you do to prevent a heart problem? To prevent the day you need a heart transplant?

The answer is Penn's Heart & Vascular medicine program. We're a national leader in heart health care. Our world-class heart and vascular medicine programs are led by leading experts in the field. Our heart and vascular medicine program is one of the best in the world. We have the most advanced heart and vascular medicine program in the world. We have the most advanced heart and vascular medicine program in the world. We have the most advanced heart and vascular medicine program in the world.

**Penn Medicine**  
 800.765.PENN PennMedicine.org

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

**Penn Orthopaedics**  
 Our world-class orthopaedics program is a national leader in orthopaedics. We have the most advanced orthopaedics program in the world. We have the most advanced orthopaedics program in the world. We have the most advanced orthopaedics program in the world.

# RECORD TIME RECOVERY

LIFE IS WORTH PENN ORTHOPAEDICS  
 Highly skilled and highly specialized, Penn Orthopaedic physicians have world-class expertise in sports injury, joint replacement, spine surgery, and more. Our orthopaedic subspecialties are among the best in the country. We are uniquely qualified to treat multi-trauma injuries.

After a record, personally record your record faster recovery. Start soon. And recovery is the key to living life.

**Penn Medicine**  
 800.765.PENN PennMedicine.org

Hospital of the University of Pennsylvania | Penn Presbyterian Medical Center | Pennsylvania Hospital | Penn Medicine at Penn | Penn Medicine at Drexel Hill | Penn Medicine at Bucks County | Wharton Hall (University of Pennsylvania campus)

# YOU DON'T NEED TO TRAVEL TO SEE THE WORLD

Life is WORTH PENN EYE CARE

**Penn Medicine**

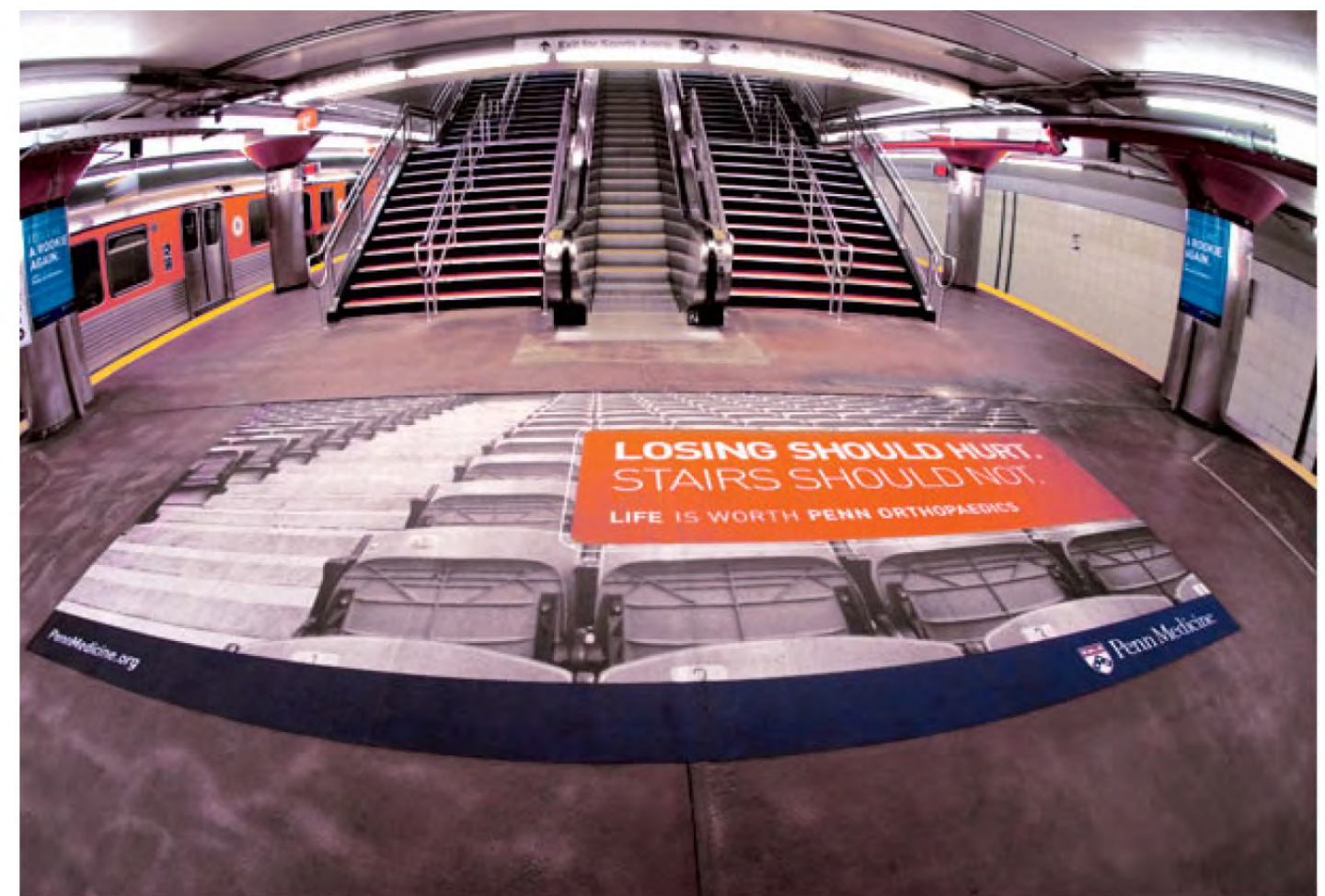
PennMedicine.org

**Penn Heart & Vascular**  
 Penn is a national leader in preventive cardiology, identifying new genetic risk factors for heart disease.

# STOPPING HEART DISEASE BEFORE IT EVEN GETS STARTED

IT'S NOT YOUR IMAGINATION. IT'S ADVANCED MEDICINE AT PENN.

**Penn Medicine**  
 PennMedicine.org





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Main TV Spot: 60 Sec



Penn Medicine: Anthem TV Spot  
[Click here to view](#)

Service Line TV Spots: 30 Sec



Penn Medicine: Proton Therapy TV Spot  
[Click here to view](#)



Penn Medicine: Heart TV Spot  
[Click here to view](#)



Penn Medicine: Specialized TV Spot  
[Click here to view](#)

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# Pennsylvania Ballet

Digital

Print & OOH Campaign



THE JOURNEY AWAITS

# PRODIGAL SON

BUY YOUR TICKETS NOW | 215.893.1999 or [paballet.org](http://paballet.org) | Tickets start at \$30

*With Christopher Wheeldon's Polyphonia and  
A World Premiere by Matthew Nozeman*

## PENNSYLVANIA BALLET

ANGEL CORELLA | Artistic Director

FEBRUARY

# 5-8

MERRIAM THEATER

[paballet.org](http://paballet.org)

PRESENTED BY  
**ALGER**

Kimmel Center  
for the performing arts

Support Alexander Petros in George Balanchine's Prodigal Son,  
Choreography by George Balanchine © The George Balanchine Trust  
Photo: Alexander Shtau



LIVE THE DREAM

George  
Balanchine's

# The nutcracker™



## PENNSYLVANIA BALLET

ANGEL CORELLA | Artistic Director

DECEMBER

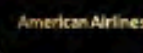
# 6-31

ACADEMY OF MUSIC

SUPPORTED BY



[paballet.org](http://paballet.org)



PENNSYLVANIA BALLET



# Swan Lake

BUY YOUR TICKETS NOW | 215.893.1999 or paballet.org | Tickets start at \$30

PENNSYLVANIA  
BALLET

ANGEL CORELLA | Artistic Director

MARCH  
5-15  
ACADEMY OF MUSIC

Presented by  
**Bank of America**

Kimmel Center  
for the performing arts

Company Member  
Miguel Placido  
Photo: Alexander Ioffe



American Airlines | US AIRWAYS

PENNSYLVANIA BALLET



# Swan Lake

BUY YOUR TICKETS NOW | 215.893.1999 or paballet.org | Tickets start at \$30

PENNSYLVANIA  
BALLET

ANGEL CORELLA | Artistic Director

MARCH  
5-15  
ACADEMY OF MUSIC

Presented by  
**Bank of America**

Kimmel Center  
for the performing arts

Company Member  
Miguel Placido  
Photo: Alexander Ioffe

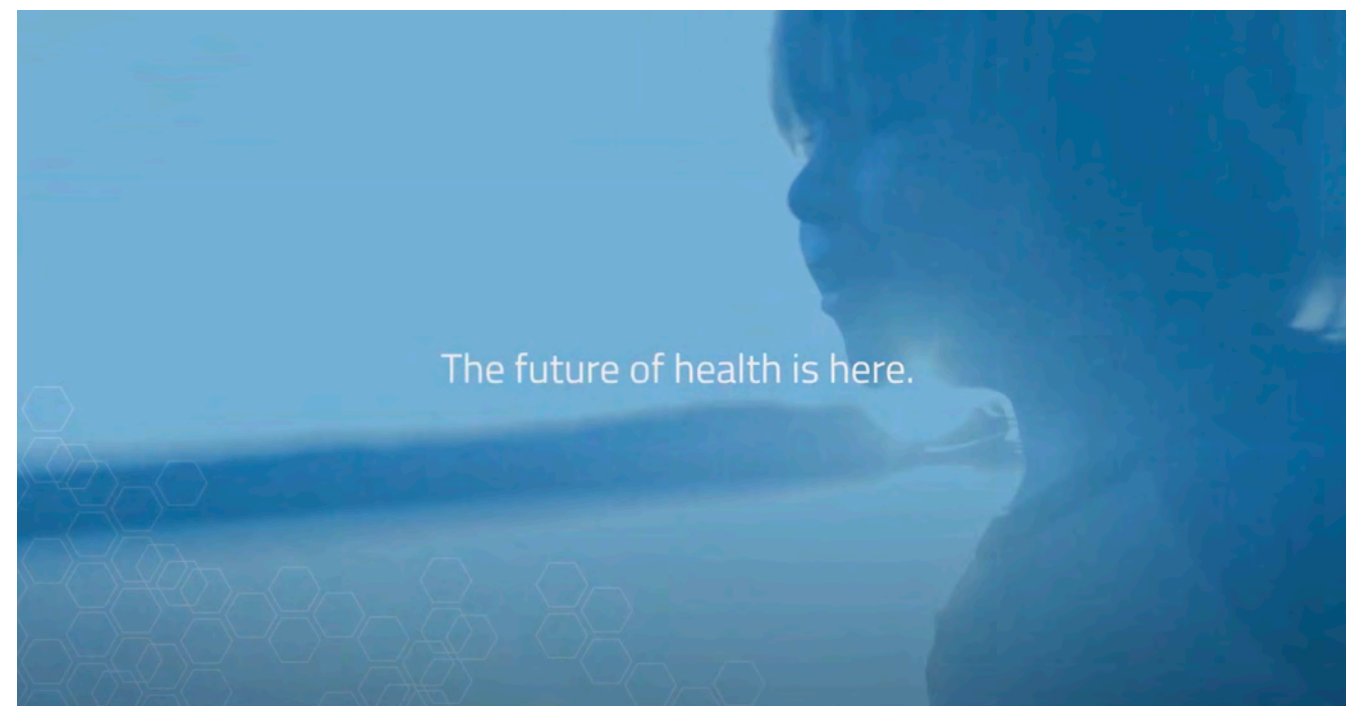


American Airlines | US AIRWAYS

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# 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](#)

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# WCG 50th Anniversary

Tagline

Identity System

Print

Signage

Micro-site

Videos

Trade Show

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## **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 afterthought, 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.

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### **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

50

Years of  
Pioneering,  
Together.



A WIRB-Copernicus Group Company

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](http://www.wcgirb.com/50)



Celebrating

50

Years of  
Pioneering,  
Together.



A WIRB-Copernicus Group Company

## 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.



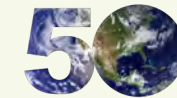
2003

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 biopharmaceutical 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.”

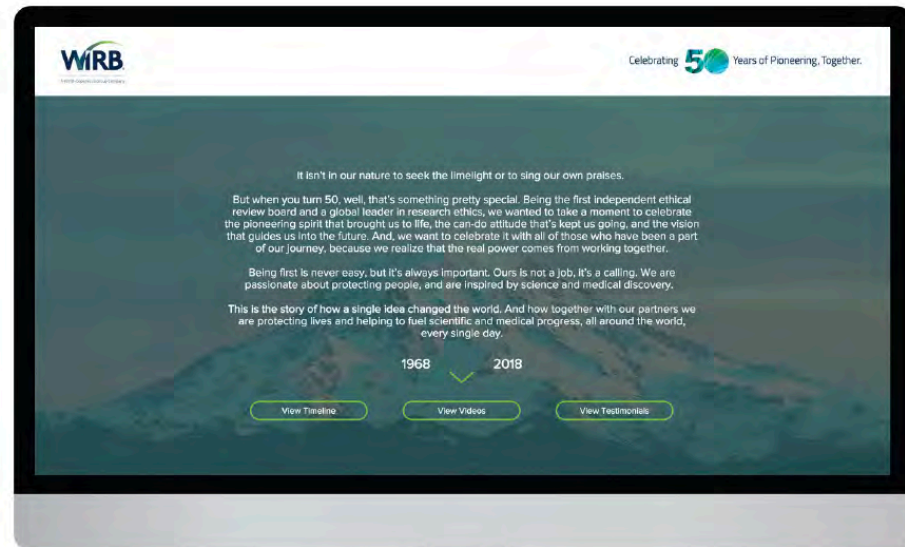
— John M. Falletta, MD, — Chief of Division of Pediatric Hematology-Oncology and IRB Chair, Duke University Medical Center and Medical School, Pediatric Oncologist and Hematologist, Texas Children's Hospital, Member, WCG Oncology Advisory Board

“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.”

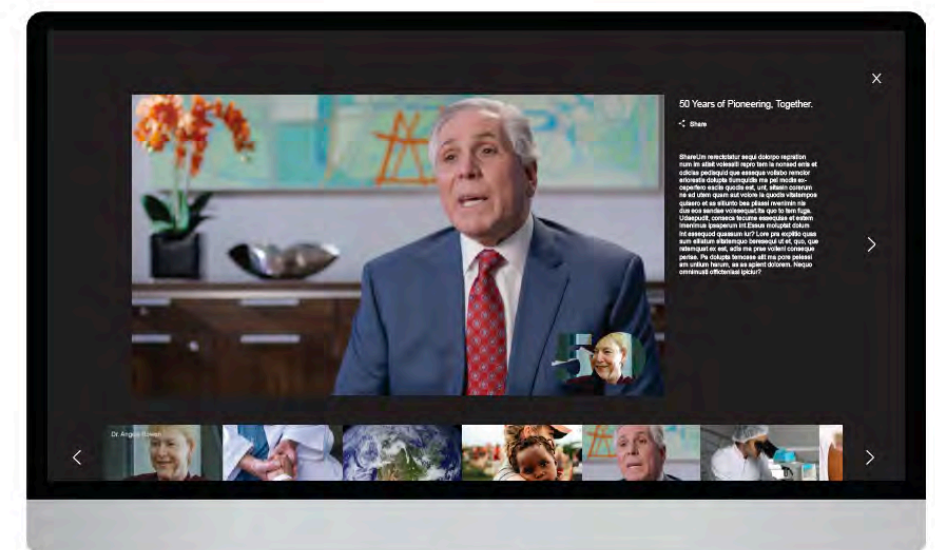
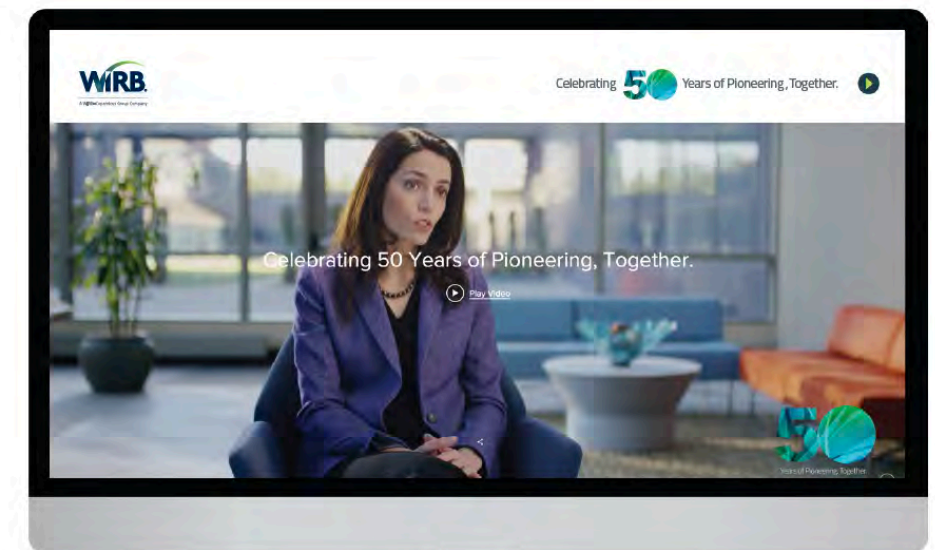
— Arthur S. Caplan, PhD, — Professor of Bioethics, NYU Langone Health

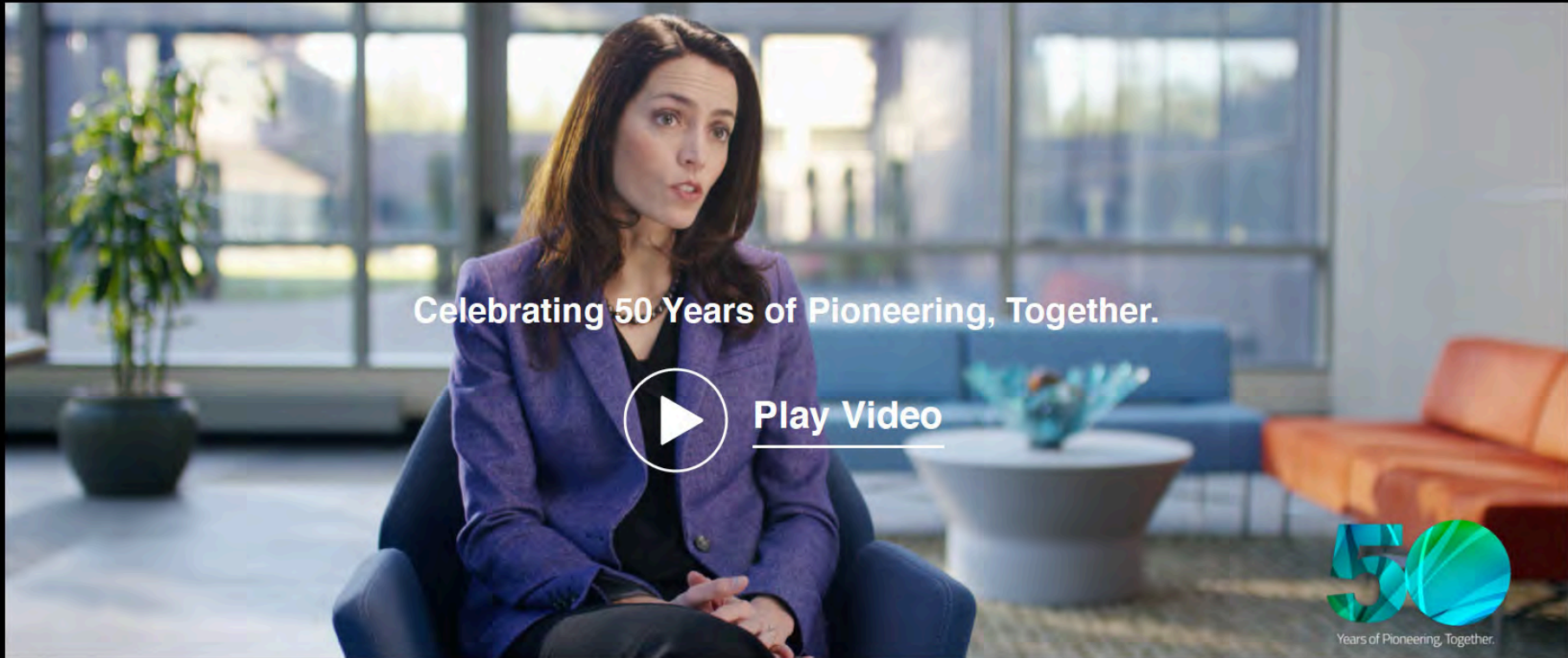
“Pioneering is part of WIRB's DNA. From its trailblazing founder, Dr. Angela Bowen, who changed the way the world thinks about human subject protection, to its transformational CEO, Dr. Donald Deieso, who is measurably improving the way that clinical research is conducted, WIRB has played a leading role 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.



[Click here to Watch Videos](#)



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# Philadelphia Flower Show

Identity System

Digital

Print

OOH Campaign

Collateral Materials

RAIL POSTERS

## 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



THE PENNSYLVANIA HORTICULTURAL SOCIETY  
**HAWAII**  
*Islands of Aloha*  
MARCH 4-11, 2012

**Wedding Wednesday, March 7**

Sponsored by Philadelphia Wedding Magazine, the Flower Show invites brides-to-be and bridesmaids for a fun night (and take-aways!) Fashion, music, catering, honeymoon, and photography experts at the Show. Plus check out DIY demonstrations where you can learn how to make elegant bouquets or create the perfect wedding tablescapes!



**PENNSYLVANIA  
CONVENTION CENTER**

TICKETS ON SALE NOW [theflowershow.com](http://theflowershow.com)

Premier Sponsor  
  
**SUBARU**

Exclusive Sponsor  
  
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in partnership with  
  
**PHS**

## 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



THE PENNSYLVANIA HORTICULTURAL SOCIETY  
**HAWAII**  
*Islands of Aloha*  
MARCH 4-11, 2012

**ESCAPE**

Enter a tropical paradise with waves of orchids, towering waterfalls and palm trees. Special digital effects, interactive exhibits, and magnificent landscapes will spotlight Hawaiian culture through flowers, plants, music, dance, food and art including a Hawaiian Village of 40 vendors from the islands.



**PENNSYLVANIA  
CONVENTION CENTER**

TICKETS ON SALE NOW [theflowershow.com](http://theflowershow.com)

Premier Sponsor  
  
**SUBARU**

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**Bank of America**

in partnership with  
  
**PHS**

## 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



THE PENNSYLVANIA HORTICULTURAL SOCIETY  
**HAWAII**  
*Islands of Aloha*  
MARCH 4-11, 2012

**Family Day - Sunday, March 12**

Dr. Seuss' "The Lorax," character will be on site at the Family Lounge where kids can play, watch videos, and so much more. Special \$70 Family Fun Pak includes 2 adult and 2 children's tickets and one-year associate membership. Family lounge is open all week.



**PENNSYLVANIA  
CONVENTION CENTER**

TICKETS ON SALE NOW [theflowershow.com](http://theflowershow.com)

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**PHS**

# 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW



Premier Sponsor



SUBARU

Official Sponsor



PENNSYLVANIA  
CONVENTION  
CENTER

[theflowershow.com](http://theflowershow.com)



## MAKE WAVES AT THE FLOWER SHOW

### EXPLORE

See craftspeople continue centuries-old traditions at the Hawaiian Village. Take home "the spirit of Aloha" with plants, flowers, food, and items for the home—and pick up souvenirs for friends and family!

### RELAX

Sample wines and spirits in the Grand Hall courtesy of PA Wine & Spirits Stores. Experts will be on hand to assist with tastings and onsite purchases. Free with Flower Show admission.

### EXPERIENCE

The Preview Party comes to shore on Saturday, March 3. Be among the first to see the Show and enjoy specialty cocktails and hors d'oeuvres. This black-tie event is PHS's largest annual fundraiser. Reserve online.

### DISCOVER

See the Flower Show in style with an Early Morning Tour before doors open to the public. Expert guides lead groups of 8 to 12 visitors, revealing behind-the-scenes secrets along the way. Reserve online in advance.

### INDULGE

Soothing Hawaiian melodies and lush palm trees set the tone for a relaxing Garden Tea. Enjoy scrumptious delights as you daydream about island life. Reserve online. Limited seating.

### GROW

Beyond being beautiful, the Flower Show provides inspiring ideas and take-home tips on growing vegetables, designing with flowers, and much more. Meet gardening experts at free presentations throughout the day.

## SHOW INFORMATION

MARCH 4-11, 2012

Pennsylvania Convention Center  
12th & Arch Streets,  
Philadelphia, PA 19107

[theflowershow.com](http://theflowershow.com)

215-988-8899  
*(recorded information)*

### HOURS

Sunday, March 4 • 8 am-9:30 pm  
Monday, March 5-Friday, March 9 • 10 am-9:30 pm  
Saturday, March 10 • 8 am-9:30 pm  
Sunday, March 11 • 8 am-6 pm

PHS Members' Preview (household and leadership levels only)  
Saturday, March 3 • 12 am-3:30 pm

### ADMISSION

Order online and print from home  
Online and Advance General Admission (good any day)  
Adults \$27 • Children (ages 2-16) \$15  
Students\* (ages 17-24) \$20  
Group (minimum purchase 25 adult tickets - good any day)  
Adults \$25 • Children (ages 2-16) \$15  
\*must present valid ID and proof of age upon entry

### VALUE TICKET PACKAGES

Value packages include Show tickets plus a one-year membership to the Pennsylvania Horticultural Society. For additional information regarding PHS membership benefits and levels, visit [PHSonline.org](http://PHSonline.org) or call 215-988-8776.

Family Fun Pak:  
2 Adult tickets and 2 Child tickets (ages 2-16), \$70

Flower Show Value Pak:  
4 Adult tickets, \$100 – online exclusive

PHS Duo Pak:  
2 Adult ticket, \$55 – online exclusive



# BILLBOARDS, AD, TICKETS, MAP AND WEBSITE



## HAWAII is Blooming in Philadelphia

And so will you at the 2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW  
*Hawaii: Islands of Aloha!*

Organic Gardening and the Pennsylvania Horticultural Society want to send you on a whirlwind tour of the 2012 Philadelphia International Flower Show featuring the lush gardens and dramatic landscapes of Hawaii, when you enter to win our Ultimate Gardening Getaway Sweepstakes.

**You could win:**

- 2 round trip airfare tickets to Philadelphia
- 2 VIP tickets to the Philadelphia International Flower show, including an early morning behind the scenes tour with PHS President, Drew Blecher
- 2 tickets to the exclusive show preview night dinner
- 2 nights at the Loews Philadelphia Hotel
- 2 tickets to visit Longwood Gardens
- 2 tickets to Van Gogh Up Close at the Philadelphia Museum of Art
- And much, much more!

**To enter simply visit:**  
[www.organicgardening.com/PhiladelphiaFlowerShow](http://www.organicgardening.com/PhiladelphiaFlowerShow)



2012 PHILADELPHIA INTERNATIONAL FLOWER SHOW  
theflowershow.com

**THANK YOU TO OUR SPONSORS**

**Official Sponsor:** SUBARU

**Official Sponsors:** ACNE, EPIC HENRY, Montis, GARDENING, DAJANI, Einstein, ARAMARK

**PARTNERS:** Anderson Windows, Einstein Healthcare Network, Plant One Million, U.S. Forestry Service, Apple Vacations, Gold Key Resorts, Recyclebank, Cape May Tourism, New York Times, Sugarhouse Casino

**MARKETPLACE VENDORS:**

De La Salle Winery	252	David Green Photography	206	Handmade Soap Artistry by Sue Cantano	229, 239	Many Crafts - Miscellaneous	452, 455	South Shore Pottery in Lancaster	302D
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**Download the FLOWER SHOW APP**

Find info on parking, lectures, daily events, demos, VIP nights, entertainment & more!

[theflowershow.com](http://theflowershow.com)

PHS is a 501(c)(3) nonprofit organization. All proceeds from the sale of tickets and merchandise will be used to support the PHS's horticultural programs. For more information, please contact the PHS at 401 South 30th Street, Philadelphia, PA 19104-3009 or the secretary of the Pennsylvania Horticultural Society.

# GALA BROCHURE & TICKETS



*You are* helping to feed thousands of families through PHS's City Harvest

  
 WE ARE PLEASED TO PRESENT  
**SUBARU THE PRESIDENT'S AWARD,**  
 CREATED IN 2010 TO  
 RECOGNIZE LEADERSHIP IN  
 ENVIRONMENTAL STEWARDSHIP.

  
**SUBARU**

SUBARU WILL RECEIVE "THE BINNEY"  
 NAMED FOR HORACE BINNEY, WHO WAS ONE  
 OF THE ORGANIZERS OF THE PENNSYLVANIA  
 HORTICULTURAL SOCIETY AND SERVED AS  
 ITS FIRST PRESIDENT (1828).

#### SHOW INFORMATION

We look forward to welcoming you to the Philadelphia International Flower Show Preview Party at the Pennsylvania Convention Center, 12th and Arch Streets. Both coat checking and the Flower Show are located on the second level, accessible by escalator or elevator.

#### ATTIRE

**The Preview Party is a black-tie event.** Temperature in the Show is kept at 68°F during the Reception; comfortable shoes are recommended.

#### TICKETS

The enclosed ticket(s) indicates the time cocktails and hors d'oeuvres will be served on the Show floor, as well as whether your subscription is for the Reception and Dinner, or Reception only. Your complimentary parking pass is enclosed. Please look on the back of the pass for the location of the lot in which you will park.

#### DINNER GUESTS / PLACE CARDS

If you have subscribed for the Dinner, please be sure to pick up your place card before entering the Show. Place card tables will be located just outside the Show entrance on the second level. Please let your guests know that all cards will be listed under your/your company's name. We regret we cannot individualize place cards for guests. All Dinner guests are free to return to the exhibit hall following Dinner to enjoy the displays until 11 pm.

#### RECEPTION ONLY SUBSCRIBERS

We invite you to continue to enjoy the Show after our Dinner guests leave for the Ballroom at 7:45 pm.

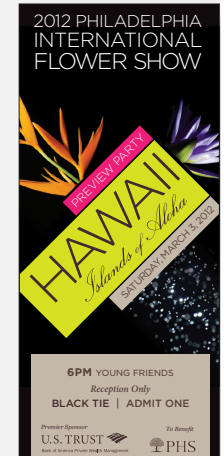
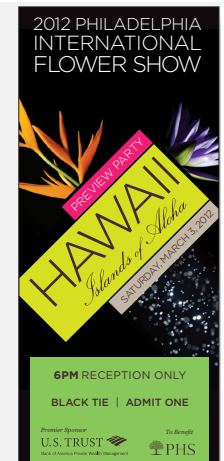
#### FLOWER SHOW SHOP / MEMBERS' BOOTH

Be sure to browse the wonderful PHS Shop. Our unique and original items will be available for purchase from 5:30 - 8 pm. Speak with one of our volunteers to learn about membership in PHS.

#### WHEELCHAIRS

Complimentary wheelchairs are available on the second level on a first-come, first-served basis with a driver's license or major credit card.

Please contact Ellen Wheeler at 215-988-8830 or email [previewdinner@pennhort.org](mailto:previewdinner@pennhort.org) with questions.



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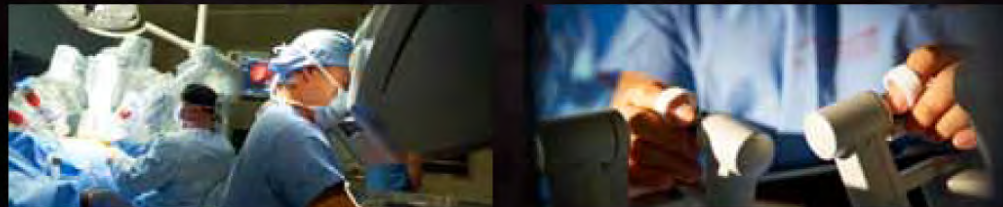
# Temple Health

TV Campaign  
Print & OOH Campaign  
Marketing Report

# 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



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

Larry R. Kaiser, MD  
President & CEO, Temple Health

## TEMPLE HEALTH IS CHANGING THE FACE OF MEDICINE

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, top-tier research, academic and medical health network. And right now, he’s doing just that.

In just the last year, Temple Health has recruited world-recognized researchers, academicians and clinicians. We’ve launched advanced clinical endeavors such as the Robotic Surgery Center and The Ambulatory Surgery Center. We’ve grown The School of Medicine to include two strong regional campuses in Pittsburgh and Bethlehem, PA. And we’ve expanded our clinical presence with new outpatient offices in Oaks, PA and soon, Fort Washington.

With innovators like Dr. Kaiser, new programs, research, facilities and faculty, this is one of the most dynamic periods in Temple Health’s history. And more reasons you should find out what Temple Health can do for your health.

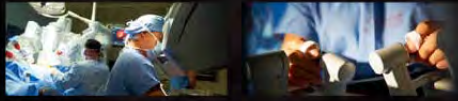
**TEMPLE HEALTH**

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TUH.TempleHealth.org

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**TEMPLE HEALTH**

800-TEMPLE-MED  
TempleHealth.org

Daniel D. Eun, MD  
Vice Chief of Robotic Surgery

# EMPOWERING THE NEXT GENERATION OF PHYSICIANS

Crystal A. Gadegbeku, MD, FAHA  
Section Chief of Nephrology,  
Hypertension and Kidney Transplantation

**TEMPLE HEALTH**

“ 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.



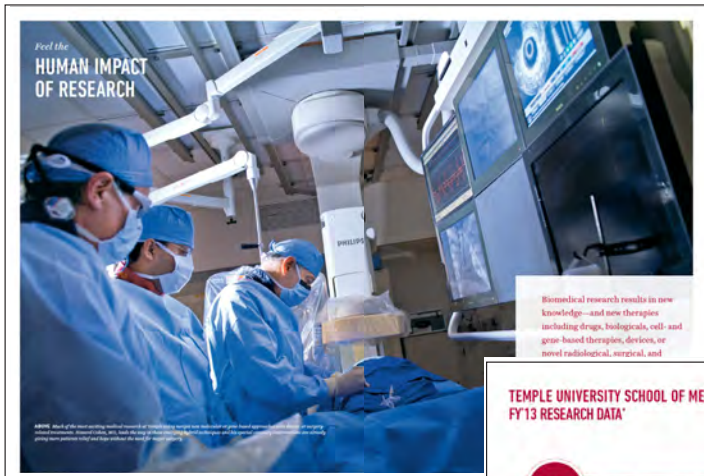
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TOMORROW IS HERE.



[Click here to view TV Spot](#)

# TEMPLE HEALTH SCHOOL OF MEDICINE - CLINICAL RESEARCH HIGHLIGHTS



## How can we help patients faster?

**HEART | LUNG**

Many Temple researchers focus on the cellular and molecular mechanisms of heart disease. Their insights into the biology of the heart are opening doors for more targeted treatments—from novel pharmaceuticals and biologicals to therapies with genes, RNA interference, stem cells, and devices.

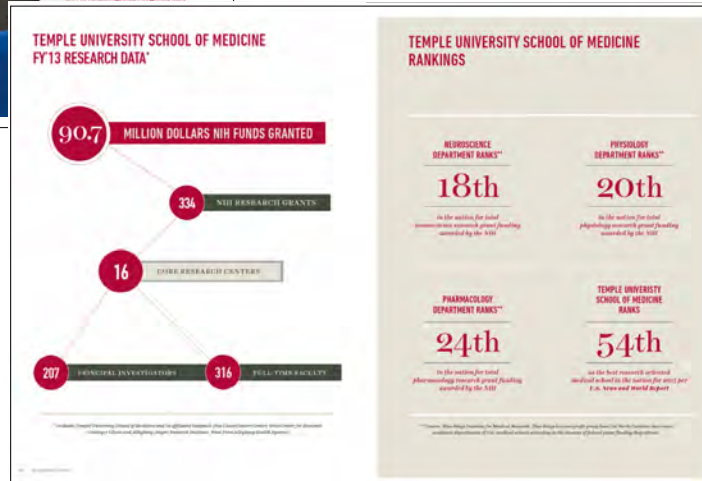
Our faculty, based at the Cardiovascular Research Center, the Center for Translational Medicine, the Translational Research Center, and the Center for Molecular Disease pursue research in heart muscle disease, vascular disease, congenital abnormalities, and conditions such as diabetes, hypertension, heart failure, and inflammatory diseases, tumor angiogenesis, personalized medicine, and lung cancer diagnosis.

Our pulmonary researchers, working out of the Center for Pulmonary, Translational, and Clinical Lung Research, specialize in deciphering the inflammatory and immune aspects of chronic and acute lung diseases. Their goal is to develop novel therapies and interventions to slow or reverse diseases such as chronic obstructive pulmonary disease, asthma, lung cancer, pulmonary fibrosis, and pulmonary hypertension.

The Temple Lung Center, one of the country's top pulmonary, critical care and transplant centers, works closely with researchers at Temple and at other institutions to offer dozens of clinical trial opportunities to patients every year.

Today, over 100 leading, national, and graduate students are engaged in experimental, translational or pulmonary research at Temple Health. Our primary lines of research are identified on the following pages.

**{ Why not? }**  
BROWSE TOPICS AND MODELS FROM STEM CELL BANKS AND ORGANOPENS!





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# Temple Health - *ReadyCare*

Print & OOH Campaign

**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



TempleReadyCare.com

**Now Open:**

**PORT RICHMOND**  
2301 East Allegheny Avenue

**Coming soon to:**

**NORTHEAST PHILADELPHIA**  
11000 Roosevelt Boulevard

**FORT WASHINGTON**  
515 Pennsylvania Avenue

**JENKINTOWN**  
261 Old York Road

**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](http://TempleReadyCare.com)**



**PORT RICHMOND**  
2301 East Allegheny Avenue

**NORTHEAST PHILADELPHIA**  
11000 Roosevelt Boulevard

**FORT WASHINGTON**  
515 Pennsylvania Avenue

**JENKINTOWN**  
261 Old York Road

**Ankle-twisters,  
tennis-elbowers,  
sackers, sackees,  
hamstring-pullers,  
heavy-hitters  
and you-should-see  
the-other-guyers –**

***Welcome.***

**Sports injuries happen.  
And when they do, *Temple ReadyCare* is ready.**

Whether you're a starter, benchwarmer, referee or coach, you know that sports injuries can go hand-in-hand with your fall and spring roster. And when they do, Temple ReadyCare is ready.

Temple ReadyCare is the region's only urgent care facility staffed by Temple physicians. Which means when that unexpected sprain, strain or a slide into home base leaves you needing medical attention – 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](http://TempleReadyCare.com)



PORT RICHMOND  
2301 East Allegheny Avenue

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11000 Roosevelt Boulevard

FORT WASHINGTON  
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JENKINTOWN  
261 Old York Road

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# Wharton Executive Education

Digital & Print Campaign  
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# WAIT AND SEE.

(AN ANSWER SHOULD BE ALONG ANY TIME NOW.)

If there was ever a time to helm the ship, it's now. Our Leadership Development Program hones the kind of independent thinking a nimble leader requires, preparing you with the confidence and self-awareness it takes to inspire a staff in today's marketplace.

Come rub shoulders with some of the world's true leaders—and develop a strategic, persuasive vision of your own. To register for any of our Leadership Development Programs, visit us at [ExecEd.Wharton.UPenn.edu](http://ExecEd.Wharton.UPenn.edu). Or let us build a custom program just for your organization.

#### LEADERSHIP 2010:

Critical Thinking: Real-World, Real-Time Decisions, April 19-21  
Building Relationships That Work, May 3-6  
Creating and Leading High-Performing Teams, June 20-25  
Executive Negotiation Workshop, July 25-30



# QUESTION NOTHING.

(AND LEAVE INNOVATION TO THE TECHIES.)

Some will just try to weather the storm, but you're thinking it's time to put a new strategy into action and carve out a competitive niche for your organization. Wharton's Marketing & Sales Programs are designed for speed-to-value learning that prepares you to apply new knowledge immediately upon return to work. What's more, you'll adopt the innovative thinking skills that catapult companies through today's complex, competitive and ever-changing markets.

To register for any of our Marketing & Sales Programs, visit us at [ExecEd.Wharton.UPenn.edu](http://ExecEd.Wharton.UPenn.edu). Or let us build a custom program just for your organization.

#### MARKETING & SALES 2010:

Essentials of Marketing, April 25-30  
Wharton Marketing Metrics™: Linking Marketing to Financial Consequences, May 10-14  
Leading the Effective Sales Force, May 17-21  
Competitive Marketing Strategy, June 14-18



# KEEP STALLING.

(YOUR CLIENTS WON'T MIND.)

Watch and wait? Not in today's whirlwind economy. Only those with their feet on the ground and fully versed in the latest financial management strategies can serve their clients and organizations well in times like ours. Wharton's Finance Programs offer world-class business insights, valuable to non-financial managers and senior executives alike.

# JUST A MINUTE.

(YOU'VE GOT ALL YEAR TO CATCH UP)

You could sit tight and see what happens out there. Or, you could give that business development plan the strategic focus it needs and start making things happen. The Strategy & Management Program at Wharton summons your true leadership purpose and helps you leverage the experience of leaders from other industries. Come fine-tune your strategic vision—and be ready to hit the ground running the moment you get back.

To register for any of our Strategy & Management Programs, visit us at [ExecEd.Wharton.UPenn.edu](http://ExecEd.Wharton.UPenn.edu). Or let us build a custom program just for your organization.



#### STRATEGY & MANAGEMENT 2010:

Essentials of Management (two one-week sessions),  
April 26-30/June 7-11  
Strategic Alliances, Creating Growth Opportunities, May 3-6  
Wharton/Winthorpe Program for Pharmaceutical and Biotech Executives, June 7-11  
Strategic Thinking and Management, June 21-25

# DON'T CHANGE?



# STAY THE COURSE?



# QUESTION NOTHING?



APPLY NOW

# CHANGE IT UP.



APPLY NOW

# OF COURSE NOT.



APPLY NOW

# QUESTION EVERYTHING.

APPLY NOW

## LEADERSHIP 2010:

- Critical Thinking: Real-World, Real Decisions
- Building Relationships That Work
- Creating and Leading High-Performing Teams
- Executive Negotiation Workshop



APPLY NOW

## UPCOMING PROGRAMS 2010:

- Essentials of Management
- Investment Strategies and Portfolio Management
- Critical Thinking: Real-World, Real-Time
- Essential of Marketing



# WAIT AND SEE.

(AN ANSWER SHOULD BE ALONG ANY TIME NOW.)

If there was ever a time to take the leap, it's now. Come from the independent thinking, creative problem solver, and gain the confidence it takes to inspire a staff in today's marketplace.

**LEADERSHIP 2010:**  
Critical Thinking: Real-World, Real-Time Decisions, April 19-21  
Building Relationships That Work, May 3-5  
Creating and Leading High-Performing Teams, June 20-22  
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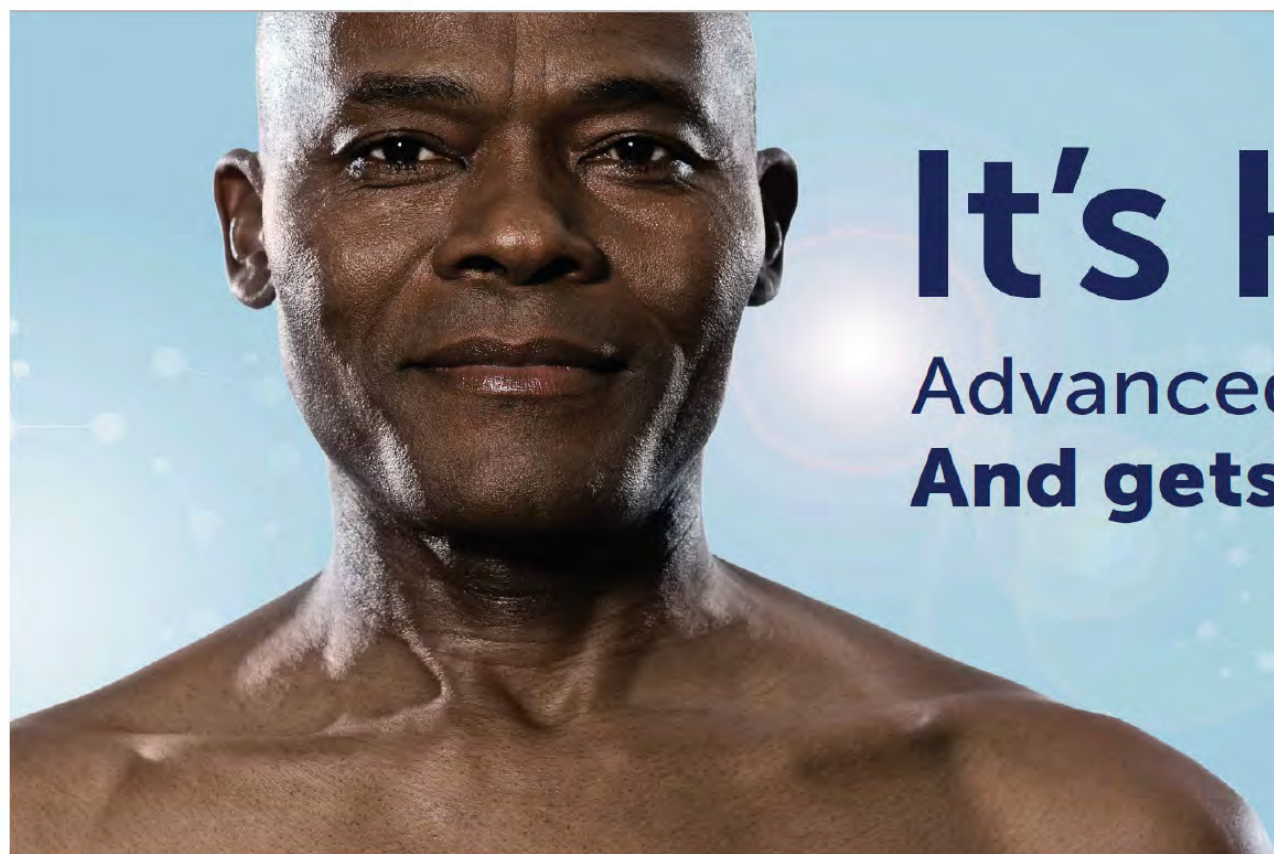
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# At Last.

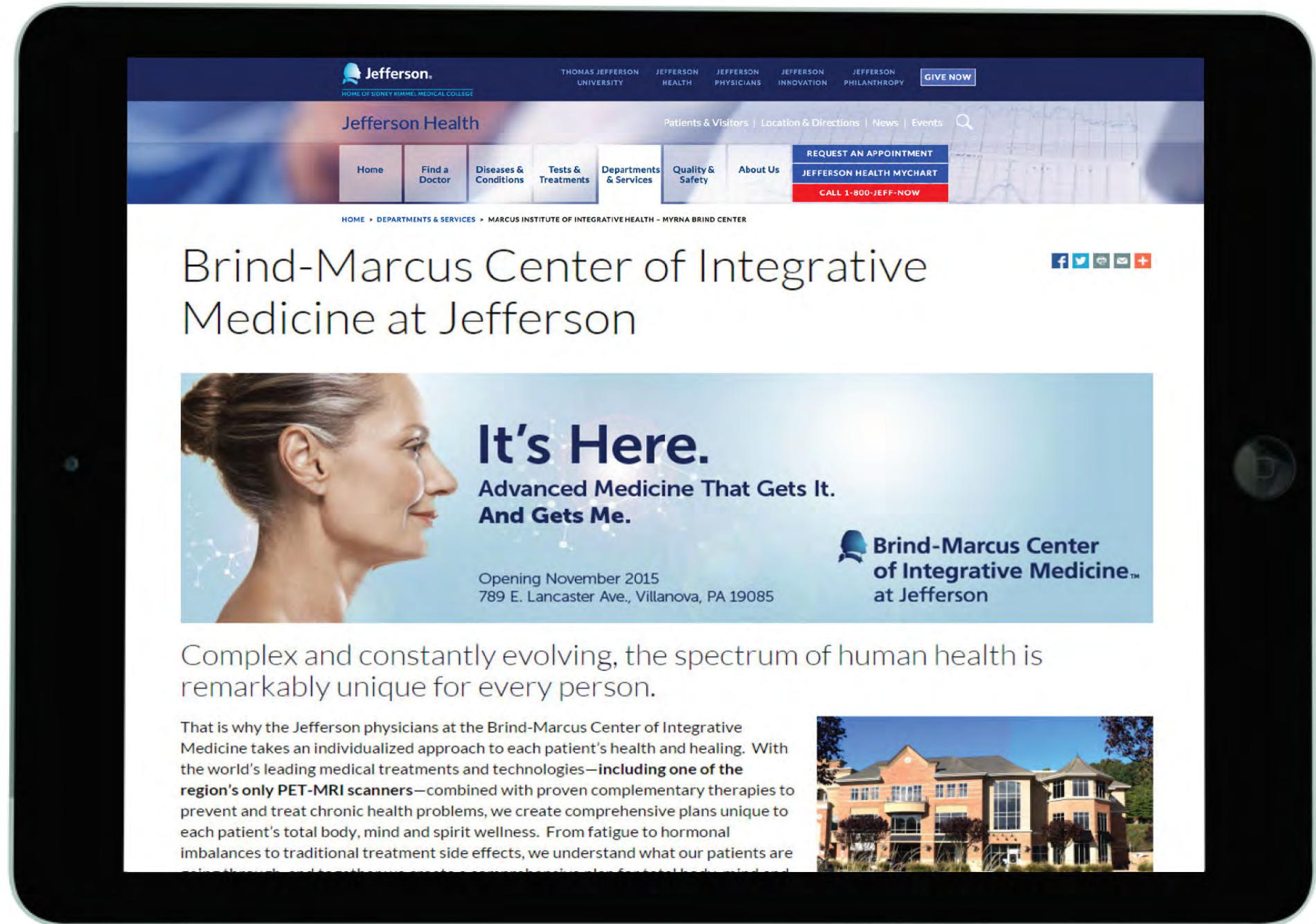
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# Comcast

Identity System

Collateral Materials - Welcome Book



COMCAST - PROMOTIONAL PIECE

