

Client: Pediatrics Associates
Project: Brochure: asthma management program
Audience: Parents of chronic asthmatic children
Objectives: (1) Build awareness of new program; (2) emphasize patient benefits; (3) drive enrollment calls
Below: Brief excerpts from my original - what client received from me as first draft. (Their final had very few changes.)

Living *Better,* Feeling *Stronger:*

Managing your child's asthma more successfully

The comprehensive Asthma Disease Management program was developed by the experienced healthcare team at Pediatric Associates to serve the specialized needs of moderate-to-severe asthmatic children.

Studies have shown that enrollment in this preventive program helps reduce emergency room and asthma-related hospitalization visits for patients.

Your Asthma Management providers work with you and your child closely throughout the year, providing personal, one-on-one guidance to ensure that your family:

- Understands the disease as well as its symptoms
- Learns about personal triggers
- Takes steps to avoid flare-ups
- Gets help in building and following an Asthma Action Plan to control symptoms
- Avoids the common treatment mistakes many families make

Frequently-Asked Questions

What's the benefit to my child?

Personal, one-to-one help and guidance to help your child feel stronger and healthier on a regular basis; to help you stabilize and maintain his or her condition; and to help you react faster and more successfully to adjust needed treatments as necessary.

What is the program length?

This is a 52-week program that includes doctor's visits; nursing visits and phone calls, as well as personal case manager

interaction. The goal is to help guide you and your child in managing this disease as successfully as possible through one-on-one education, communication and help.

Is there a cost?

For non-Medicaid patients, there may be an insurance co-pay for enrollment in the Pediatric Associates Asthma Disease Management Program.

Program results show that your potential savings from reduced ER and other hospital-related visits far outweigh this nominal cost.

Your Case Manager can answer questions about any co-pay requirements and the estimated savings you'll experience from your child's enrollment in the program.

**94% fewer
Emergency Room Visits...**

**60% fewer
asthma-related hospitalizations**

Contact your Case Manager to enroll your child now to provide more peace of mind for your entire family.

About Pediatric Associates: South Florida parents have been choosing Pediatric Associates for the healthcare of their children for more than 55 years. Our mission: to deliver the best-quality medical services to your family. We strive to ensure every child affordable, comprehensive, up-to-date care.

- Primary pediatric care to infants, children and adolescents: newborns to age 21
- Board-certified pediatricians on staff at most major hospitals in the area
- Relationships with most insurance carriers
- On-site services include: lab, X-ray, 365 day sick care availability, free support groups, chronic disease management assistance, educational, safety classes/events