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Portfolio Sample

Client: Barrington Orthopedics, for True Image Marketing

Project: Ad Announcing New Physicians on Staff

Barrington Orthopedics believes in the power of its physicians. As part of a media campaign announcing the arrival of a lauded hand specialist, this ad appeared in key suburban Chicago papers. The goal of the piece was to supplement a direct mailer to physicians, encourage readers to see the opportunities for specialty care, and build the community reputation for Barrington Orthopedics.

[Headshot]

Caption: Lawrence Sullivan, M.D.

Hand, Wrist, Elbow and Shoulder Surgery

Head: Holding the Lead in Hand Surgery!

With Dr. Lawrence Sullivan joining the team, Barrington Orthopedic Specialists is truly the premier orthopedics group in Chicago's northwest suburbs. Dr. Sullivan works with Dr. Matthew Bernstein, an expert and highly credentialed hand specialist, to make a team of exceptional hand surgeons that provide:

- Microsurgery
- Arthroscopic procedures
- Sports-related injury care
- Joint reattachment and reconstruction

At Barrington Orthopedics, we offer high-tech, high-quality care for all your unique orthopedic needs. With our expanded staff, you can find even more orthopedic remedies:

- Treatment for pain and injuries of the joints, including hands, feet, ankles, and more
- Surgical treatments for joints, muscles, spine and more
- Sports medicine
- Physical and occupational therapy
- Nonsurgical rehabilitation
- Weight management and nutrition
- And more!

Visit us in any of our easy-to-find locations in Hoffman Estates, Elk Grove Village, Long Grove and Bartlett. For more information on our friendly, full service practice, visit www.barringtonortho.com or call 847-885-0022.

[Also included – Barrington Logo, Locations, and Slogan:

Head: Caring, Comprehensive, and Convenient Orthopedic Services!