

The brochure draft copy that follows includes:

- Page 1: this page (not part of the brochure copy deck)
- Page 2: cover copy (9 words, needs major image)
- Page 3: initial intro copy (90 words)
- Pages 4-5: First, Most, Only, Best, Did You Know? (798 words) – this is primary body copy, to be spread out over several panels of the brochure, so not as long as it sounds! LOTS of image possibilities here.
- Page 6: Info @ UT Southwestern (197 words) – contact and MyChart information.
- Page 7 About UT Southwestern (186 words) and Footer (22 words).

Copy notes ...

- There is one missing bit of information on page 5, regarding faculty practice – if we don't have this number to fill in, it would be easy to cut or rework the sentence accordingly.
- I included subheads in the "Did You Know?" area (also page 5) because, unlike the First/Most/Only/Best sections, it was a connection of only randomly-related nuggets that didn't tie together outside "these aren't first/most/best/only but are cool anyway." ☺
- With one exception, I decided to forego the use of bulleted lists that I relied on last time, instead tweaking the copy throughout so the short "list" or items read more smoothly in very short paragraph items.
- I did leave in a couple of historical "first/best" notes, but only where there was an obvious direct tie in the writing to something current or recent.
- In culling the copy, one thing I cut that I thought we might want to consider adding back in was the one item about the Dallas Heart Study, but I think that is entirely optional.
- As per suggested, I borrowed and reworked some language from the new .edu's [About Us/Facts page](#) – most of it I already had in the deck, but I reworked it to stay more stylistically consistent across media.
- From that original Really Long Draft™, I made an effort to cut everything that was primarily appealing to potential employees and/or prospective students, instead placing a total focus on the patient care potential audience.
- That first draft was 5000 words. The second that we reviewed was about 1800. This one is just shy of 1300, and it "reads" shorter than that due to better organization.

UT Southwestern Medical Center

**The future
of medicine ...**

... today!

UT Southwestern Medical Center is a place to find the smartest ideas and people in the world, home to four Nobel Laureates, and alma mater to another. UT Southwestern is also home to dozens of internationally recognized physicians and scientists.

UT Southwestern's mission: is to improve health care in our community, in Texas, in our nation, and the world – to deliver patient care that brings UT Southwestern's scientific advances to the bedside, focusing on quality, safety, and service.

UT Southwestern: *Providing world-class care in your own back yard.*

A FEW KEY WORDS ABOUT UT SOUTHWESTERN ...

First. Most. Only. Best.

These are terms you will see repeatedly in descriptions of UT Southwestern, which in 2011, for the second year in a row, was rated the #1 hospital in the Dallas-Fort Worth region in *U.S. News & World Report's* annual rankings of America's Best Hospitals.

FIRST ...

UT Southwestern is an organization of "early adopters." Our patients, through participation in world-class research-driven clinical trials, have access to new treatments—medicines and procedures—available first at UT Southwestern.

For decades, UT Southwestern has provided leading-edge innovation in patient care. In 1964, our surgeons performed Texas' first kidney transplant; they performed Dallas' first heart transplant in 1968. More recently, 21st-century technology allowed UT Southwestern cancer surgeons to perform the area's first transoral *robotic* surgery, a minimally invasive no-scar procedure to remove tumors in the throat.

In fact, UT Southwestern physicians were the first in North Texas to use surgical robots at all, enabling them to perform a variety of minimally invasive surgeries with greater precision. In just one of many other technological advances, UT Southwestern was the first institution in North America to install Vero SBRT, a system for delivering noninvasive radiation treatment to cancer patients.

In 1985, UT Southwestern physicians Dr. Michael Brown and Dr. Joseph Goldstein shared the Nobel Prize, the first ever awarded to Texas researchers.

MOST ...

UT Southwestern has 19 members of the National Academy of Sciences (NAS), one of the highest honors available to American scientists. More than three-quarters of all NAS members in Texas are at UT Southwestern.

ONLY ...

The Harold C. Simmons Cancer Center has National Cancer Institute (NCI) designation, an elite distinction held by only top-tier cancer centers nationwide. The Simmons Cancer Center is the only medical center in North Texas to earn this prestigious "gold standard" status, which the NCI grants in recognition of innovative research and excellence in patient care.

BEST ...

Six nationally-ranked specialties drove the aforementioned #1 *U.S. News & World Report* ranking: urology, diabetes and endocrinology, gynecology, neurology and neurosurgery, cardiology and heart surgery and nephrology. Other UT Southwestern programs earned "high-performing" rankings, including cancer, gastroenterology, geriatrics, orthopaedics, pulmonology, and ear, nose and throat.

U.S. News & World Report has ranked UT Southwestern Medical School in the top 20 nationally in both the research and primary care categories in its listing of "Best Medical Schools." UT Southwestern is one of only nine medical schools in the country to receive a top 20 ranking in both categories.

UT Southwestern Medical Center's focus on safety and quality of care for its patients earned its University Hospitals and Clinics a place on the 2011 "Most Wired" list from *Hospitals & Health Networks* magazine, the flagship publication of the American Hospital Association. This recognizes UT Southwestern's

leadership in using information technology to provide better patient care through use of the most advanced technologies.

DID YOU KNOW?

UT Southwestern's "Faculty Practice"

A typical medical practice employs a small number of physicians representing a limited number of specialties. UT Southwestern's "faculty practice" employs more than 1,200 physicians, who have worked in the medical profession for a combined _____ years. Multidisciplinary programs position those physicians, surgeons and researchers in *many* areas of expertise to treat a variety of conditions throughout Texas, the United States and the world.

Comment [MD1]: Cut this phrase if information not easily available.

These physicians are members of the faculty of the UT Southwestern Medical Center, its clinical departments and/or the medical staffs of affiliated hospitals. Clinical practices conducted by faculty enhance the community's health and further UT Southwestern's mission by broadening the understanding of patient needs and procedures.

Progress in many areas

UT Southwestern Medical Center physicians and scientists perform investigations that range from the microscopic level to the whole patient and have resulted in notable discoveries in many areas including aging and Alzheimer's, cancer, cardiology, cholesterol, depression, diabetes, metabolism and nutrition, osteoporosis and kidney stones, and transplants.

In fact, UT Southwestern's transplant teams are responsible for innovations that have become accepted practice throughout the nation. Transplantation programs for heart, lung, kidney and liver have been certified by the federal government's Centers for Medicare & Medicaid Services.

Baby, that's a lot of babies!

There were more than 200,000 prenatal visits in UT Southwestern's health system in 2010 alone. Over the past decade, there has been an average of 17,400 childbirths in our facilities each year, meaning a child is born in one of our hospitals every 30 minutes.

New approaches for treatment

In 2011, a UT Southwestern urologist developed a new "hidden" minimally invasive kidney procedure that makes scarring virtually invisible yet is just as effective as more common surgical methods.

Clinicians from UT Southwestern have broad experience in treating problems with both the CyberKnife stereotactic radiosurgery system and the Gamma Knife radiosurgery system treatment platforms.

INFO @ UT SOUTHWESTERN ...

- Learn more about UT Southwestern patient care, including online appointments and referral requests, at UTSouthwestern.org.
- Contact any UT Southwestern department, hospital or individual employee by calling 214-648-3111.
- Request appointments online (available from the UTSouthwestern.org home page) or by calling 214-645-8300. Call 877-445-1234 for children's appointments.
- In 2009, UT Southwestern became the first hospital in North Texas to use social media as a communications tool. Follow UT Southwestern at Facebook.com/UTSWnews and on Twitter [@UTSWnews](https://Twitter.com/UTSWnews).

Physicians, refer patients to UT Southwestern by visiting UTSouthwestern.edu/patientcare/referral or by calling 214-645-8300.

SECURE ACCESS TO YOUR INFORMATION ... ONLINE

Once you're a patient at a UT Southwestern facility, your MyChart record provides you with secure Internet access to your health records, including prescription refill requests and checking the time of your next appointment. E-mail alerts let patients know to log on to MyChart to check for new information, including lab results. UT Southwestern's use of electronic medical records, which began in 2002—UT Southwestern was the first major medical center in North Texas to implement them across all clinical practice groups—makes patient care safer and more efficient. Learn more about MyChart at mychart.utsouthwestern.edu.

ABOUT UT SOUTHWESTERN

UT Southwestern Medical Center physicians provide the highest quality care throughout its hospitals and clinical practices — health care often based on research conducted in UT Southwestern's own labs. Faculty members are responsible for a broad array of groundbreaking biomedical research advances.

UT Southwestern, one of the premier medical centers in the nation, integrates those groundbreaking advances with exceptional clinical care. More than 1,400 full-time faculty members — including four active Nobel Prize winners— are committed to translating science-driven research quickly to new clinical treatments.

Each year, UT Southwestern physicians provide care to nearly 100,000 hospitalized patients and oversee almost two million outpatient visits. UT Southwestern physicians provide innovative, patient-oriented medical services ranging from preventive care to world-class treatment in a wide variety of specialties, including cardiology, cardiothoracic surgery, cancer, heart and lung transplantation, neurosurgery, orthopaedic surgery, otolaryngology, obstetrics and gynecology, urology, breast surgery, vascular surgery, pediatrics, infectious disease, and many more.

A new University Hospital is slated to open in 2015, to replace University Hospital-St. Paul. Construction of the state-of-the-art 1.3 million square-foot, 12-story, 424-bed facility began in March 2011. Learn more at NewHospital.UTSouthwestern.edu.

FOOTER

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