

Branding Identity – System Hospitals

Before

COMMUNICATION MATTERS MOST IN AN EMERGENCY. THAT'S WHY WE HAVE THREE WAYS TO COMMUNICATE ER WAIT TIMES.

ON THE PHONE – Download our Emergency Room Wait Times Web App. From 9 to 5, you can access from your iPhone or iPad. Text to go to us. hca.com/erwait or text 757 to 22000 to see real-time updates every 10 minutes for the HCA-affiliated East Florida hospital.

ON THE TABLET – Download our Emergency Room Wait Times Web App. From 9 to 5, you can access from your iPhone or iPad. Text to go to us. hca.com/erwait or text 757 to 22000 to see real-time updates every 10 minutes for the HCA-affiliated East Florida hospital.

ON THE ROAD – Look for an orange signpost and roads to your neighborhood for our digital billboard showing real-time emergency room wait times.

ER Wait Times... Visit our hospital homepage to see real-time updates every 10 minutes.

Partners: **CITYWEST HCA SYSTEMS**, **University**, **Westside**, **pgh plantation**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

After

SCHEDULE IT then SETTLE IT.
Here's your chance to take control of your health!

National Women's Health Week
May 10-16, 2018

Partners: **HCA**, **Northwest Medical Center**, **Plantation General Hospital**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

TIME TO PATCH IT UP?
Minimally invasive hernia repair; back on your way – faster.

Partners: **HCA**, **Northwest Medical Center**, **Plantation General Hospital**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

Little twinkle no more wondering how you are

It's all about healthy beginnings.

When kids need great emergency care, we are here.

When the unexpected happens, you want the best possible for you and your family. At HCA Broward hospitals, we provide you the expert care you need 24/7.

Partners: **University**, **Westside**, **pgh plantation**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

Is it a headache?

Partners: **HCA**, **Northwest Medical Center**, **Plantation General Hospital**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

DON'T LET A MEDICAL EMERGENCY SIDELINE YOU.

We offer 24/7 care nearby.

Partners: **Northwest Medical Center**, **Plantation General Hospital**, **University Hospital & Medical Center**, **Westside Regional Medical Center**, **HCA**.

CAUSE IS FOR HEALTH.

What can be greater than that?

Center	Hospital
October 18th - 21st Blue Cross of Florida Barber-Bolin Center Catherine Seaver, Colangelo Innovation Center	October 18th - 21st Cleveland Clinic Eva M. Lurie Program Pulmonary and Sleep Medicine at Wake Forest
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To register or for more information on any of these events, please call Consult-A-Nurse at 866-442-2262 or visit browardhospitals.com

Powered by your partners:

Partners: **CITYWEST HCA SYSTEMS**, **University**, **Westside**, **pgh plantation**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

MOONBEAM IS BETTER. MOONBEAM IS WHAT THE EMERGENCY.

Partners: **Northwest Medical Center**, **Plantation General Hospital**, **University Hospital & Medical Center**, **Westside Regional Medical Center**.

Service Line Campaigns

Cardiovascular



Orthopedics



Gastroenterology



Neurology



Pediatrics



General Surgery

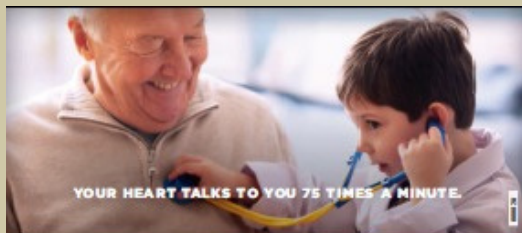


Women's Health



CRM Patient Acquisition

Cardiology – Segmenting and Targeting Individuals by Risk Factor



YOUR HEART TALKS TO YOU 75 TIMES A MINUTE.

Dear John,

The heart is the center of our lives and the healthier it is, the happier we are. It's every organ's heart needs. Help, it's important to know exactly where to go and who to talk to.

At Westside Regional Medical Center we've got the answers, expert care and the only cardiac imaging lab.

Whether you want to request information or you're sending a second opinion, our experts are here to listen and give you the information you need to make the best decision for your cardiovascular health.

Our expert cardiovascularist, cardiologists, cardiologists and surgeons. We're backed by the latest in technology and training and always give attention to making our patients cardiovascular health. We're dedicated to the heart and the heart that slow cardiovascular disease and we want give our patients the best opportunity to live healthy life.

APPROXIMATE 15% OF THE POPULATION WILL DIE FROM:

- Coronary artery disease (CAD), the leading cause of death, putting us in the top 10 percent of high-risk nations.
- Advanced Chest Pain Center with percutaneous coronary intervention (PCI), a specialized treatment that ensures patients undergoing an acute heart attack receive rapid treatment to reduce damage to the heart muscle.
- Interventional lab
- Cardiac catheterization laboratory
- Minimally invasive coronary artery bypass, heart valve repair

At Westside, we know you want the best care for being as healthy as you can be. We're here to help you get there.

STOP

TALK TO A PHYSICIAN TODAY.

If you don't already have a physician, call **Consult-A-Nurse at 954.724.6342**.

Call 9-1-1 if you have a medical situation that requires immediate attention.

PROVIDER NAME: DR. WALTER THOMAS DOBBS AT WESTSIDE REGIONAL AT WESTSIDE REGIONAL

HCA Westside Regional Medical Center

KNOW THE SYMPTOMS OF A HEART ATTACK.

THE MESSAGE – KNOW THE SIGNS

When you're having a heart attack, the symptoms may be subtle. You need to know what the warning signs they differ for men and women such as chest pain, shortness of breath, nausea or vomiting.

WHY & HOW

- Chest pain/pressure more than 15 minutes
- Discomfort in the jaw, neck, shoulders, arms or back
- Unusual sweating or shortness of breath
- Nausea or vomiting

WHOM

- Unusual chest pain, stomach or abdominal pain
- Nausea or diarrhea
- Unusual cold, flu-like and difficulty breathing
- Unexplained anxiety, weakness or fatigue
- Fatigue, cold sweats or palpitations

CALL WITH QUESTIONS 24/7

Have questions about heart attack symptoms or any other cardiovascular issues? Call **Consult-A-Nurse at 954.724.6342**. Call 9-1-1 if you have a medical situation that requires immediate attention.

HCA Westside Regional Medical Center

KNOW THE SIGNS OF HEART DISEASE.

GET THE FACTS FROM AN EXPERT

If you need it, a cardiovascular expert might provide the right number of treatments to help you. Depending on the type of heart disease, you may need to have surgery. Every day, we perform life-saving surgeries that help people get back to their best health, as quickly as possible.

THIS INCLUDES PROCEDURES LIKE:

- Coronary artery bypass
- Cardiac catheterization
- Cardiac electrophysiology
- Valve repair and replacement
- Cardiac rehabilitation

Many of these procedures are minimally invasive, meaning faster recovery times, less pain and less scarring.

CALL WITH QUESTIONS 24/7

Have questions about heart surgery or any other cardiovascular issues? Call **Consult-A-Nurse at 954.724.6342**. Call 9-1-1 if you have a medical situation that requires immediate attention.

HCA Westside Regional Medical Center

KNOW THE SIGNS OF ATRIAL FIBRILLATION.

WHAT IS AFIB?

Atrial fibrillation, or AFIB, is the most common type of heart arrhythmia, which is a problem with the rate or rhythm of the heartbeat. Sometimes this means the heart beats too fast, too slow or just irregularly. People who have AFIB might not feel any symptoms, but even if it's not noticeable, it can increase the risk of stroke and heart failure. AFIB, affects millions of people and that number rises every year. The good news is that with the help of a physician, AFIB can be managed.

- SOME OF THE SYMPTOMS OF AFIB ARE:**
- Fluttering in your chest
 - Racing heart beat (tachycardia)
 - Slow heart beat (bradycardia)
 - Chest pain or discomfort
 - Shortness of breath
 - Lightheadedness
 - Dizziness
 - Fainting (syncope) or near fainting

- AFIB IS MORE COMMONLY FOUND IN PEOPLE WHO HAVE:**
- Congenital heart defects
 - Hyperactive thyroid
 - Heart failure
 - Coronary heart disease
 - High blood pressure

Some risk factors are more easily controlled, like alcohol and caffeine consumption and psychological stress. The only way to know your risk for sure is by speaking to a doctor.

CALL WITH QUESTIONS 24/7

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HCA Westside Regional Medical Center



University, A-Fib

CRM – Patient Retention Targeting Discharged Patients

High Value Patient Thank You

Westside
Regional Medical Center
1000 S University Avenue, Suite A, 38838
WISCONSIN 53717
John Sample
8200 Excelsior Dr
Madison, WI 53717-1001

WE PUT YOU FIRST.

Dear John,

Thank you for trusting in Westside ER in Coville to care for your recent health needs. We hope you are feeling better and encourage you to contact us at 954.723.6000 should you have questions or comments about your visit. Your opinions are important to us and we appreciate the opportunity to share.

It's a privilege to serve you and we look forward to continuing our relationship with you in the future.

To your good health,

Brian J. Simmons
Brian J. Simmons, MD, COO
Westside Regional Medical Center

HCA
Westside
Regional Medical Center
1000 S University Avenue, Suite A
Madison, WI 53717-1001
www.westsidehospital.com

Patient Thank You by Insurance

HCA
East Florida
Northwood Medical Center
Northwood Center of the Sun
University Hospital & Medical Center
Westside Regional Medical Center
480 N. Lee Street, #100
Fort Lauderdale, FL 33301

**DEDICATED TO CONVENIENCE.
DEDICATED TO YOU.**

Dear John,

Thank you for trusting us with your care during your recent hospital visit. On behalf of the HCA East Florida Hospital of Broward County, we'd like to tell you how much we value you as a patient and appreciate you allowing us to help manage your wellness.

You should know that, as a member of Covering, you have access to not just one hospital, but a network of affiliated hospitals, surgery centers, and primary and specialty care physicians – all working together to provide seamless, integrated care. Our renowned hospital network consists of Northwood Medical Center, Plantation General Hospital, University Hospital & Medical Center and Westside Regional Medical Center. Patients can also conveniently access emergency care 24/7 at our on-site location at Westside ER in Coville. So whenever you travel within the Broward community, you have access to exceptional care.

If you have any questions or would like more information on how to access our system of care, please call Covering's Nurse's 24-hour physician referral and information hotline, at 954.723.4634.

In good health,
The HCA East Florida Hospitals of Broward County

HCA
Northwood Medical Center
Northwood Center of the Sun
University Hospital & Medical Center
Westside Regional Medical Center
480 N. Lee Street, Suite A, Fort Lauderdale, FL 33301

Find a network of renowned primary care physicians, specialists and hospitals – all working together for you.

Visit www.hca.com to find a network of renowned primary care physicians, specialists and hospitals – all working together for you.

ER Follow-up Calls to Patients Without a Physician

HCA
East Florida

In a world of to-dos, how about a consider-it-done?

Schedulemyvisit
Schedule a doctor appointment online

A service that lets you make your next doctor's appointment with one click.

Find me on **Schedulemyvisit**
Phone: 954.723.6000

Follow up is a crucial component of caring for your health whether it is for diagnosis, treatment or just a well appointment. But making a doctor's appointment shouldn't be a chore, it should be easy and fast. That's why HCA now has **Schedulemyvisit**, a new service now available on our website that lets you make a doctor's appointment online.

What is Schedulemyvisit?
It is a free service that helps patients find healthcare providers. It is available on our website, so you can make an appointment any time of the day.

How does it work?
Visit broward.hospital.com to make an appointment any time of the day. Once you select **Schedulemyvisit**, choose the type of doctor you'd like to see, location and your insurance plan. Then, enter your information including, name, address, email and insurance. Select your appointment time and wait for your email confirmation. Your "to-do" becomes a "done!"

At HCA, we're always thinking of ways to bring you the latest in technology because we love being your hospital of choice. Because when it comes to your health, time is of the essence.

Visit schedulemyvisit.com today!

Email Campaign – Symptoms and Know your Numbers



Would you know if you're having a heart attack?

It might not be acid reflux or the flu – learn these symptoms and seek help if you experience any of them:

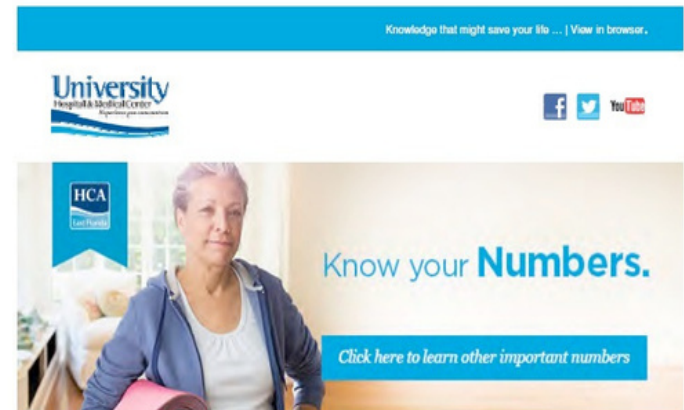
- Uncomfortable pressure or squeezing in the center of your chest lasting longer than a few minutes or that goes away and comes back
- Pain in one or both arms, your back, neck, jaw or stomach
- Shortness of breath whether you have chest pain along with it or not
- Breaking out into a cold sweat, nausea or lightheadedness
- Sleep issues, fatigue or a lack of energy

Call Consult-A-Nurse® 24/7 with questions at 954.724.6342.
If you are experiencing a life-threatening emergency, call 9-1-1.

[Learn more about cardiac services](#)

From: CMC.yr

This email was provided by HCA East Florida Division as information about health services available.
To remove yourself from future mailings, please [click here to unsubscribe](#).
400 E. Las Olas Blvd. #1100 | Ft. Lauderdale, FL 33301 | 954.442.2302



They can tell you if you're at risk for heart disease.

According to the American Heart Association, nearly 85 million Americans are living with heart disease. Here are some other numbers that can keep you from becoming one of them.

Blood pressure

High blood pressure (hypertension) is a major risk factor for heart disease and affects 1 in 3 adults, but you can lower this number by adjusting your lifestyle. If your numbers are 140/90 or higher, your risk for heart disease increases dramatically.

Cholesterol

You can also adjust your lifestyle with a well-balanced diet and exercise to lower cholesterol levels. Shoot for:

- Your total level should be less than 200 mg/dL.
- Your HDL ("good") cholesterol should be higher than 40 mg/dL.
- Your LDL ("bad") cholesterol should be less than 100 mg/dL.

Physician Practice Marketing

Heart & Health Institute
A Specialists+ Practice

we ♥
your ♥

TRUST YOUR HEART TO OUR CARDIOVASCULAR EXPERTS

SHOW YOUR HEART SOME LOVE.

One out of three adults develops at least one type of cardiovascular disease in their lifetime. And though you cannot change your family history of the disease or your age, you can change and control other risk factors such as smoking habits, inactivity or diet that impact your cholesterol levels. So, take charge of your heart's health. We are committed to help you.

Heart & Health Institute
A Specialists+ Practice

2364 N. State Road 7, Suite 110
Memphis, TN 38103
954.975.3102
HeartAndHealthInst.com

WE HAVE WHAT YOUR HEART NEEDS.

You can trust Heart & Health Institute to provide experienced, uncompromised cardiovascular care. We offer a full range of interventional and noninterventional cardiology services, and collaborate with Northwest Medical Center to provide services that include coronary calcium scoring, coronary CT angiography, pacemaker and defibrillator implantation, cardiac catheterization, angioplasty and stenting, and other vascular diagnostic and therapeutic procedures.

As a patient of our clinic, you'll have access to our entire network of integrated care, including primary care physicians, pediatricians, a wide range of specialists, imaging centers, access to nurses on call 24 hours a day, close and fast emergency rooms, and some of the area's most recognized hospitals. Specialists+ practices provide care that connects to your needs.

GET THE INFORMATION YOU NEED

Please speak with your primary care physician or cardiologist for a referral to our practice. To schedule an appointment or for a physician referral, call 954.975.3102 or visit HeartAndHealthInst.com.

Schedule your appointment today | View in browser

Heart & Health Institute
A Specialists+ Practice

f t y

we ♥
your ♥

TRUST YOUR HEART TO OUR CARDIOVASCULAR EXPERTS

Schedule an appointment today

We have what your heart needs.

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As a patient of a Specialists+ clinic, you'll have access to our entire network of integrated care, including primary care physicians, pediatricians, a wide range of specialists, imaging centers, access to nurses on call 24 hours a day, close and fast emergency rooms, and some of the area's most recognized hospitals. Specialists+ provides care that connects to your needs.

*Talk to your doctor or cardiologist for a referral to our practice.
Call 954.975.3102.*

Physician Marketing and Communications

Population Health - Targeted Risk

Westside Primary Care
A Specialized Practice
10001 W. BROWARD BLVD. - SUITE 300 - TAMARAC, FL 33321

John Sample
8330 Executive Dr
Madison, WI 53717-1911

Dear John,

You know that diabetes can be a serious condition and it can lead to some very serious consequences. You also know that so much of enjoying life depends on having strong health. With this in mind, it's good to remember that, even with diabetes, there are choices you can make that will help ensure your best years are ahead of you. But you cannot achieve this without action.

Take charge, learn more and live the life you want to live. We can help.

At Westside Primary Care we know how to work with you so that diabetes is merely a part of your life, not the center of it. We understand that every patient has different needs, but we also know that each of them shares a common desire to live life free from the constraints and worry that diabetes can present when it is left unchecked. We are here and we are ready to help you take charge.

Manage your diabetes, do not let it manage you.

In good health,
Westside Primary Care

Manage your diabetes. Start by making an appointment with your primary care provider today. If you don't have a primary care provider and to learn more, please visit WestsidePrimaryCare.com or call us at 954.838.8801.

Specialist provides care that connects to your needs. You have access to our entire network of doctors, specialists and hospitals.

DIABETES CAN LEAD TO OTHER PROBLEMS IF YOU DON'T TAKE CONTROL.

Physician to Physician Marketing

GENERAL SURGERY
ABEL E. BELLO, MD

Dr. Abel Bello is a board certified general surgeon who specializes in laparoscopic and minimally invasive surgery techniques. He earned his Doctor of Medicine (Cum Laude) from Autonomous University of Santo Domingo, Dominican Republic.

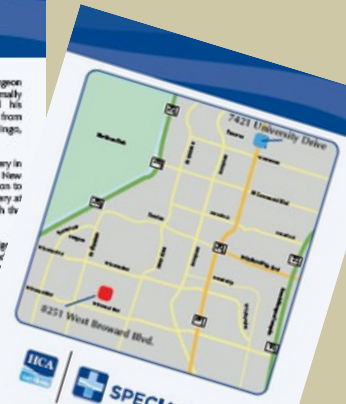
He completed his residency in general surgery in St. Luke's - Roosevelt Hospital Center in New York City and Northside Medical Center in Youngstown, Ohio. He went on to work in a surgical fellowship in minimally invasive surgery/bariatric surgery at Case Western Reserve University in Cleveland, then took a position with Dr. Broward Surgical Specialists in Tamarac, Florida as a general surgeon.

Dr. Bello is fluent in both English and Spanish and has a basic knowledge Italian and Portuguese. He has spent many years working as a resident instructor and consultant, and has published articles and spoken at congress regarding his extensive research in the area of minimally invasive bariatric surgery procedures.

He offers the full spectrum of bariatric surgery including Sleeve gastrectomy, Bypass, Gastric band and revision of previously performed surgery in patients with problems and weight gain. Other areas of focus are laparoscopic surgery, surgery for Gastroesophageal reflux and hernia or his passionate about offering patients minimally invasive techniques recovery and return to normal activities the quickest.

Surgical Services

- Foregut Surgery
- Bariatric Surgery
- Minimally Invasive Surgery/Robotic
- Hernia Repair (Inguinal, Incisional, Ventral, Umbilical)
- Gallbladder Surgery
- Breast Cancer
- Thyroid and Parathy
- Reflux Surgery
- Splenectomy
- Skin and Subcut
- Surgery for Gas (Bloating, acid, colds, pancreas)



Meet Our Newest Team Member

WE ARE PLEASED TO WELCOME the newest member to CentraState's epilepsy team Megdad M. Zaatreh, MD. Dr. Zaatreh specializes in the treatment of seizures and epilepsy for children and adults.

About Dr. Zaatreh

- Completed a fellowship in epilepsy at Yale University in New Haven, CT
- Board certified in neurology and psychiatry.
- Completed a residency in neurology at The University of North Carolina at Chapel Hill in Chapel Hill, NC.
- Earned a degree from the University of Jordan School of Medicine in Amman, Jordan.
- Led author of numerous articles on the medical and surgical treatments of epilepsy in peer-reviewed journals.
- Facilitated research projects to study the genetics of epilepsy and various treatments for seizures in patients with tumors.

Epilepsy and Neurology Group

Dr. Zaatreh has opened his own practice, Epilepsy and Neurology Group. The practice provides the most up to date expertise in the evaluation and management of patients of all ages, suspected of or having epilepsy or seizures.

The practice is located in the Star and Barry Tobias Ambulatory Campus, 901 West Main Street - Suite 300 in Ft. Lauderdale.

For more information, please call 752-414-8065.

The Comprehensive Epilepsy Center at CentraState

Dr. Zaatreh serves as the director of The Comprehensive Epilepsy Center at CentraState. The center provides comprehensive care for children and adults with epilepsy using the most advanced diagnostic and treatment options available. Video-EEG monitoring is used to diagnose epilepsy by measuring the brain's electrical activity to record seizures.

The center works with you to provide your patients more diagnostic treatment options and addresses issues and solutions for epilepsy patients including, but not limited to, medical and non-medical treatments, behavioral, reproductive, cognitive and driving issues and concerns. Our multidisciplinary team provides the most comprehensive care and ongoing support to both patients and families.

For more information, please call (800) CENTRA7 or visit centrastate.com.

Physician Office Marketing

WE'VE MOVED INTO THE NEIGHBORHOOD

HEART & HEALTH INSTITUTE
COMPREHENSIVE CARE EXPERTS

Richard Hersh*
MD, FACC, FAAP

Gary Gardner*
MD, FACC, FAAP

Craig Hestig*
MD, FACC

Eduardo Sabales*
MD, FACC

Jose R. Soler*
MD, FACC

7421 N. University Drive | Suite 107 | Tamarac, FL 33321
*Currently seeing patients in the new Tamarac office.

HEART & HEALTH INSTITUTE
COMPREHENSIVE CARE EXPERTS

Your home for heart care.

CentraState Medical Center
The full circle of health and wellness dedicated to excellence.

Welcome Our Newest Physician

Megdad M. Zaatreh, MD
Epileptologist

Cardiology Campaigns

YOU SHOULD
be the only thing
that takes HIS
BREATH AWAY.



HCA Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center
East Florida
AN HCA COMPANY

HCA Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center
East Florida
AN HCA COMPANY

LIGHTHEADEDNESS SHORTNESS OF BREATH COLD SWEAT BACK, ARM OR JAW PAIN

UPPER BACK PRESSURE LOWER CHEST PAIN UNEXPLAINED FATIGUE DIZZINESS & NAUSEA

What's your heart trying to tell you?

Is it time to have a
conversation with your
doctor about your heart?

HIGH BLOOD PRESSURE IRREGULAR HEART BEAT INDIGESTION

HCA Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center
East Florida
AN HCA COMPANY

50 SHADES of *Red*



THE HCA EAST
FLORIDA HOSPITALS
OF BROWARD COUNTY

50 SHADES of *heart health.*



Listen up ladies. We're smart. We're strong. We're women. And this is something we can't afford to miss out on. When it comes to you and your heart, you want to be the one in control.

More than one out of three adult woman has some form of cardiovascular disease. Many of the risk factors come without symptoms, such as high blood pressure. Other serious risk factors include:

- Family history
- Physical inactivity
- Smoking
- Poor diet
- Obesity
- Stress

You can be at risk for cardiovascular disease even if you maintain a healthy weight, exercise and follow a proper diet. That's why it's so important to check in with your doctor. The HCA East Florida Hospitals of Broward County provide world-class cardiovascular care. Our doctors and surgeons have the latest training and technology to ensure our patients' health.

Be smart about your health. It can save your life.



50 SHADES of *Red*

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THE HCA EAST
FLORIDA HOSPITALS
OF BROWARD COUNTY



Be the one in control of your heart health.
Talk to your physician today. If you don't already have one, call Consult-A-Nurse®
at **954.724.6349** or visit **BrowardHospitals.com** for a referral.

NORTHWEST MEDICAL CENTER • PLANTATION GENERAL HOSPITAL
UNIVERSITY HOSPITAL & MEDICAL CENTER • WESTSIDE REGIONAL MEDICAL CENTER

*Fifty Shades
of
Red*



Womens Health Event

Join us February 12, 2015 at Dillard's



*Fifty Shades
of
Red*



Join Us February 12, 2015

*Fifty Shades
of
Red*

Join Us **February 12**
at Dillard's Entrance
Westfield Broward Mall.

WOMEN'S HEALTH EVENT



Fifty Shades of Red

WOMEN'S HEALTH EVENT

February 12



Join us at
Dillard's
mall entrance

ER Branding World Cup Campaign

TIME TO EXPECT THE UNEXPECTED.



www.BrowardHospitals.com



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center



THERE'S NO STOPPAGE IN AN EMERGENCY.



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center

www.BrowardHospitals.com

TIME TO EXPECT THE UNEXPECTED.



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center

www.BrowardHospitals.com

University Hospital @UHMCHCA · 1 Jul 2014

Good luck to the #USA Men's Soccer team as they take on Belgium today!
#WeBelieveThatWeWillWin #WorldCup #USAvBEL



YOUR TEAM IS READY. IS YOUR HEART?



www.BrowardHospitals.com

3

THERE'S NO STOPPAGE IN AN EMERGENCY.




www.BrowardHospitals.com



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center

THERE'S NO STOPPAGE IN AN EMERGENCY.



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center

www.BrowardHospitals.com

Website Visits-Spike in June & July- World Cup Campaign

Individual Site Monthly Report

Created: Oct 06, 2014 10:40 AM CDT



Visits - Year Over Year

Broward Hospitals - 2014



Date	Selected Year	52 Weeks Prior
Jan 2014	918	0
Feb 2014	333	0
Mar 2014	473	0
Apr 2014	446	0
May 2014	873	0
Jun 2014	4,963	0
Jul 2014	3,615	0
Aug 2014	1,059	0
Sep 2014	1,805	210
Oct 2014	312	182
Nov 2014	0	187
Dec 2014	0	185
Total	14,797	764

Key Metrics

Broward Hospitals - September 2014

Key Metric	Value
Page Views	2,066
Visits	1,805
Unique Visitors	1,653
Average Visit Depth	1.14
Average Time Spent on Site	3.55
Bounces	1,510

Cities Report

Broward Hospitals - September 2014


City	Visits	Percentage
1. Ft Lauderdale ...nited States)	637	35.3%
2. Pompano Beach...ited States)	307	17.0%
3. Hollywood (Flo...nited States)	188	10.4%
4. Miami (Florida, United States)	91	5.0%
5. Boca Raton (Fl...United States)	86	4.8%
6. Orlando (Florida, United States)	38	2.1%
7. Deerfield Beac...nited States)	30	1.7%
8. Hialeah (Florida, United States)	19	1.1%
9. New York (New ...nited States)	17	0.9%
10. Sunnyvale (Ca...nited States)	17	0.9%
11. Copenhagen (...en, Denmark)	17	0.9%
12. Coral Springs ...nited States)	14	0.8%

Youtube Trueview Total Joint Replacement Videos- More than 24,000 views in 4 weeks

Write a comment...

University Hospital and Medical Center
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Charles' had a total hip replacement surgery and he was as comfortable as being at home!



Charles R. Albury
Hip Replacement Patient

Charles Albury's total hip replacement surgery
00:30

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YouTube interface showing a playlist of videos from University Hospital & Medical Center.

HCA EF

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University Hospital & Medical Center
by HCA EF · 16 videos · 117 views · 5 hour, 20 minutes · 📄 Add a description · 📄 Play all · ⚙️ Playlist settings · ➕ Add video

Video Title	Views
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Patient Testimonials	HCA EF 0:31
University Hospital & Medical Center - Dr. Arthur Keiser - Joint replacement surgery	HCA EF 1:14:03
CME Lecture Choosing Segno - Dr. Ed Sepines - University Hospital & Medical Center	HCA EF 1:14:03
Next Day Hip Replacement at University Hospital in Tamarac, FL	HCA EF 2:01
Emergency Services at University Hospital and Medical Center	HCA EF 0:31

<https://www.youtube.com/watch?v=5oyZbhPJJa-4>

University Hospital and Medical Center
Published by ReschLocal [?] · November 23, 2015 · 🌐

Watch this video to learn more about minimally invasive joint replacement surgery that allows patients to return home the next day.



HEALTHWATCH
Dr. Richard Berkowitz

Next Day Hip Replacement

Hip replacement surgery used to mean lengthy recoveries and multiple-day hospital stays for patients. Now, this joint replacement surgery can be performed as a minimally invasive procedure that allows patients to return home the next day.

WWW.UHMCHEALTHBLOG.COM

University Hospital @UHMCHCA · 23 Nov 2015
Next Day Hip Replacement - bit.ly/1MNbigO



HEALTHWATCH
Dr. Richard Berkowitz
UNIVERSITY HOSPITAL

Next Day Hip Replacement at Universit...

🔍 📄 📄 📄 📄 📄

Orthopedic Services

Dance.
Because no one's
got moves like you.



If you've been suffering with back, neck, shoulder or spine related pain - the board certified orthopedic specialists at the HCA hospitals of Broward County can help.

For a physician referral, call Consult-A-Nurse[™] at 954.724.6349



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Dance.
Because no one's
got moves like you.



Whether its sports, vacations or simply an evening of dancing—some of the best memories are made with your everyday favorite activities. So there is no reason why you should let pain get in the way.

Call Consult-A-Nurse[™] 24/7 with questions at 954.724.6349 or see average ER wait times at BrowardHospitals.com.



When it's time for a new joint.



ORTHOPEDIC & SPINE INSTITUTE
AT UNIVERSITY HOSPITAL & MEDICAL CENTER




When it's time for a new joint.



ORTHOPEDIC & SPINE INSTITUTE
AT UNIVERSITY HOSPITAL & MEDICAL CENTER

WHEN IT HURTS TO DO NOTHING, IT'S TIME TO DO SOMETHING.

Our orthopedic experts offer many options for joint pain, including minimally invasive procedures and total joint replacement. Doing nothing should mean your body is peaceful, not painful.



Branding Communications

I thought I was the picture of health...
My Doctor Knew Better.

The full circle of health and wellness dedicated to excellence.

CentraState Medical Center
 Perkasie, NJ • www.centrastate.com

I run regularly and eat healthy. So when I went in for a well visit and found out I had hypertension, I was really surprised. My doctor said it ran in the family, and sometimes has no traceable cause. She prescribed medication and put me on a low-salt diet. Now my blood pressure is 120/80.

I'm glad my doctor encourages well visits. She really cares about her patients, and that's just what I want in a family doctor.

To find a board-certified primary care doctor that's just right for you, visit centrastate.com/primarycare or call 966-CENTRA7.

CentraState Medical Center is a teaching hospital dedicated to primary care.

CentraState is a member of the American Medical Association, the American College of Physicians, the American College of Obstetrics and Gynecology, and an affiliate of the American Hospital Association.



I didn't think I had a blood sugar problem...
My Doctor Knew Better.

The full circle of health and wellness dedicated to excellence.

CentraState Medical Center
 Perkasie, NJ • www.centrastate.com

I was constantly thirsty and running to the bathroom. I didn't think it was a problem, but my wife noticed I was drinking more water and eating less. She suggested and tested me for type 2 diabetes. He reassured me it was manageable with medication and lifestyle changes, and has since guided me every step of the way.

My family doctor is not only a great diagnostician, he's a great guy. And that's exactly what I want for my family and me.

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Breastfeeding: A Healthy Choice For You and Your Baby

For Mothers

Disease Prevention
 Breastfeeding is linked to a lower risk of health problems in women, including Type 2 diabetes, breast cancer, ovarian cancer, and hypertension later in life. Moms have a lower risk of anemia following delivery, as well as a lower risk of developing postpartum depression.

Weight Loss
 Nursing mothers are also more likely to reach their pre-pregnancy weight. Mothers who breastfeed generally lose more weight by the time their babies are 3-6 months old as compared to mothers who don't breastfeed.

Research on Breastfeeding
 Hundreds of medical studies have shown that human milk and nursing optimize the health of both baby and mother. This effect starts immediately at birth and extends over a lifetime. Human milk is composed of approximately 300 identified products that help fight infection and offer immune protection. This includes fighters such as immunoglobulin A, maternal white blood cells, lactoferrin, lysozyme, epidermal growth factor and interferon 1b.

For Infants

Nutrition
 Breastmilk is the best source of nourishment for your baby. The American Academy of Pediatrics recommends breastfeeding until at least 12 months of age. Once solid foods are added at six months of age, the AAP recommends that mothers continue to breastfeed until at least one year and beyond for as long as both mother and child wish. Many mothers and babies continue nursing during the first few years of life. Mother's milk continues to be a sound nutritional product for a young child.

Disease Prevention
 Infants who receive human milk reduce their risk of colds, pneumonia, severe blood infections (sepsis), meningitis, enterocolitis (a life-threatening disease of the gut that affects premature infants), acute lymphocytic leukemia of childhood, Type 1 and 2 diabetes, obesity, eczema and asthma. Breastfeeding has been shown to lower the risk of Sudden Infant Death Syndrome (SIDS). Breastfeeding is also associated with higher IQ scores for infants.

For Mothers

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If Baby Comes Early
 Mother's milk is very important when a baby is born prematurely for several reasons. Human milk significantly decreases the risk of life-threatening blood (sepsis) and gut (enterocolitis) infections. Breastfed premature infants are more likely to tolerate their feedings, resulting in earlier discharge from the hospital and generally better developmental outcomes.

Medical research suggests that the more mother's milk given, the better the outcome for preterm infants.

Endorsements
 This information has led national medical academies, such as the American Academy of Pediatrics, the American Academy of Family Physicians and the American College of Obstetrics and Gynecology, to conclude that mother's milk has unique properties that make it a superior nutritional product for your baby that cannot be obtained in any other way.

References: American Academy of Pediatrics - La Leche League - Center For Disease Control
 Dana Meyer MD, IBCLC - Robin Sarnes MD, IBCLC



Don't Have a Primary Care Doctor or OB/GYN?

CentraState Healthcare System™



First Impressions Maternity Pavilion


Welcome Packet

The full circle of health and wellness dedicated to excellence.

CentraState Medical Center




Women's Check-Up Campaign



National Women's Health Week

May 13th-May 18th, 2013 | GET CHECKED AND CHECK IT OFF.
IMPORTANT HEALTH TOOL



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center

National Women's Health Week

May 11th - 17th, 2014

National Women's Check-up Day

May 12th, 2014

Monday, May 12th, 2014 - the day after Mother's Day is National Women's Check-up Day, the highlight of National Women's Health Week.

It's your time! Please join us and the hundreds of women across America who are taking the National Women's Check-up Day Pledge. We are pledging to focus on our own health by taking the time to schedule at least one of the recommended preventive health screenings within the next 90 days.

Complete the Women's Screening Test Checklist (below) and then ask your doctor when you should schedule the next test.

To learn more about women's services at your local Broward County HCA Hospital for a free physician referral, call **(954) 724-6349**.

Take the Check-up Day Pledge!
<http://www.womenshealth.gov/whw/check-up-day>
 To learn more about National Women's Health Week, visit <http://www.womenshealth.gov/whw>.

Women's screening Test Checklist

TEST	LAST TEST (mo/yr)	RESULTS	NEXT TEST DUE (mo/yr)	QUESTIONS FOR DOCTOR
Weight (BMI)				
Cholesterol Total				
HDL (good)				
LDL (bad)				
Blood Pressure				
Mammogram				
Pap Smear				
Colorectal Cancer				
Diabetes				
Dental Cleaning				
Bone Density				

Call Consult-A-Nurse at 954-724-6349 for your complimentary gift. Call while supplies last.



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National Women's Health Week

May 13th-May 18th, 2013

GET CHECKED AND CHECK IT OFF.
IMPORTANT HEALTH TOOL



Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center



National WOMEN'S Health Week

May 12th - 18th, 2013

It's time to **Check it OUT** and **Check it OFF...**



National Women's Health Week

May 13th-18th, 2013

GET CHECKED AND CHECK IT OFF.
IMPORTANT HEALTH TOOL



Northwest Medical Center
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Everyday Health – Run of Health & Wellness

728x90 and 300x250

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Home Health A-Z Drugs A-Z Symptom Checker Food Community Health Tools Recipe Rehab

National Women's Health Week
May 13th-May 18th, 2013
GET CHECKED AND CHECK IT OFF
IMPORTANT HEALTHY TOOL

SEE YOUR
IT'S NOT
YOUR FAULT!
Find Out Why

Women's Health

Healthy Body Healthy Mind Common Conditions Reproductive Health

Women's Health: Healthy Body

Managing Excessive Underarm Sweat
Do You Sweat Too Much? Hyperhidrosis is a treatable medical condition. Get tips on how to stay dry and fight body odor. Start now.

Breast Lumps
Most lumps are benign, though they can cause pain. Find out when you need to worry about breast lumps.

Women's Health Awareness
Good health sets a foundation for a good life, and there are plenty of ways to start getting healthier. Try these tips.

Starting a Workout Routine
You know all about the benefits of exercise — it can protect your body from illness and injury and help promote emotional health. But if you've never exercised regularly before, don't just jump right in, you could hurt yourself that way. Three types of exercise should be included in your weekly routine. Learn how to start a complete exercise program.

Skin Care Tips for Women
As women get older, collagen and elastin production slows down and wrinkles and lines can begin to develop. Creams and filters can help with these cosmetic issues, but experts agree that nothing helps prevent skin damage like proper sun protection. Get advice on how to stop signs of aging skin.

Meeting Your Nutritional Needs
The end of your menstrual cycle, a pregnancy, or other changes can affect the ways your body absorbs important nutrients. As you get older, you may want to consider supplementing your intake of certain nutrients with a multivitamin. Learn more about vitamins for women at different ages.

Caring for Your Oral Health
Did you know that even if you take good care of your teeth and gums, certain life changes, such as puberty, menopause, and pregnancy, can affect your oral health? Luckily, there are ways to prevent most dental problems. Discover oral health essentials every woman should know about.

Protecting Your Sexual Health
A sexually transmitted disease can affect much more than your sexual health. Lifelong repercussions, from infertility to heart disease, can and do occur. As a woman, it's important to know which STDs you're at greatest risk for and how to protect yourself. Find out more about the risks of STDs to a woman's health.

Women's Health In-Depth

- Women's Health: Healthy Body
- Women's Health: Healthy Mind
- Women's Health: Common Conditions
- Women's Health: Reproductive Health
- See All Women's Health Articles
- See All Women's Health Q&As

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everydayHEALTH ALWAYS CHOOSE WELL

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Home Health A-Z Drugs A-Z Symptom Checker Food Community Health Tools Recipe Rehab

2x More Vitamin B

DOUBLE Omega-3

DRINK ALSTIN
Try my FREE Fitness Plan!
START NOW

Women's Health

Healthy Body Healthy Mind Common Conditions Reproductive Health

Women's Health: Healthy Body

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Women's Health In-Depth

- Women's Health: Healthy Body
- Women's Health: Healthy Mind
- Women's Health: Common Conditions
- Women's Health: Reproductive Health
- See All Women's Health Articles
- See All Women's Health Q&As

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Women's Health Expert Q&A

Women's Health News


➤ Geotargeted to Zip Codes

Mobile Marketing

YOUR PINS

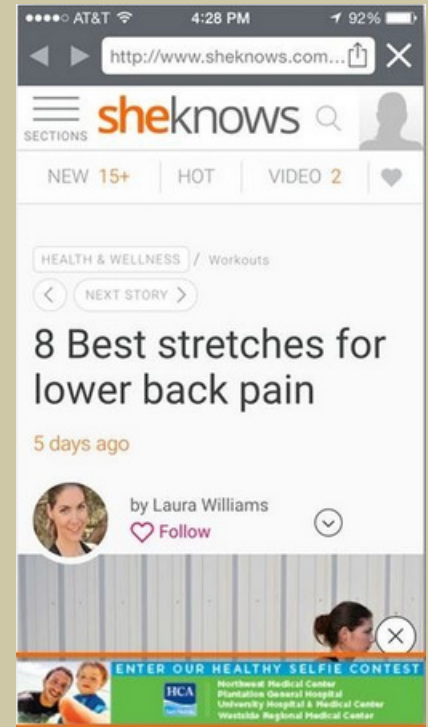
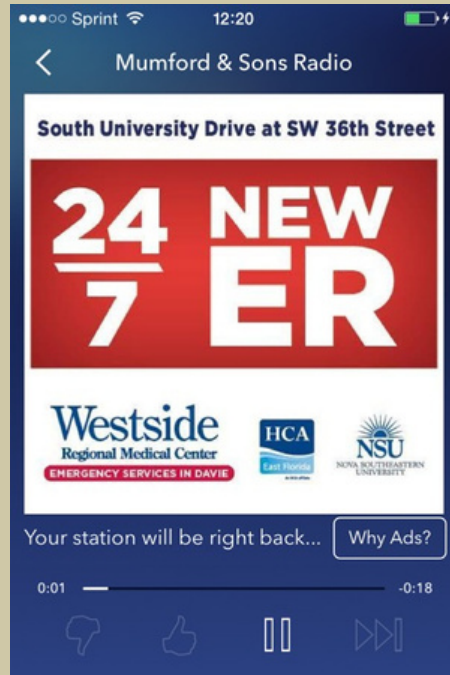
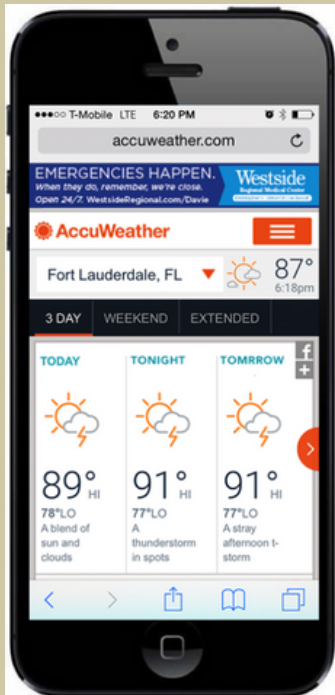


SEARCH RESULT

 **Westside ER**
3476 South University Dr
Davie, Florida

Ad

3.5 km away



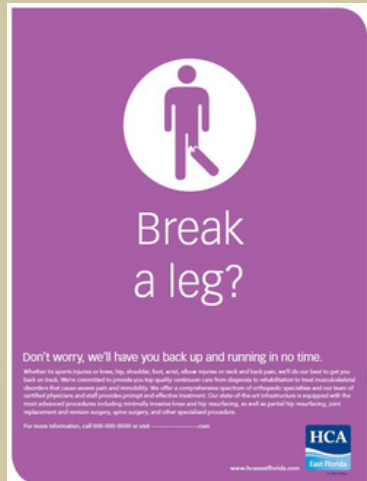
ER Online Ads



Many hospitals forget that
**PEDIATRIC
EMERGENCY
CARE**
should be kid sized.

CLICK HERE
to view average
wait times at
BrowardHospitals.com

HCA Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
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East Florida



**Break
a leg?**

Don't worry, we'll have you back up and running in no time.

Whether its sports injuries or knee, hip, shoulder, foot, spine, elbow injuries or neck and back pain, we'll do our best to get you back on track. We're committed to provide you top quality customer care from diagnosis to rehabilitation to meet your individual needs. Our state-of-the-art emergency department offers a comprehensive spectrum of orthopedic specialties and our team of certified physicians and staff provide prompt and effective treatment. Our state-of-the-art infrastructure is equipped with the most advanced procedures including minimally-invasive knee and hip arthroscopy, as well as partial hip resurfacing, joint replacement and revision surgery, spine surgery, and other specialized procedures.

For more information, call 904-399-9300 or visit www.browardhospitals.com

HCA East Florida



**TRICKY
trip & fall?**

Our ERs are here for
your trick-or-treaters.

CLICK HERE
to view our average
ER wait times.

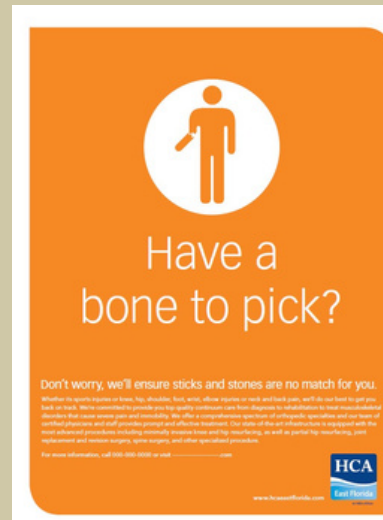
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University Hospital & Medical Center
Westside Regional Medical Center
East Florida



**ACCIDENTS
HAPPEN.**

When they do, see us for ER care 24/7.

HCA Northwest Medical Center
Plantation General Hospital
University Hospital & Medical Center
Westside Regional Medical Center
East Florida



**Have a
bone to pick?**

Don't worry, we'll ensure sticks and stones are no match for you.

Whether its sports injuries or knee, hip, shoulder, foot, spine, elbow injuries or neck and back pain, we'll do our best to get you back on track. We're committed to provide you top quality customer care from diagnosis to rehabilitation to meet your individual needs. Our state-of-the-art emergency department offers a comprehensive spectrum of orthopedic specialties and our team of certified physicians and staff provide prompt and effective treatment. Our state-of-the-art infrastructure is equipped with the most advanced procedures including minimally-invasive knee and hip arthroscopy, as well as partial hip resurfacing, joint replacement and revision surgery, spine surgery, and other specialized procedures.

For more information, call 904-399-9300 or visit www.browardhospitals.com

HCA East Florida



**A TRIP TO THE ER DOESN'T
HAVE TO BE MADNESS.**

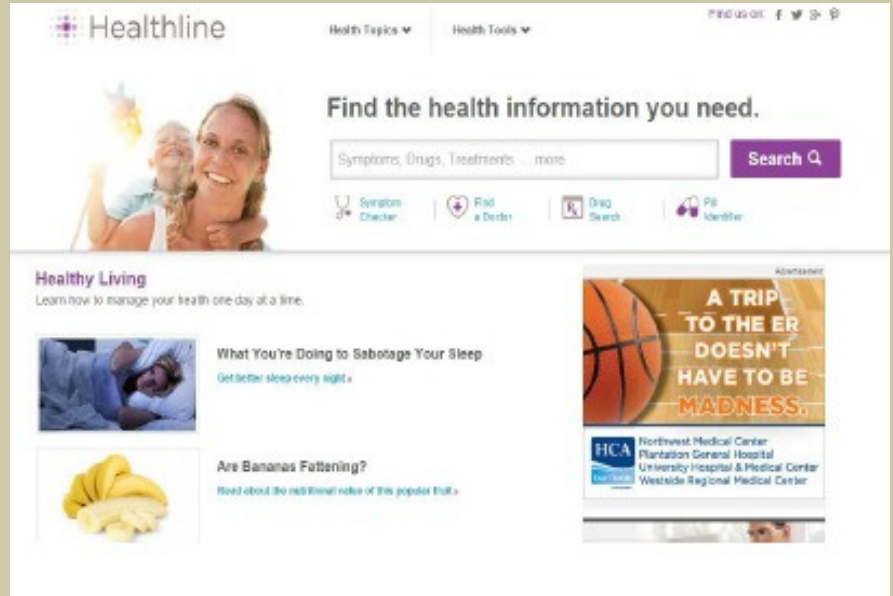
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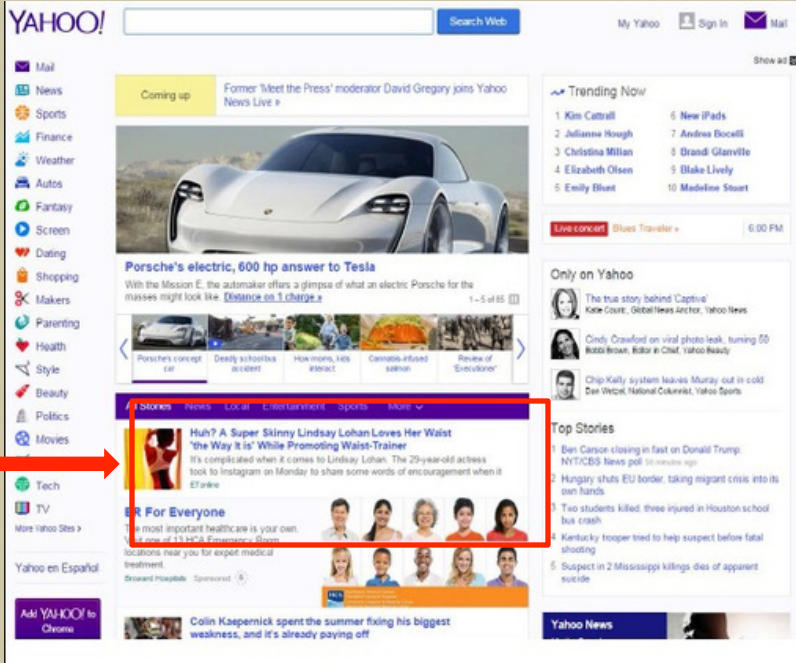
Display Advertising



The screenshot shows the WebMD website with a navigation bar at the top containing 'SYMPTOM CHECKER', 'PHYSICIAN DIRECTORY', 'SIGN IN', and 'LOG OUT'. Below the navigation bar are several menu items: 'HEALTH A-Z', 'DRUGS & SUPPLEMENTS', 'LIVING HEALTHY', 'FAMILY & PREGNANCY', 'NEWS & EXPERTS', and a 'SEARCH' button. A large banner advertisement for the 'SIDELINE YOU.' campaign is featured, with the text 'DON'T LET A MEDICAL EMERGENCY SIDELINE YOU.' and 'We offer 24/7 care nearby.' Below the banner is a 'Cold, Flu, & Cough Health Center' section with a 'Flu Guide' and 'Overview & Facts' sub-section. A 'Today on WebMD' sidebar lists various health topics like 'Allergy Relief' and 'Cough, Sore Throat'.



The screenshot shows the Healthline website with a navigation bar at the top containing 'Health Topics' and 'Health Tools'. Below the navigation bar is a search bar with the text 'Find the health information you need.' and a 'Search' button. A large banner advertisement for 'Healthy Living' is featured, with the text 'Learn how to manage your health one day at a time.' Below the banner are several articles, including 'What You're Doing to Sabotage Your Sleep' and 'Are Bananas Fattening?'. A sidebar on the right contains an advertisement for 'A TRIP TO THE ER DOESN'T HAVE TO BE MADNESS.' with the HCA logo and the text 'Northwest Medical Center, Plantation General Hospital, University Hospital & Medical Center, Westside Regional Medical Center'.



The screenshot shows the Yahoo! website with a navigation bar at the top containing 'Search Web', 'My Yahoo', 'Sign In', and 'Mail'. Below the navigation bar are several menu items: 'Mail', 'News', 'Sports', 'Finance', 'Weather', 'Autos', 'Fantasy', 'Screen', 'Dating', 'Shopping', 'Makers', 'Parenting', 'Health', 'Style', 'Beauty', 'Politics', and 'Movies'. A large banner advertisement for 'Porsche's electric, 600 hp answer to Tesla' is featured, with the text 'With the Mission E, the automaker offers a glimpse of what an electric Porsche for the masses might look like.' Below the banner are several articles, including 'Huh? A Super Skinny Lindsay Lohan Loves Her Waist 'The Way It Is' While Promoting Waist-Trainer' and 'Top Stories'.




The screenshot shows the USA Today website with a navigation bar at the top containing 'USA TODAY' and 'Search'. Below the navigation bar is a search bar with the text 'Tim Cook's big day: Apple hits \$700 billion'. A large banner advertisement for 'SOONER IS BETTER, NO MATTER WHAT THE EMERGENCY.' is featured, with the text 'EMERGENCY' and 'A BETTER SOLUTION'.

Healthy Selfie Campaign



University Hospital and Medical Center
June 12, 2015 · 🌐

Show Us Your Healthy Selfie! #HCA BrowardSelfie



We "like" your look.

ENTER OUR HEALTHY SELFIE CONTEST
Win \$5,000 for your favorite charity.

Broward Market Hospitals
We want to see your healthy selfie! Take a selfie doing activities such as cooking a healthy meal, running, or swimming and submit it to win \$5,000 for a charity of your choice! Enter today.

[Learn More](#)

BROWARDHOSPITALS.COM

30,848 people reached [Boost Post](#)

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👍 Like 💬 Comment ➦ Share

30,848 People Reached

13 Likes, Comments & Shares

11 Likes	11 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

498 Post Clicks

0 Photo Views	479 Link Clicks	19 Other Clicks
---------------	-----------------	-----------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Get Healthy And Stay Well With HCA East Florida Hospitals Of Broward County.

We have a comprehensive range of adult and children's medical services and resources to keep you and your family well and on the go.

Should you need emergency services, our team of experienced physicians, nurses and staff is available 24/7. Our kid-friendly areas have specialized decor and a dedicated pediatric team so our smallest patients feel safe, reassured and comfortable. No matter what level of care you require, we're here for you!

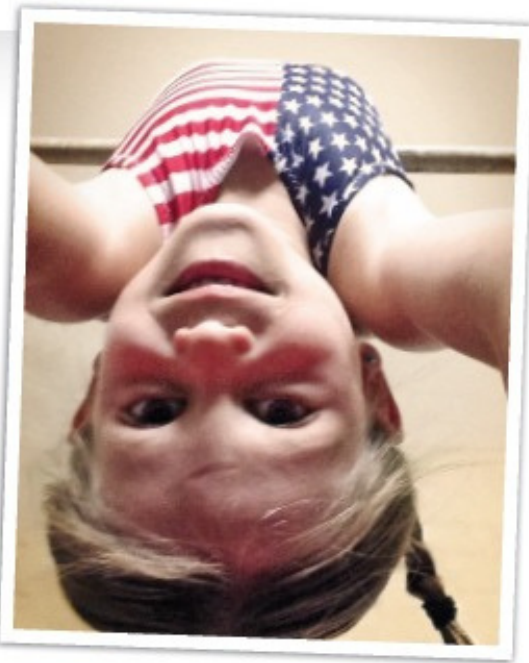


Be Your Own Healthiest Self

Make your own selfie a healthy one with HCA East Florida Hospitals of Broward County.

Bryce Schafer, a first grade student at Park Trails Elementary School, is the winner of HCA East Florida Hospitals of Broward County's #HealthySelfie contest. She received a \$5,000 check to the charity of her choice, which she donated to her school's playground renovation project.

HCA East Florida Hospitals are committed to helping you stay healthy to do the fun and active things you love. Turn this card over to find out how!



Bryce, a first grade student at Park Trails Elementary School, won HCA East Florida Hospitals of Broward County's #HealthySelfie contest.

Get yourself healthy! Talk to you If you don't already have one, ca at 954.724.6349 or visit Broward



Integrated Marketing Campaign Service Line Success Story Kid Friendly Care Strategy



Kid-friendly Care ER - Direct Mail Campaign

6,900 Mailed in September 2012

- 28% Increase in ER Pediatric Patients in Four Months
- Return on Investment 5.77:1 Sep. 2012-Dec. 2012

Campaign Implemented throughout the Division

