

PRACTICING VS. LEADING

Methodist :: Practicing vs. Leading

In a city full of great hospitals, it's important to show that there is a stark, tangible difference between simply practicing medicine versus leading it. This campaign compares the typical aspirations of most hospitals to the revolutionary innovations at Methodist. Using a combination of stunning visuals and simple, explanatory copy, we show the ways Methodist proves the difference between practicing medicine and leading it every day.



Methodist :: Practicing vs. Leading

REX

Open on Dr. Eugene Alford entering in a wheelchair.

Cut to tight shots of the REX device being fitted to his legs.

Cut to Dr. Alford rising from the wheelchair.

Cut back and forth between shot of the device in action and Dr. Alford's determined face as he walks.

VO: An exoskeleton powered by brainwaves to help the paralyzed walk again.

VO: That's the difference between practicing medicine and leading it.

CARD: Methodist. Leading Medicine.



METHODIST. LEADING MEDICINE.

Methodist
www.methodisthealth.com

Methodist :: Practicing vs. Leading

ISOTOPE

Open on lab where the isotopes are created.

Cut to tight shots of the machines and technology involved.

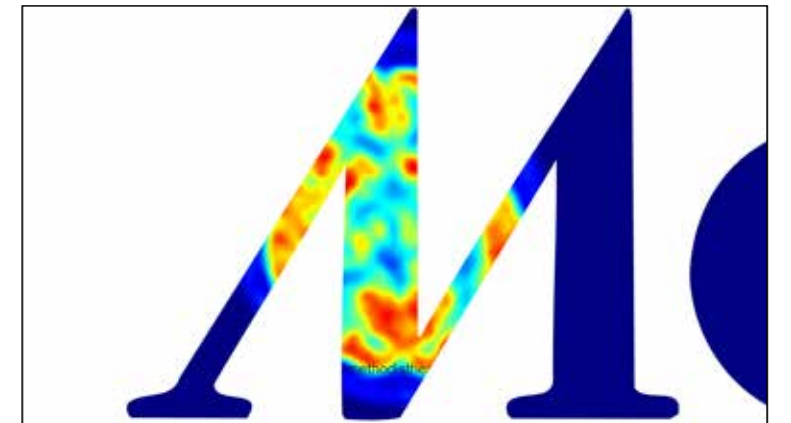
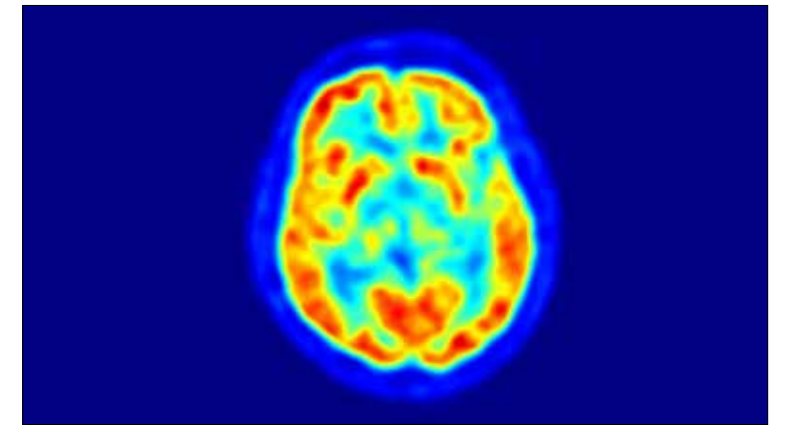
Cut to a worker preparing the isotope for use in the PET scan.

Cut to the PET scan in action and shots of the isotopes working as a dye.

VO: Making isotopes that can detect Alzheimer's earlier than any other hospital.

VO: That's the difference between practicing medicine and leading it.

CARD: Methodist. Leading Medicine.



METHODIST. LEADING MEDICINE.

Methodist
Methodist Health

www.methodisthealth.com

Methodist :: Practicing vs. Leading

HEART

Open on an operating room.

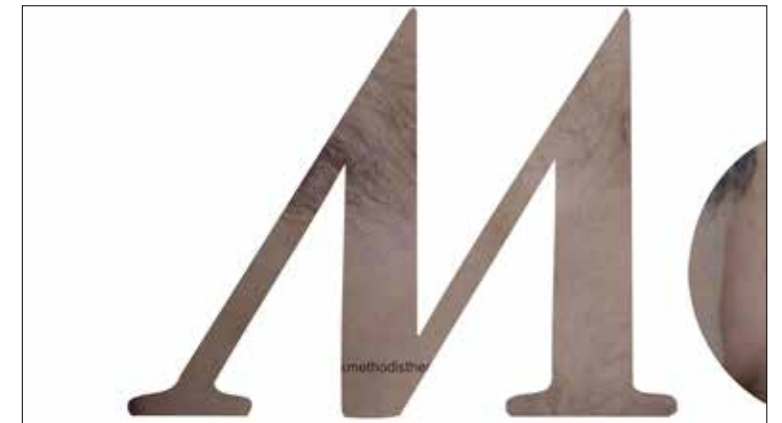
Cut to images of the TAVR procedure on the video monitors and shots of the surgeon and nurses concentrating.

Resolve on the patient, showing his chest still in tact – there is no scar.

VO: Performing heart valve repair without ever opening the patient's chest.

VO: That's the difference between practicing medicine and leading it.

CARD: Methodist. Leading Medicine.



METHODIST. LEADING MEDICINE.

Methodist

www.methodisthealth.com

Methodist :: Practicing vs. Leading

AMPUTEE

Open on an octopus missing an arm. Using a time-lapse effect, we show the missing arm regenerating over time.

Cut to a salamander with a damaged tail, re-growing it.

Cut to a starfish missing a leg; we watch the leg grow back to make it whole again.

Cut to a double-arm amputee staring into camera, shot from the waist up.

VO: Asking the question, "if animals can regrow limbs, why not humans?"

VO: That's the difference between practicing medicine and leading it.

CARD: Methodist. Leading Medicine.

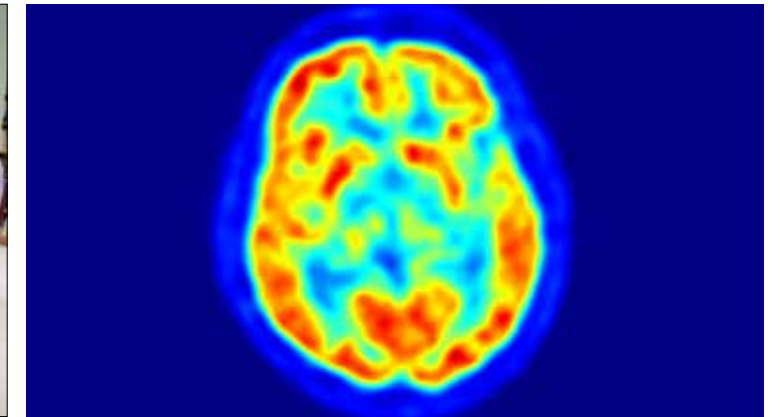


Methodist :: Practicing vs. Leading

ANTHEM

- VO:** A device that reads brainwaves to help paraplegics walk again.
A tiny isotope that detects Alzheimer's earlier than ever.
A robot that repairs heart valves without opening the chest.
A better tomorrow, made possible today.
That's the difference between practicing medicine and leading it.

CARD: Methodist. Leading Medicine.



METHODIST. LEADING MEDICINE.

Methodist
www.methodisthealth.com