Pennsylvania Hospital Stories of *Healing, Health, and Hope*

Target word count: 275-325  
Target word count of teaser: 40-50

*Pennsylvania Hospitals Stories of Healing, Health, and Hope* can come in many forms. You may want to highlight a patient testimonial or emotional success story in your hospital; or present a study, its findings, and your hospital’s accomplishments. Any way you choose to approach your story, you want to make sure that you focus on healing, health, and hope in a positive light. You can also visit [HAP’s website](#) for more information and examples. *Be sure to have patients fill out appropriate disclosure forms to use their story.* Check with your public relations/marketing team.

Stories can be submitted through the HAP website.

Please use the outline below when developing your story of Healing, Health, and Hope.

[Insert Your Story Title]

[Insert the teaser/first paragraph of the story]: This will draw the reader into the story. It can address the tone, give background, or highlight your topic and your hospital/health system. You can take many approaches: “set the stage” for an emotional testimonial, give facts, etc.

**EXAMPLE:** Countless experts have spent years emphasizing the power of teamwork and communication in improving safety and quality in health care. With health care remaining one of the riskiest businesses in the world, Main Line Health System set out to eliminate preventable harm through a multi-year cultural transformation.

**EXAMPLE:** Elizabeth “Bets” Clapper, 88 years young, gets around. She has been on more than 20 cruises, braved the cold of Antarctica and lived in Puerto Rico when her husband was an Army officer. Now a widower, she still leads an active lifestyle, though these days her outings are a little closer to home.

[Insert the body of the story]: This section is where the bulk of your information and detail describing your teaser will be located. This can include bullet points, quotes, etc.

[Insert the conclusion of the story]: This section with several sentences provides a wrap-up of your story. This can include the “moral,” findings, summary, etc. You can include information that creates the closing of the story.
Pennsylvania Hospital Stories of Healing, Health, and Hope Example

Story: Keeping Seniors “Strong and Active”

Elizabeth “Bets” Clapper, 88 years young, gets around. She has been on more than 20 cruises, braved the cold of Antarctica and lived in Puerto Rico when her husband was an Army officer. Now a widower, she still leads an active lifestyle, though these days her outings are a little closer to home.

In January 2011, Bets became ill and was hospitalized. Because of her decreased activity level, she became deconditioned and began experiencing difficulty performing her normal activities. Her physician recommended physical therapy to improve her strength, balance and functional mobility.

Bets received physical therapy services for two months at Good Shepherd Physical Therapy – Hamburg and made great progress. For the past two years, she has kept in shape with the independent Fitness Program at Hamburg. Despite exercising regularly, Bets recently noticed that she was having some balance problems and a little trouble walking.

Now she is participating in the Stay Strong Program at Good Shepherd – Hamburg, a program for people on Medicare who need skilled maintenance physical therapy. Recent changes in Medicare regulations ensure that people receive coverage to address therapy for chronic conditions, such as arthritis, MS, Parkinson’s disease, and physical decline from aging.

“Physical therapy can help seniors like Bets to remain active,” says Donna Kelley, DPT, Hamburg site manager. “We’re working with her on both balance and conditioning. She’s such a dynamic lady – and we’re happy to be able to help her maintain her independence to do the things she loves – like going to the theatre and going out to lunch with her friends.”