

# Mercy Physicians Have Been Called A Lot Of Things.



"President," is another example. Like President of the National Society to Prevent Blindness, the Illinois Medical Society and the American Cancer Society, Illinois Division.

They've also been labeled, "experts." In chronic fatigue syndrome, impotency and research on the affect of taste and smell on weight management and other aspects of your health.

Yet others have been branded, "groundbreakers." Like the Mercy team that was among the first to perform non-invasive brain surgery.

These doctors exemplify the hundreds of outstanding board-certified

physicians you can choose from when you call Mercy for a physician referral.

You'll be choosing from physicians who are uniquely committed to serving the diverse needs of our urban community. And with offices located throughout the Chicago area, you'll find Mercy doctors who are in your neighborhood and in your health plan.

While many have created nationally recognized names for themselves, each and every Mercy doctor has earned a glowing reputation where it really counts. With their patients, people just like you.

**Call One Of Our Doctors Yours.**  
**Phone Mercy Physician Referral at 312-567-2600.**

  
Mercy Hospital and Medical Center  
*Chicago's First Hospital.  
And Still Leading The Way.*

Stevenson Expressway and King Drive, Chicago, IL 60616

During the month of March, 1995, Mercy Hospital launched a publicity campaign. This advertisement (reduced to 75% of the original size) was run multiple times in the Chicago Tribune, the Chicago Sun Times and several local newspapers. Radio advertisements also were aired on several different Chicago radio stations during this same month. The text in the radio advertisements was exactly the same text as in the printed advertisement. Of interest is the fact that the Chronic Fatigue Syndrome Center is highlighted as one of the main clinical accomplishments of Mercy Hospital. While the Department of Research (in which the CFS Center properly belongs) was closed down on 1/1/95 and the research salary support to AVP was terminated effective 1/30/95, the accomplishments of this Center can easily be used for publicity purposes!