

women geo-targeted distribution



WOMEN; a premier health and wellness magazine is available in over 200,000 physicians' offices nationwide. Our geo-targeted print advertising program is designed to help hospitals and clinics reach their target audiences without paying regional or national advertising rates. We can combine print media and link embedded content to create a tailored strategy to reach your target audience. This cost-effective marketing program enables advertisers to run focused campaigns targeting their geographic market and any group of specialty providers. Your brand and content can be leveraged online creating additional exposure to the region and a national audience.

CLIENT: OHIO STATE UNIVERSITY JAMES CANCER CENTER
TARGET: OHIO-PENNSYLVANIA-WEST VIRGINIA
CIRCULATION: 14,000 CLINIC PHYSICIANS • 5,000 SUBSCRIBERS
ONLINE CONTENT:
 CANCERCONNECT.COM
 AWOMANSHEALTH.COM
 WOMEN & BREAST CANCER NEWSLETTER



RECONSTRUCTING YOUR LIFE

"You have breast cancer." With those words and through fear, anger, acceptance and hope, you begin your fight. And while you may not know it, from that moment you begin rebuilding your life. For some women, that journey includes breast reconstructive surgery—whether it's at the time of mastectomy or years later. At The James, our breast reconstruction experts perform some of the world's most advanced reconstructive surgeries, providing more options in techniques and timing that lead to rebuilding and renewal.

But for Ohio State, reconstruction would still be a distant vision for thousands of women. If you would like to speak to a James expert about breast reconstruction or schedule an appointment, call 614-293-8566.

What does it mean to you?
 osu.edu/butorhiostate



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CLIENT: OSMIFW-FORT WORTH ORTHOPEDICS

TARGET: GREATER FORT WORTH, TX

CIRCULATION: 3,200 CLINIC PHYSICIANS • 2,700 SUBSCRIBERS

ONLINE CONTENT:

AWOMANSHEALTH.COM

THERACONNECTION.COM

WOMEN'S HEALTH NEWSLETTER

every woman's health



UNDERSTANDING

JOINT REPLACEMENT

Is a new joint the answer to your pain?
By Laurie Wertich



Kathi Dunn endured chronic pain before she underwent hip replacement surgery. The 68-year-old grape grower from Hayward, Wisconsin, has been very active in hiking, canoeing and enjoying her vacation activities. But when the pain se-

at the hospital prior to the procedure and spoke with staff members several times by phone. "It was my choice to be actively involved," she explains. "It helped me feel like an active participant, so I had enough knowledge and a high comfort level going into it."
Dr. Boothby says that this kind of preparation is critical: "Good communication is key. Everyone comes with different preconceptions and ideas, and it's important to address all of their questions."

KNOW THE RISKS AND THE COMPLICATIONS
Although joint replacement surgery is considered safe, any surgical procedure carries inherent risk. All surgery carries the risk of infection. With joint replacement some patients can experience early infection, meaning it occurs in the days or weeks following the surgery; others may experience late infection, meaning it occurs years down the road. Infection of

a joint replacement can be a serious complication and may even necessitate removal of the implant. To reduce the risk of infection once you have a joint replacement, you may be told to take antibiotics anytime you undergo an invasive procedure, such as dental work or colonoscopy.

As with any surgery, there is the risk of developing a blood clot, although the use of blood-thinning medication and compression stockings helps minimize this risk. Other complications associated with joint replacement are stiffness, hip dislocation, and implant loosening or failure. Stiffness can be the result of scar tissue buildup, which is why it is so important to begin activity immediately and adhere to a physical therapy program. Hip dislocation can occur for a variety of reasons, including falls and sitting too low. Patients who undergo hip replacement are usually given hip precautions, such as not crossing the legs, avoiding turn-

Joint replacement isn't an emergency situation like a heart attack; it is an elective procedure—and ultimately it is up to an individual to decide when it is time.

QUESTIONS TO ASK YOUR DOCTOR

- If I do not have this surgery, what can I expect?
- If I do have this surgery, what can I expect?
- What are the risks and the complications of this surgery?
- How many of these surgeries have you performed?



Repair,
Restore,



Enjoy Life More!



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