

Amy Lillard
Independent Writer



Portfolio Sample

Client: Barrington Orthopedics, for True Image Marketing

Project: Press Release for New Office Location

Barrington Orthopedics, an expanding medical organization in the Chicago suburbs, wanted something more than a dry announcement for their new location. They wanted to emphasize to the community the perfection of this fit. This press release does just that. This was part of a bigger campaign that included local newspaper advertisements and mailers announcing individual physicians in the group.

Barrington Orthopedics Allies with Growing Bartlett to Provide Comprehensive Care Under One Roof

BARTLETT, IL – When Barrington Orthopedic Specialists, the premier orthopedics group in the Northwest Suburbs, decided to expand into a new location, they wanted more than a simple office. They wanted to develop along with an up and coming community.

They found a growing population and burgeoning industry, along with an inviting atmosphere and hometown ties, all in Bartlett.

“We are joining Bartlett at the perfect time, and we plan to grow along with the area,” said Darryl Luke, M.D., an adult and pediatric orthopedic surgeon at Barrington Orthopedics. “We have built and designed our new Bartlett office to be a big part of the community, and to bring our hometown physicians to this town.”

Barrington Orthopedic Specialists officially opened their Bartlett location at 864 W. Stearns Road on September 25. The new office, Barrington Orthopedics’ fourth in the Northwest Suburbs, represents a major expansion in their ability to serve orthopedics patients, and a significant new commodity in the Bartlett area.

Barrington Orthopedics’ physicians and surgeons provide services above and beyond the typical problems of bones, joints, ligaments, muscles, nerves and spine. In addition to these services, patients needing more, such as arthroscopic surgery, degenerative disease care, joint reconstruction, hand surgery and therapy, foot and ankle reconstruction, and work conditioning, can find it all at the clinic in Bartlett. In addition, two new doctors bring even more options for patients in hand surgery and physiatry, or physical and rehabilitative medicine.

What’s more, Barrington Orthopedics offers weight management, physical therapy, and comprehensive sports medicine programs, including a new service providing analysis of golf swings to help patients reduce injuries and improve their game.

“We are prepared for every unique patient and their individual orthopedic needs,” said Richard Rabinowitz, M.D., a spinal and back surgeon at Barrington Orthopedics. “We bring a full menu of services to Bartlett and all our offices. From the practical, like taking care of joint pains and injuries and providing physical and occupational therapy, to the recreational, including sports medicine, we cover it all. We are accessible, convenient, and expert in the care we provide.”

Barrington Orthopedics is a group practice with additional offices in Hoffman Estates, Elk Grove Village, and Long Grove. The practice includes 13 orthopedic physicians and surgeons with wide-ranging specialties. For more information, visit www.barringtonortho.com.

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