



{ **AD**WORKSHOP }

making ideas move.

Client: Canton-Potsdam Hospital
Job No: A10866

Product: Vacuum Assisted Biopsy
Date: 11/19/07 **AE: Jaime**

ASSIGNMENT:

Encourage referrals and procedure orders by informing target Medical Staff that CPH's MRI-guided vacuum-assisted biopsy capability offers physicians a new modality—one that acquires samples of suspicious tissues through the smallest possible needle, all in one continuous and contiguous manner, making this a minimally invasive procedure that establishes a precise diagnosis without surgical biopsy.

TARGET:

Area physicians and other key providers/referral agents.

KEY SELLING POINTS:

CPH's vacuum assisted MR-guided biopsies excise tissue faster and less painfully while obtaining better samples for more accurate diagnoses. Canton-Potsdam Hospital is the only hospital in the region to offer vacuum assisted technology combined with MRI imaging.

THE CORE MESSAGE:

MRI guided vacuum assisted technology obtains larger core samples than other biopsy methods.

SUPPORT:

CPH shares its physicians' commitment to women's health care by ensuring access to the most advanced diagnostic tools. The benefits of this technology include:

- MRI technology offers the greatest accuracy with precise guidance of MR compatible instruments allowing biopsies of the smallest abnormalities and the earliest possible detection.
- The vacuum assist technology acquires a larger sample than stereotactic and ultrasound core biopsy methods. The sampling device also enters the breast only once and may be rotated to take samples in different areas of an abnormality. These two advances provide physicians an enhanced ability to accurately diagnosis cancers.
- MRI technology offers better views through dense tissues.
- The procedure is relatively quick and painless (1/2 hour; lidocane is delivered directly to the site prior to sampling). The sampling device enters the breast only once and can be rotated to take samples in different quadrants of the abnormality instead of instead of penetrating the breast multiple times. A saline lavage flushes out the biopsy cavity, enhancing visibility, confidence, and accuracy.

According to the American Cancer Society, 4 of 5 breast cancer biopsies reveal benign abnormalities. The ability to provide histologically and pathologically viable tissue samples (comparable to those retrieve through open surgical biopsy) without surgery or other more invasive and painful procedures is a tremendously valuable improvement to women's health care.

MUST HAVES:

CPH logo with revised brand application (according to A10862).

TONE:

Serious yet caring and with urgency.