

Local Works: Houston Methodist

HOUSTON
Methodist[™]
LEADING MEDICINE

OUR PASSION IS GETTING YOU BACK TO YOURS.

At Houston Methodist, we know that with so much to enjoy in life, you can't afford to waste time suffering through joint pain. That's why we build your treatment around the latest minimally invasive techniques. Our joint replacement specialists have the knowledge and expertise to enable a faster, less painful recovery that helps you get back to doing what you love.

Schedule an appointment with one of our joint specialists at houstonmethodist.org/orthopedics or call 713.790.3333.

HOUSTON
Methodist[®]
ORTHOPEDICS &
SPORTS MEDICINE

PERFORMING YOUR SURGERY, BEFORE ACTUALLY PERFORMING YOUR SURGERY. THAT'S THE DIFFERENCE BETWEEN PRACTICING MEDICINE AND LEADING IT.

Every body is unique, so every surgery should be unique too. That's why Houston Methodist surgeons use leading-edge technology like augmented visual imaging, to create a 3-D map of the patient's body and its vital structures to help them plan in advance. This detailed view allows us to remove a tumor without damaging the tissue around it, leading to not only a more precise surgery but also a less invasive one.

For a physician referral or appointment, visit houstonmethodist.org or call 713.790.3333.

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The Company

Houston Methodist comprises a leading academic medical center in the Texas Medical Center and six community hospitals serving the Greater Houston area.

Objective

Promote its leading-edge surgical technology and joint replacement techniques using different creative for women's, men's, luxury and business titles.

Solution

Aligned creative assets with the target audience and developed a geo-targeted media plan using 8 different publications

Geography

Houston, San Antonio/Austin, Texas North, Louisiana

Recommended Media

Architectural Digest, Bon Appétit, Condé Nast Traveler, Glamour, Golf Digest, Self, Vanity Fair, Wired

