

"After ACL surgery, I'm ahead of the curve."

During an off-season game at Celina High School, Justin Brumfield caught a pass, made a cut—and tore his anterior cruciate ligament (ACL). Now, just a few weeks after his surgery, Justin is regaining his strength in physical therapy at Baylor University Medical Center at Dallas three times a week. "I'm ahead of the curve," Justin says. "I'm already jogging a little, so my doctor said I'm really recovering pretty fast." By November, he expects to be back in the game. "Hopefully we'll make a run at the playoffs, and I'll be able to play." Justin's mother, Alice, is proud of his progress—and she's thrilled with the support that his doctors, nurses, and support staff continue to provide during his rehabilitation. "They've checked us out so, they've kept in touch, and they're really great people," she says. "It's been absolutely awesome."

For a physician referral or for more information about outpatient services at a location near you, call 1.800.456.1232 or visit us online at BaylorHealth.com/SportsCare.

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THE HEART HOSPITAL
Baylor - Plano

**A Grand Experiment:
A New Standard in Cardiovascular Care**

David Brown, MD, FACC
Interventional Cardiologist, Co-Founder
THE HEART HOSPITAL, Baylor Plano

The Game Plan

- **The Players:**
Bring together dedicated physicians, management and staff
 - The attitude: "We can do it better."
 - The common desire: "Success means failure is not an option."
 - The goal: "We can build something extraordinary."
- **The Partnership:**
Collaborate with elite Baylor Health Care System

The Need: Why Build a New Heart Hospital?

- All other heart hospitals are built the same way
- Lack of team cohesiveness; many different opinions, viewpoints and agendas
 - Many doctors have their own ideas and can be reluctant to give up their autonomy
 - Many doctors have their own preferred procedures for surgeries, recoveries, etc.
- Lack of high-level, first-class clinical care
- Absence of high standards, dedication to high-level outcomes

Bringing Healthcare Copy to Life

When Baylor Health Care System needed the words to bring the patient's voice to healthcare topics in magazine ads, physician presentations and billboard testimonials, they turned to MarketWave to deliver copy that would leap off the page. Thanks to our extensive healthcare experience, MarketWave was able to hone in on Baylor's key messages and deliver clear, concise and creative content that resonated with various audiences.