

Ad Campaigns

Client: Trinity Health Foundation
Department: NICU
Campaign: Hope is Never Premature
Media: Print, TV, Radio, Direct Mail

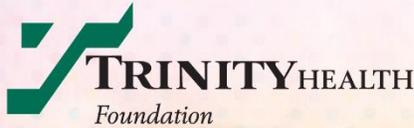
Hope is Never Premature

Because one out of every eight babies is born prematurely.

At the heart of every birth is a wish for a full and happy life. The Neonatal Intensive Care Unit at Trinity Health is dedicated to making that wish a reality for their most fragile patients.

This spring the Trinity Health Foundation is recognizing the NICU caregivers and their compassion to help all their patients.

Your tax-deductible gift to the Trinity Health Foundation makes all the difference to the caregivers and to the patients in the Trinity NICU.



PO Box 5020, Minot, ND 58702
(701) 857-5432

www.trinityhealthfoundationnd.org

Trinity Health is a not-for-profit, community-benefit organization.

Link to TV Spot: [NICU](#)

Hope is Never Premature



We believe every newborn deserves the best care and a chance for the future.

You can give health, hope and a future to our most fragile patients through a gift to the neonatal intensive care unit at Trinity Health.

Visit us at www.trinityhealthfoundationnd.org

Trinity Health is a not-for-profit, community-benefit organization.



PO Box 5020, Minot, ND 58702
(701) 857-5432

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Give the Gift of Hope

Please help the Trinity Health Foundation provide care to our smallest patients this Mother's Day by making your tax-deductible gift today.

Fill out and mail the form or make a credit card donation online at trinityhealthfoundationnd.org

ENCLOSED IS MY GIFT OF:

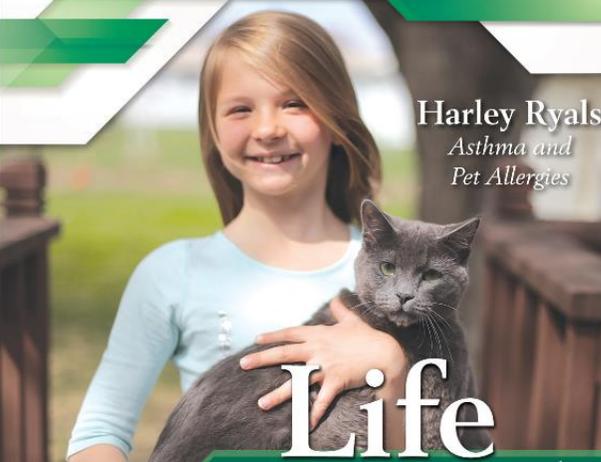
- \$20: One dollar for each little finger and toe
- \$60: For their every breath per minute
- \$120: For their every heartbeat in a minute
- \$200: For every moment of worry a mother has for her struggling new born
- Other: \$ _____

Please make checks payable to Trinity Health Foundation. For credit card payments, please visit trinityhealthfoundationnd.org



Client: Trinity Health
Department: Otolaryngology
Campaign: Life Reinvented / Harley
Media: Print, TV, Radio, Billboards

ALLERGY RELIEF... PURRRFECT!



Harley Ryals
*Asthma and
Pet Allergies*

Life Reinvented

Life for 7-year-old Harley has never been better. Between playing with her sisters and caring for her new cat, nothing is holding her back.

This was not always possible for Harley, who often felt sick and miserable. Her worried parents turned to the Allergy and Immunology specialists at Trinity Health for help.

“Dr. Reder and the staff at Trinity Health pinpointed my daughter’s asthma and pet allergies as the issue and provided Harley with the care and medicine she needed to return to life as a healthy little girl.” – Stephanie Ryals

Whether by subspecialty care or primary care, Trinity Health continues to help patients like Harley receive critical treatment and follow-up care that has the power to change their lives.

TRINITYHEALTH
Reinventing Health

Physician
Referral Line
(701) 857-DR4U

www.trinityhealth.org

Link to TV Spot: [Life Reinvented: Harley](#)

SCRIPT

Harley: “I love to play, but was always sick when I was younger. So my mom took me to Trinity.”

Mrs. Ryals: “The doctors at Trinity were critical in pinpointing my daughter’s asthma and pet allergies as the issue, and provided Harley with the care and medicine she needed to return to life as a healthy little girl.”

Harley: “Now I’m having fun again, and even have a new friend to play with.”

Harley: “My name is Harley, and this is my life reinvented.”

[Tagline insert] Trinity Health: Reinventing Health.

ALLERGY RELIEF... PURRRFECT!



Harley Ryals
*Asthma and
Pet Allergies*

Life Reinvented

TRINITYHEALTH
Reinventing Health
www.trinityhealth.org

Client: Trinity Health
Department: GP Clinics
Campaign: Primary Care
Media: Print, TV, Radio

Client: Trinity Health
Department: Podiatry
Campaign: Happy Feet
Media: Print, TV, Radio

Primary Care



At Trinity Health our Primary Care Providers take the time to get to know what makes you uniquely you.

We're focused on preventing illness and treating the whole person with comprehensive care that's coordinated across the largest healthcare network in the region.



www.trinityhealth.org



(701) 857-DR4U

Foot Pain can be Complicated



Offering relief from foot & ankle issues

The specialists at Trinity Health's Foot and Ankle Clinic treat a variety of problems associated with a condition known as rearfoot varus, a common positional deformity in the foot. Symptoms for rearfoot varus include plantar calluses, heel spurs, Taylor's bunions, leg fatigue and knee and lower back pain.

Trinity Health's podiatrists are trained in complex reconstructive procedures, such as rearfoot reconstruction and correction of congenital deformities using ankle arthroscopy.

Let us get you back on healthy feet!



Dr. Tyson Williams Dr. Aaron Albers Dr. Ashley Evanoff Dr. Roger Racz



Health Center-Medical Arts
400 Burdick Expy. E
Minot, ND 58703
(701) 857-3584
www.trinityhealth.org

Radio Script

At Trinity Health, our Primary Care Providers take the time to get to know what makes you – uniquely you.

We're focused on preventing illness and treating the whole person, with comprehensive, coordinated care that's connected to the largest healthcare network in the region.

Start on your path to better health

Call Doctor 4 U today
701 857 3748

[Tagline insert] Trinity Health: Reinventing Health.

Link to TV Spot: [Happy Feet](#)

Take care of your feet, and they'll take care of you. The foot and ankle specialists at Trinity Health can help with both surgical and non-surgical solutions.

So patients who suffer from foot and ankle related issues can say: "So long heel pain." "Catch ya later corns." "Hasta la vista hammer toes!"

Relieve pain *now* and help prevent future discomfort. Diagnoses and treatment is available today.

[Tagline insert] Trinity Health: Reinventing Health.

Client: Trinity Health
Department: Podiatry
Campaign: Happy Feet
Media: Print, TV, Radio

MyTrinity Health *eConnect*

MyTrinity Health eConnect offers convenient, secure access to your health information. You can view your test results, schedule your next appointment, communicate with your provider, request a prescription renewal and more, at any time.

Stop by any Trinity Health registration desk or your physician's office today to sign up for the portal.
(ID verification required at sign up)

**For more information call:
(701) 857-3471**



www.trinityhealth.org

Link to TV Spot: [eConnect](#)

Announcer:

What if you could have access to your appointments and lab results, no matter where you are?

Doctor: "We've got your lab results here"

Nurse: "And your appointment is next Tuesday."

Announcer:

My Trinity Health eConnect: It's secure access to your health information, the ability to request appointments, pay bills, renew prescriptions and more.

My Trinity Health eConnect: access any time, any place;
Bring a valid I.D. to any registration desk to activate.

[Tagline insert] Trinity Health: Reinventing Health.



2015 Recipient

Client: CHI St. Joseph's Health
Campaign: Image / Radiology / Surgery
Media: TV

Link to full Campaign: [CHI St. Joseph Health](#)

TV Script: Image

Announcer:

Here in Southwest North Dakota, we're growing with the times. We're preserving our legacy. While looking to the future.

We're welcoming new faces and cherishing old Friends.

This is the place we call home. Always have – always will. Since 1912, CHI St. Joseph's Health has touched the lives of more people in our community than any other healthcare system.

It's been our mission to provide quality, compassionate care to the people of this region.

Today at St. Joseph's, we're expanding our facilities, our care, and our services. Reaching out in more ways to build healthier communities, for a better way of life.

CHI St. Joseph's Health: Imagine Better Health.

TV Script: Radiology

Announcer:

When your doctors need to see what's going on inside they call on the radiology team at C-H-I St. Joseph's Health: But getting images takes time. And radiation.

What if there was a way to get a better image – faster – with less radiation?

The latest advances in imaging technology are now available right here in Dickinson at CHI St. Joseph's Health
More picture ...
Less time ...
Less radiation ...
Superior diagnostic tools for your doctors and better outcomes for you.

CHI St. Joseph's Health: Imagine better health.

TV Script: Surgery

Announcer:

When you need surgery,
You want the very best for the job.

A healthcare facility with a talented professional team,
Outstanding safety standards and compassionate patient care

At CHI St. Joseph's Health our patients are our priority.

We pride ourselves on having the most advanced surgical suites and equipment in the region,
the ability to perform more outpatient surgeries,
Faster recovery times...
shorter hospital stays...
and better outcomes for you.

CHI St. Joseph's Health: Imagine better health.

Newsletters and Paid Placement

Client: 10/10 Optics
Department: Optometry & Ophthalmology
Media: Web / White Paper

Sun Exposure Puts Vision at Risk.

Shady Steps to Prevent Permanent Damage

American journalist, author and talk show host Anderson Cooper recently drew media focus himself, when he was temporarily blinded while on assignment in Portugal. The 45 year old correspondent lost his vision for 36 hours – a result of a severe sun burn to his eyes – acquired when ultraviolet rays reflecting off the water bounced back into Cooper's face. The famed reporter showed an unfortunate lack of foresight when he failed to arm himself with adequate eye protection. The consequences were both frightening and extremely painful. And while Cooper eventually regained his sight, the celebrity journalist may have put himself at greater risk for future impairment.

What are the Dangers?

According to the American Optometric Association, overexposure to ultraviolet radiation (UV) can contribute to numerous vision disorders including cataracts, macular degeneration and certain cancers of the eye.

Children are particularly vulnerable, as the lenses of their eyes are less resistant to damaging UV rays than those of adults. On average, children spend about three times longer in the sun than do grown ups, putting them at even greater risk for problems as they age.

How Can I Protect My Eyes?

UV exposure occurs year-round, in all kinds of weather, so it is vital to protect your eyes, regardless of the season. Anyone who spends even a small fraction of their day outdoors is encouraged to invest in UV protection to minimize the risk of long-term impairment.

Digitally designed protective eyewear with built-in UV blocking technology from a reputable eye care professional can help. [10/10 Optics](#) of New York, NY, recommends sunglasses and protective contact lenses that:

- Block out 99 to 100 percent of both UV-A and UV-B radiation.
- Screen out 75 to 90 percent of visible light.
- Are color balanced, anti-reflective and polarized to prevent glare.
- Are completely free of distortion and imperfections.

The Manhattan based eye care specialist also encourages individuals to protect their vision by scheduling annual comprehensive eye exams, following an eye-healthy diet and using appropriate safety eyewear as necessary.

Client: Trinity Health
Department: Audiology
Media: Print

Proper Fit, Mapping Key to Cochlear Implant Success

Patients with severe to profound sensorineural hearing loss can experience remarkable improvement in audio perception with the help of cochlear implants. Like any prosthetic device, cochlear implants must be properly fitted and mapped in order to provide the wearer maximum benefit. But with advances in cochlear implant technology, the fitting process has become more complex than ever before. Pediatric implants requiring even more specialized programming than adult cochlear implants.

Using interactive software, the doctors at Trinity Audiology fit and map your cochlear implant to create individualized encoding, improving sound quality and speech understanding. Get the most out of your cochlear implants. Contact Trinity Audiology for an appointment or consultation with a specialist. Call (701) 857-5986, or stop in at Trinity Health Center – West, 101 third Avenue SW, Minot.

Hearing Protection Today May Prevent Hearing Loss Tomorrow

Noise is part of everyday life, but it's extended exposure to loud noises that can permanently damage your hearing. Once, it was jobs like heavy industry, road construction and factory work that used to be the most common cause of hearing loss, but that's not the case anymore. Today, recreational noise (loud music, noisy clubs and sporting events) are the major cause of hearing damage, now affecting people at younger and younger ages. You could be losing your hearing without even realizing it. Sadly, noise-related hearing loss is usually irreversible.

Take steps to prevent noise-related hearing damage. The louder the sound, the less time you can safely listen to it. Play it safe: Turn down the volume on your TV, MP3 player or gaming device. Avoid extended exposure to loud noise. If you can't control the noise in your environment, invest in a good pair of ear plugs to dampen the loud sounds around you. If you suspect damage or loss, have your hearing tested by a medical doctor. Contact Trinity Audiology for an appointment or consultation with a specialist. Call (701) 857-5986, or stop in at Trinity Health Center – West, 101 third Avenue SW, Minot.

Behavioral Problems? Test Your Child's Hearing, First

Youngsters who ignore instructions, act defiantly or perform poorly in school are often labeled as "problem children." But before jumping to conclusions about attention deficits, behavioral, cognitive or learning disorders, you may want to look for a simpler explanation: Hearing loss. Not all schools perform hearing tests, so hearing loss due to illness, infection, accident or excessive noise exposure can easily be overlooked or even misdiagnosed as something else.

Early detection is vital to combating childhood hearing loss. It impacts your child's learning, socialization, language, treatment and rehabilitation options. The qualified audiologists at Trinity Audiology can help by performing a thorough physical examination and by testing auditory brainstem responses to determine degree and type of hearing loss, if it exists. Teenagers and adults can also benefit from having their hearing regularly tested. Contact Trinity Audiology for an appointment or consultation with a specialist. Call (701) 857-5986, or stop in at Trinity Health Center – West, 101 third Avenue SW, Minot

Client: Trinity Health
Department: Radiology
Media: Print

Interventional Radiology: The Cutting Edge of Medical Technology

Interventional Radiology is a minimally invasive, image guided surgical technique proven to diagnose and treat diseases quickly, safely, effectively and very often, in an out-patient setting. Trinity Health's Interventional Radiologists are currently treating heart and vascular disease, osteoporosis, tumors, neurological disorders and more. Ask your Doctor if Interventional Radiology is right for you. Need a referring physician? Call (701) 857-3748 or stop in at Trinity Health Center – West, 101 third Avenue SW, Minot.

Client: Trinity Health
Department: Hand Team
Media: Print

Hand Team Brings Special Touch to Patient Care

Your hands are a vital part of who you are, how you work and play; even how you communicate. When injury or illness strikes – The Hand Team At Trinity Health will be there to help restore full functionality. We specialize in surgical repairs, hand reconstruction, vascular repair, non-surgical interventions and occupational therapies. Don't let damage or disorder take away your hands: See the Hand Team at Trinity Health. Call (701) 857-3748 or stop in at Trinity Health Center – West, 101 third Avenue SW, Minot