

# Scott Ettinger

Strategic Content & Copywriting

Brands.  
Skills.



Pharmaceutical  
Med/Srg Device  
DTP/DTC/HCP  
Regulatory ISI PI  
Didactic  
Modules  
Content Strategy  
Digital  
Technical  
Brand Collateral  
Product Life  
Cycle

Medical Content.  
Brand Strategy.  
Peel. Squeeze. Mash.  
Concept.

Ghostwriting: Surgery Center: C-Level

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Press Release: Diagnostic Medicine: PR

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Web Content: Health System: HCP &  
Consumer

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Web Content: Surgical Device: HCP

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Acquisition Report: Medical Device: Private  
Client

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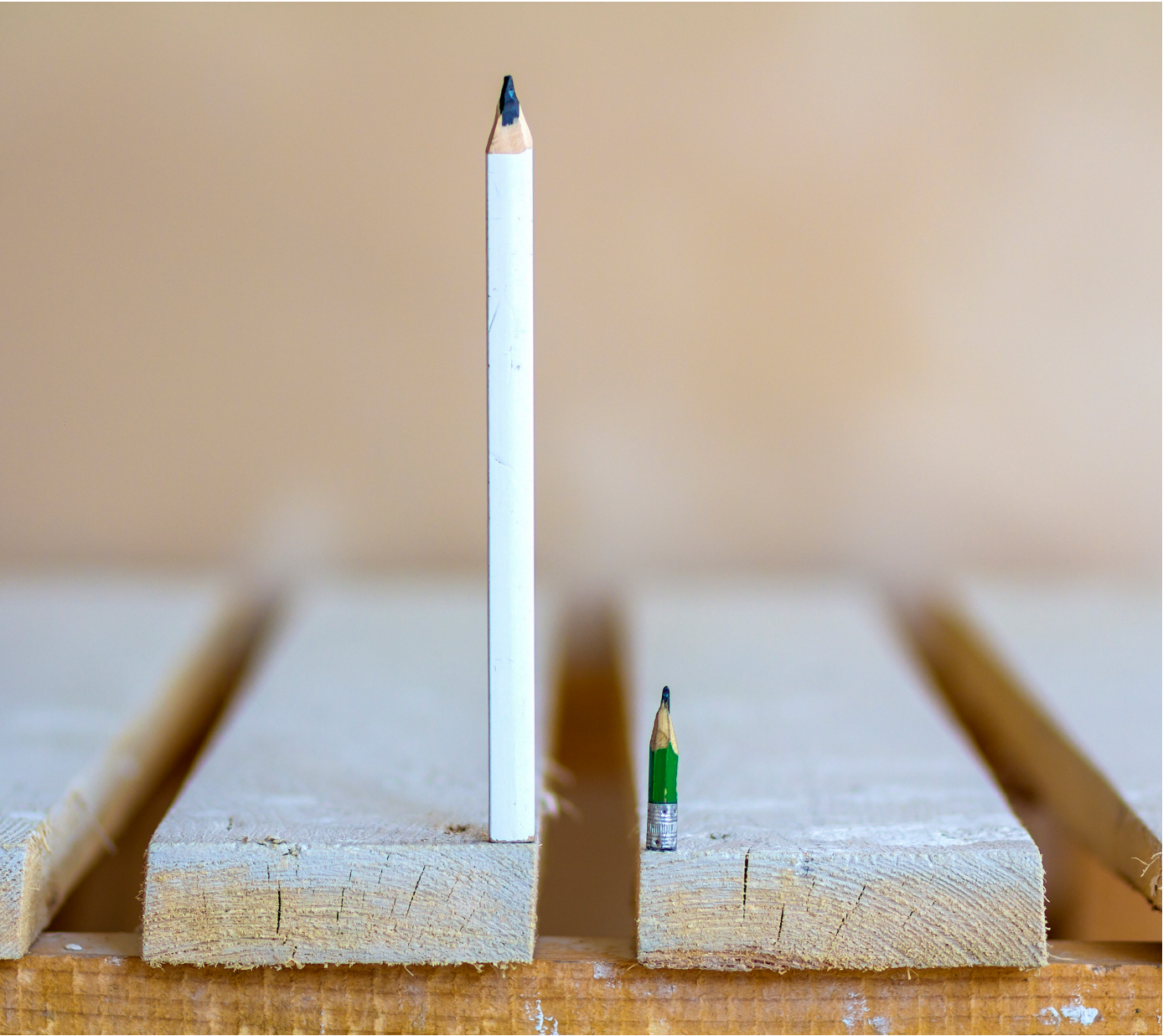
Web Content: Pharmacy: Express Scripts

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Web Content: Pharmaceutical: Lilly  
Neuroscience.

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# Healthcare COO Ghostwriting Ambulatory Surgical Center

## *Ghostwriting Stakeholder Interview*

A new chief operating officer was referred for ghostwriting an introduction letter. He wanted to deliver a positive message and set up the marketing team for change. An interview was held in person and on a call.

REDACTED SURGICAL CENTER

Dear Ladies and Gentlemen:

I have had the pleasure of getting to know many of you on past projects in our medical community. I’m looking forward to partnering our efforts. Recently, I have found strategic marketing and operational efficiency efforts in the ancillary medical space extremely rewarding. **Redacted** has hired me to increase profitability by virtue of a complete restructuring of the current surgical marketing strategy.

We have launched a multi-faceted approach to marketing our surgical facility services. Our new strategy includes a focused target for new surgeons with increased efforts from our existing physician partners and non-partner surgeons.

**Marketing Goals:**

1. Existing Partnerships: We must have commitment and loyalty from your clinical staff when scheduling your patient’s surgery. **Redacted is an in-network provider with a 99% scheduling rate.** We accept almost every insurance company’s benefit plans. Fast, easy scheduling.
2. Communication Frequency: We will stay top of mind with frequent communication and high clinical visibility. **Redacted Surgical Center** provides a seamless operational system to ensure the most efficiency. We have a new encrypted APP available for simple scheduling available end of week.
3. Outside Surgical Clinics: The most underproducing segment in our surgical pipeline needs to improve. Research shows a lack of success bringing in outside surgeons. We want easy scheduling protocols. Our “pre-auth” team needs to access the surgical data to quickly garner schedule surgery authorization. I have added a part-time marketing associate to focus solely on organic marketing efforts to new clients.
4. Targeted Effort: We have started a heavy targeting system for Orthopedics, Vascular Surgery, Podiatry, Pain, and Sports Medicine. We have discussed the importance of championing our facility and services to others in the medical community. My daily efforts will result in stronger relationships and an increased market share in these specialties.
5. Public Relations: Our brand is maximizing efforts to be more visible in the community. Increased public awareness will help showcase our abilities and service lines. I am working on partnering with community health organizations and local healthcare advocacy groups in the coming weeks. We are recognized in the community as a patient centered facility with top level care.
6. Corporate Exclusivity: I am pleased to inform you of our corporate surgical contracts with some of the largest employer in our area. We now have exclusive and non-exclusive agreements for specific surgical experiences. We have signed in some capacity with the following companies: Miller Brewing, Ben E. Keith, Bimbo Bakeries, Alcon, Novartis, Tarrant County College and the FWISD. We will be visiting your schedulers in the coming days to streamline process and credentialing for these massive employers.

REDACTED SURGICAL CENTER

I am looking forward to growing this business and visiting with each of you as soon as your schedule allows. I will also be hosting lunches with your support staffs in the coming weeks to streamline processes. As always, I am available to provide research, assist you and your practice, and address any concerns or special needs you may have. Please do not hesitate to reach out for anything.

Warmest regards,  
**Redacted**

**Redacted**  
**COO**  
**Redacted Surgical Center**  
**eMail Redacted**  
**Mobile Redacted**  
**Office Redacted**  
**Fax Redacted**



**For immediate release:  
12:00am  
December 1, 2016  
12/01/2016**

### **3 Diagnostic Pavilion Imaging Locations Now Open in North Texas**

*Independent Imaging Brings Lower Prices for Local Care*

**Fort Worth, TX— 12/01/2016** — Today at its flagship, hospital-district facility, Diagnostic Pavilion introduced its upgraded services to physicians, county and city officials, and the North Texas community. Tarrant County will definitely benefit from the new facility.

“We are a fully accredited independent facility with no hospital affiliations. Ninety-nine percent of the time that results in cost savings for both patient and insurance company.”, said Nancy Hinweis, Marketing Director at Diagnostic Pavilion.

#### **Patient Centered Care**

Many patients have received Magnetic Resonance Imaging (MRI) at the Southwest Fort Worth location and The Downtown location. Judith Simmonds, an orthopedic surgery scheduler, sends patients to Diagnostic Pavilion Product

“I have software on my computer that lets me send images directly to my patient’s treatment room. Diagnostic Pavilion has the same equipment as the hospital, but for a fraction of the billed charges.” said Judith. “I know I would rather pay ten percent of \$1400 than four times that!”

#### **Responsible Pricing Through The Years**

Maintaining in-network provider status with most insurances maintains Diagnostic Pavilion’s commitment to pricing transparency.

Founded in 2015, Diagnostic Pavilion is an independent diagnostic testing facility serving the Tarrant County patient community. Accredited by the American College of Radiology, Diagnostic Pavilion offers extended hours appointments on weekends and evenings to accommodate all.

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#### **For more information, press only:**

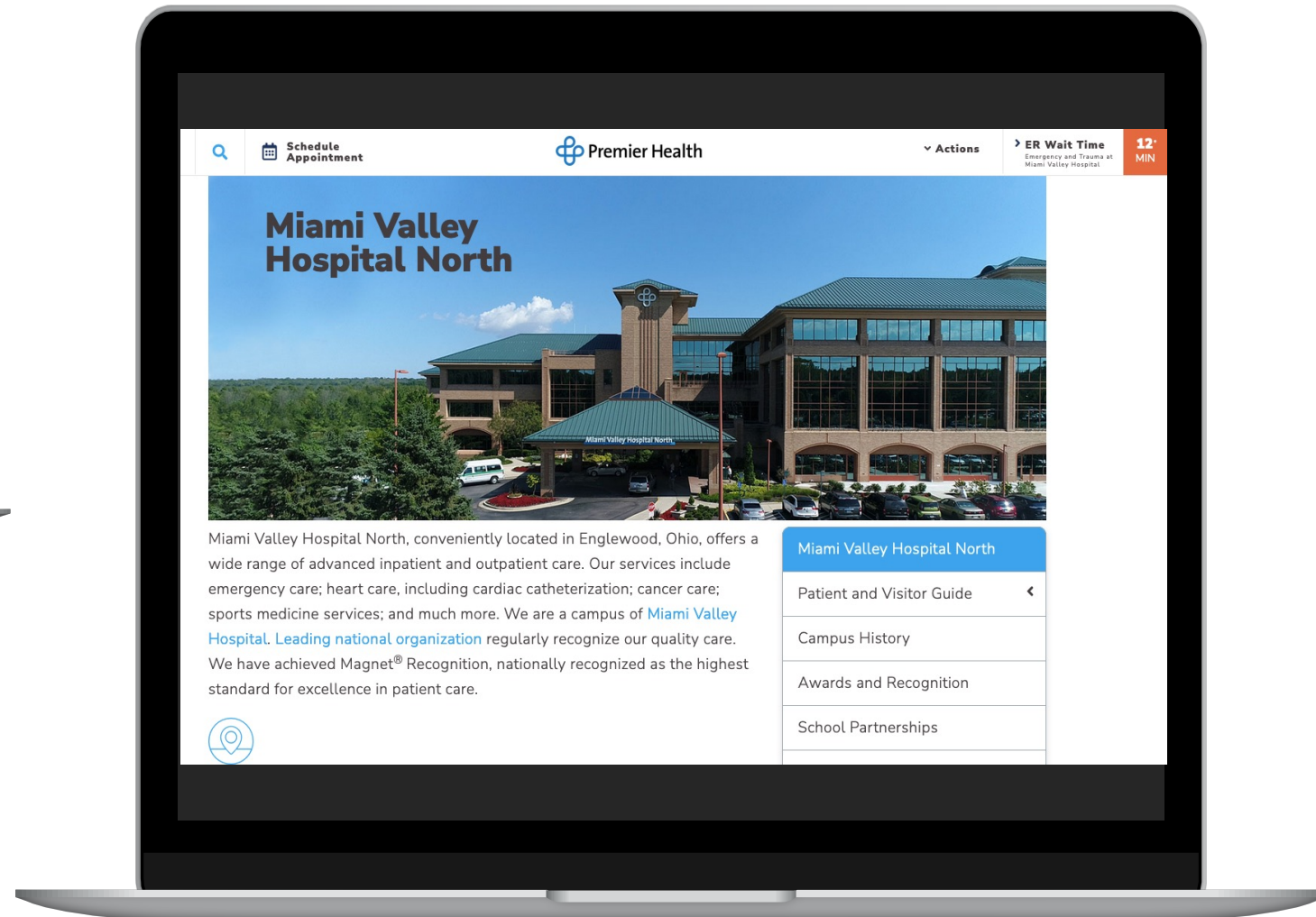
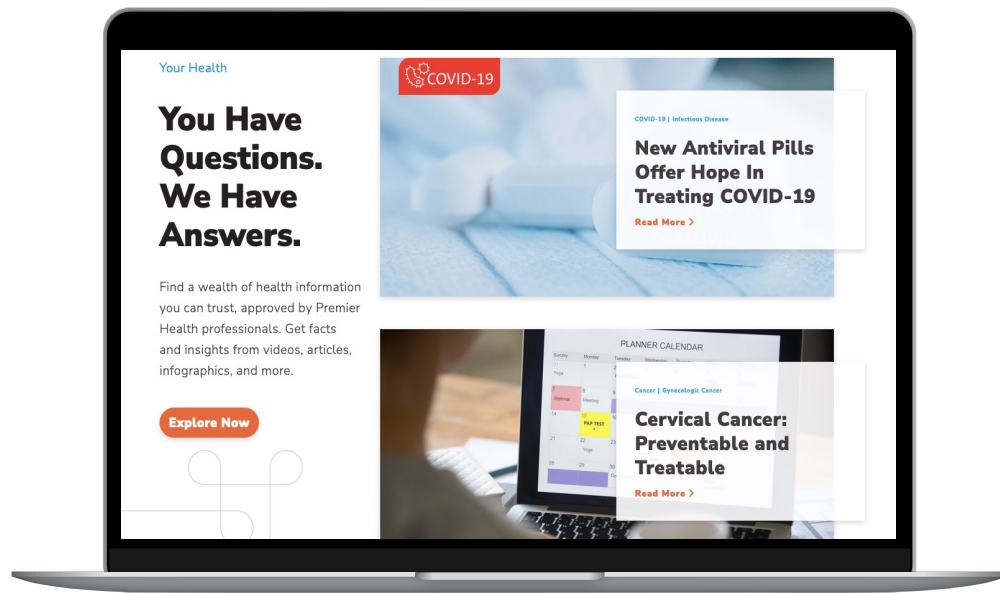
Nancy Hinweis  
nhinweis@dpmri.com

#### **For more information on Product:**

[www.diagnosticpavilionmri.com](http://www.diagnosticpavilionmri.com)

**Press Release  
PR  
Diagnostic Pavilion  
Copywriting  
SEO  
PR**





Health System  
 Web Content  
 Premier Health Ohio  
 Copy & Content Strategy  
 Brand Marketing  
 UX HCP  
 UX Consumer

**Surgical Device**  
**Web /Print Content**  
**J&J /Ethicon/Harmonic:**  
*Content & Copy Strategy*  
*Brand Marketing/SEO*  
*UX Professional*  
*Didactic Communications*



## HARMONIC® 1100 Shears

# Optimized Device Performance Guide

### Generator setup

- The Energy button is indicated for vessels up to 5mm in diameter and can be adjusted (1-5). The system defaults to power level 5. For greater tissue cutting speed, use a higher generator power level, and for greater coagulation use a lower generator power level.
- For thicker tissue types, such as liver parenchyma, the recommended generator power setting is power level 3 when activating HARMONIC® 1100 Shears while gradually closing the jaws.
- Designed for use exclusively with the Generator G11 (GEN11) software version 2018-1 or later.



Show

All Learnings

For

Make a Selection

The content that you access on this website is intended for Healthcare Professionals practicing in the U.S. and is consistent with U.S. labeling. If you are a Healthcare Professional who does not practice in the U.S., please select your geographical region [here](#).

Trauma

Proximal Humerus Fractures: What about the Reverse Coll?

Brian Vickaryous, MD  
Edward Smith  
Pittsford, NY

▶

**Proximal Humerus Fractures: Reverse Shoulder Arthroplasty with Paul Favorito, MD**

2:35

Trauma

Proximal Humerus Fractures: Opening Room Setup

Brian Vickaryous, MD  
Edward Smith  
Pittsford, NY

▶

**Proximal Humerus Fractures: Intramedullary Nailing Review with Brian Vickaryous, MD**

1:18

Trauma

Proximal Humerus Fractures: Benefits of the MultiLoc® Internal Nail

Brian Vickaryous, MD  
Edward Smith  
Pittsford, NY

▶

**Proximal Humerus Fractures: Why MultiLoc Proximal Humerus Nails with Brian Vickaryous, MD**

2:59

Trauma

Proximal Humerus Fractures: Technical Points for Nailing

Brian Vickaryous, MD  
Edward Smith  
Pittsford, NY

▶

**Proximal Humerus Fractures: Technical Pearls for MultiLoc Nails with Brian Vickaryous, MD**

1:10

**ETHICON**  
PART OF THE J&J ETHICON FAMILY OF COMPANIES

Home

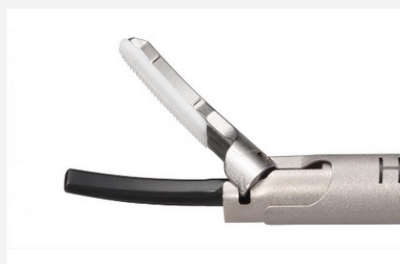
Products

Specialties

Order

Support

About Us



### Refined Blade Design

Curved blade designed to enable visibility and fine dissection. The refined blade includes a tapered tip with a proprietary, nonstick coating designed to enable fast, precise dissection.



### Energize Your VATS Lobectomy

See why HARMONIC ACE®+7 Shears with Advanced Hemostasis is the right tool for small pulmonary vessels. In this first international multicenter clinical trial using advanced energy to seal pulmonary artery branches in VATS lobectomy, HARMONIC ACE®+7 Shears was shown to reliably seal pulmonary vessels less than or equal to 7mm.<sup>3</sup>

Study A

Median burst pressures\* in sealed small and large vessels  
 Ex vivo porcine carotid arteries

VESSEL DIAMETER	LIGASURE™ 5MM BLUNT TIP (LFTS37) DEFAULT POWER LEVEL	HARMONIC ACE®+7 ADVANCED HEMOSTASIS MODE	P-VALUE
3-5 mm	836 mmHg	1,314 mmHg	0.001
5-7 mm	591 mmHg	1,419 mmHg	<0.001

\*Burst pressures = Tissue rupture pressure at which seal holds.  
 For full methodology, refer to the published paper "Sealing vessels up to 7mm diameter using advanced technology".

### Designed to Outperform the Competition

The median burst pressures of HARMONIC ACE®+7 Shears in Advanced Hemostasis mode were higher than competitors.



*Business Acquisition Analysis  
Research/ Stakeholder Interviews  
Original Report*

## Executive Acquisition Summary 3.70

0-K: Discussion\_FUSE MEDICAL, INC.

For the year ended December 31, 2015, our cost of revenues was \$664,266, compared to \$485,384 for the year ended December 31, 2014, representing an increase of \$178,882, or 36.9%. During the year ended December 31, 2015, we increased our allowance for inventory obsolescence by \$35,985 compared to \$133,319 for the year ended December 31, 2014. Excluding the allowance for obsolescence recognized during 2015 and 2014, our cost of revenues increased by \$276,216, or 78.5%, which is commensurate with

Net cash used in operating activities during the year ended December 31, 2015 resulted primarily from a net loss of \$801,547 and an increase in accounts receivable of \$116,920, partially offset by stock-based compensation of \$418,000 and a decrease in inventories of \$50,173 (resulting mostly from an increase in the reserve for obsolescence of \$35,985).

Net cash used operating activities during the year ended December 31, 2014 resulted primarily from a net loss of \$1,405,045 and an increase in accounts receivable of \$54,339, partially offset by a decrease in inventories of \$111,733 (resulted from establishing a reserve for obsolescence of \$133,319), advances to Golf Rounds.com, Inc. expensed to merger costs of \$105,000, and an increase in accounts payable of \$93,210.

Intraday Data provided by SIX Financial Information and subject to [terms of use](#). Historical and current end-of-day data provided by SIX Financial Information. Intraday data delayed per exchange requirements. S&P/Dow Jones Indices (SM) from Dow Jones & Company, Inc. All quotes are in local exchange time. Real time last sale data provided by NASDAQ. More information on [NASDAQ traded symbols](#) and their current financial status. Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges.

No related party transactions had a material impact on our operating results. See Item 13 below and Note 13 - "Related Party Transactions" to the Company's financial statements.

The preparation of financial statements and related disclosures in conformity with accounting principles generally accepted in the United States of America requires estimates and assumptions that affect the reported amounts of assets and liabilities, revenues and expenses and related disclosures of contingent assets and liabilities in the financial statements and accompanying notes. The SEC has defined a company's critical accounting policies as the ones that are most important to the portrayal of the company's financial condition and results of operations, and which require the company to make its most difficult and subjective judgments, often as a result of the need to make estimates of matters that are inherently uncertain. We believe that our estimates and assumptions are

What things do customers complain about or ask for most often, and why?

6) Is the company involved in any litigation, and if so, what are the potential risks, costs, and damages?

2) is an inverse



# Pharmacy Benefit Manager Web Content Express Scripts: Content & Copy Strategy Brand Marketing/SEO UX Professional /Consumer

VisitorPlan SponsorPhysicianConsultant

Pharmacist SiteMember Site

EXPRESS SCRIPTS<sup>®</sup>CHAMPIONS FOR BETTER

Contact Us

< Health Care Providers

Physician Resources

We help 1.4 million physicians make the best prescribing decisions by providing a more complete view of the patient, enabling greater opportunities for whole person health. Our data-driven tools and technologies help remove barriers to care and offer a simpler, better

EXPRESS SCRIPTS<sup>®</sup>CHAMPIONS FOR BETTER

Contact Us

**Real-time data**

Get important patient benefit data prior to e-Prescribing. View patient out-of-pocket costs, coverage alerts and therapeutic options – and avoid having to change a prescription later.

[Get Started](#)

**Direct messaging**

With immediate access to patient-specific information within your electronic health record, you can make better decisions for your patients, right in the exam room.

**Integrated capability**

Integrate the information you need into your electronic health record, making it easier than ever for you and your staff to submit electronic prior authorizations (ePAs).

**New perspectives**

View our latest data and research, plus expert insights that can help make health care work better for everyone.

Research	Pharmacy Practice	Patient Outcomes & Safety
Unique Patient Identifier: Finding	FDA Approved Drugs: January	Flu Vaccination Spike May Help

EXPRESS SCRIPTS<sup>®</sup>

Log In

PrescriptionsAccountHelp

Support that’s more than medicine.

Express Scripts is the country’s largest pharmacy benefit manager and one of the largest pharmacies. Now, as always, we’re here to help.

Simple, stress-free ordering

Safe, accurate prescriptions delivered to your door

World-class customer support, 24x7

Register

Already have an account? [Log in](#)

EXPRESS SCRIPTS<sup>®</sup>

Log In

PrescriptionsAccountHelp

[Frequently Asked Questions](#) • [About us](#)

About us

What is Express Scripts?

Express Scripts is an online pharmacy and a pharmacy benefit manager. We make prescription medications safer and more affordable for our members. We handle millions of prescriptions each year through home delivery from Express Scripts Pharmacy®.

**Is there an Express Scripts mobile app and how do I get it?**

The Express Scripts mobile app lets you manage your prescriptions anytime, anywhere. You can order refills, make payments, and even set up reminders to take your medication.

You can download [the Express Scripts mobile app](#) for free from your device's app store.

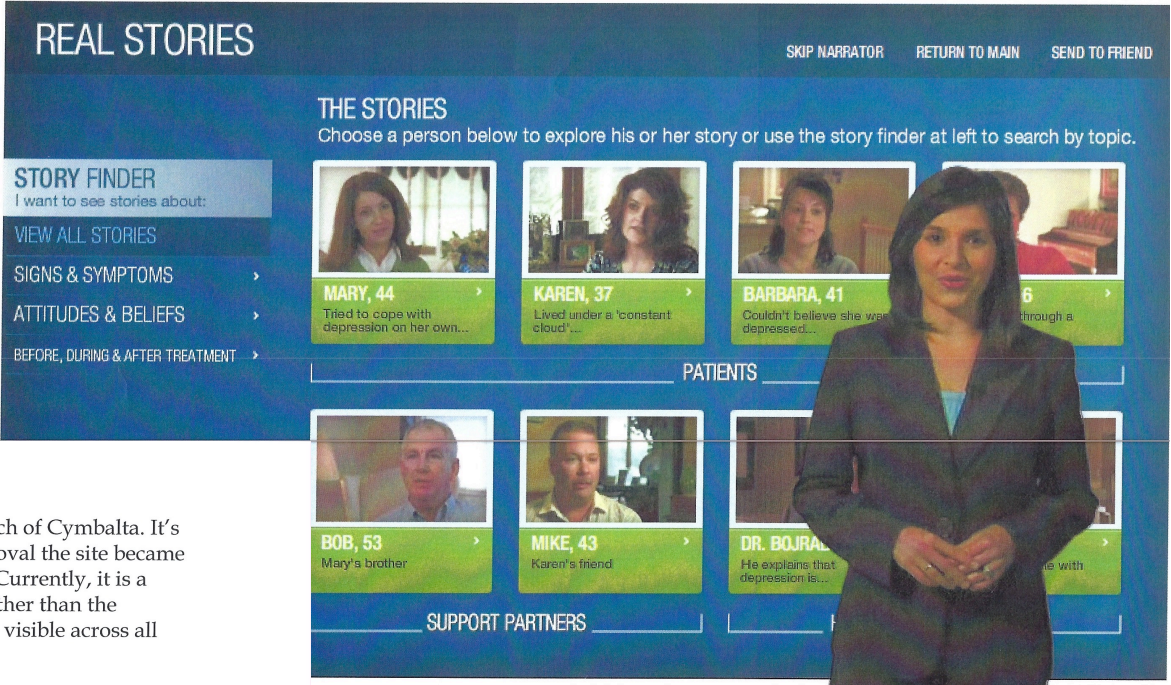
If you can’t find the answer to your question, please [contact us](#).



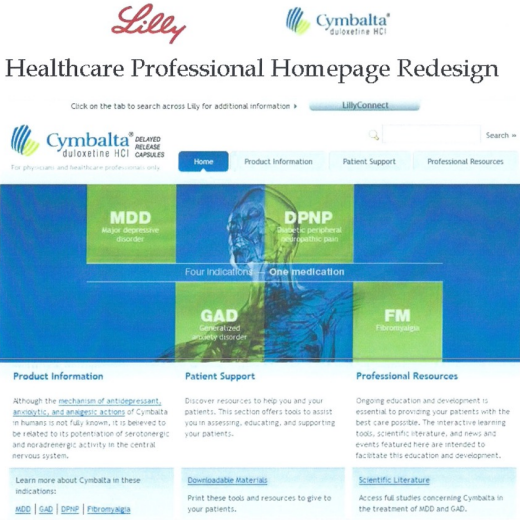
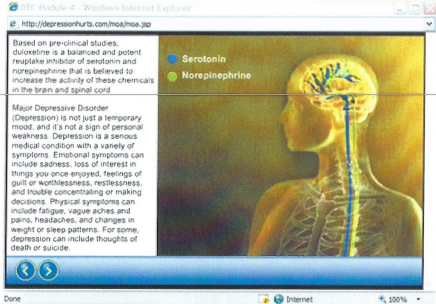
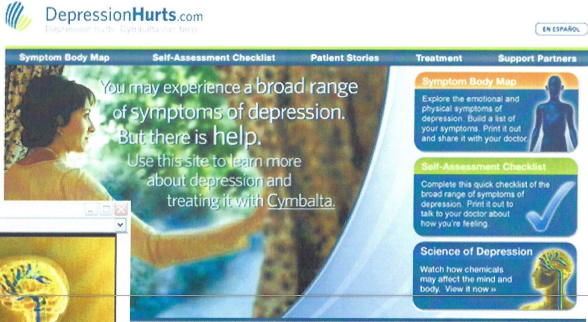
Pharmaceutical  
Lilly (Neuroscience Brands)  
Brand Marketing DTP DTC  
Content Strategy DTP DTC  
UX Professional/Consumer  
Copywriting

2007 Webby Awards  
People's Voice Winner - Pharmaceuticals:  
Cymbalta Real Stories

2007 PhAME Awards  
Best Consumer Interactive Campaign:  
Cymbalta Real Stories



www.depressionhurts.com was an unbranded site before the launch of Cymbalta. It's goal was to start conversations about depression. Upon FDA approval the site became another branded avenue for the consumer marketing of the drug. Currently, it is a mini-site with information heavily related to the condition state rather than the product itself. "Depression Hurts" is a phrase that has been highly visible across all media including interactive, print and television.

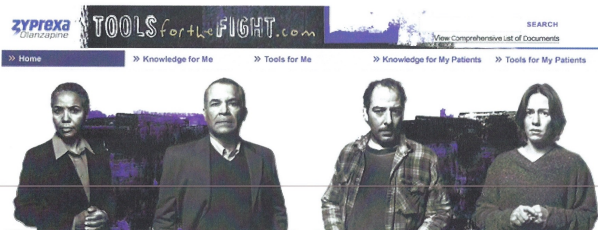




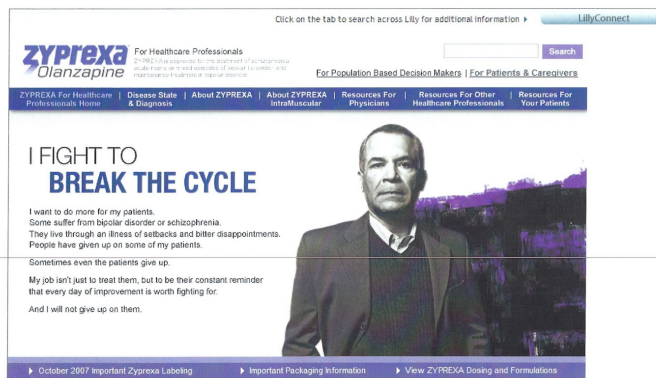
# Pharmaceutical Lilly (Neuroscience Brands) Brand Marketing DTP DTC Content Strategy DTP DTC UX Professional/Consumer Copywriting



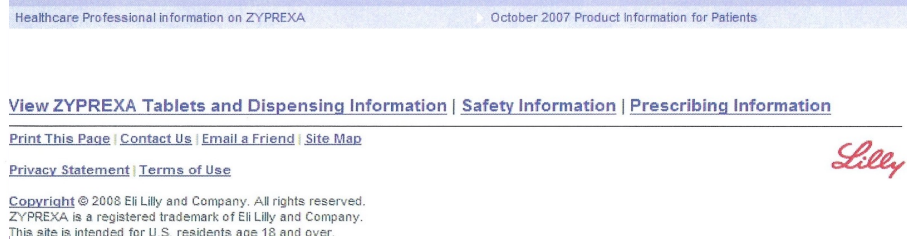
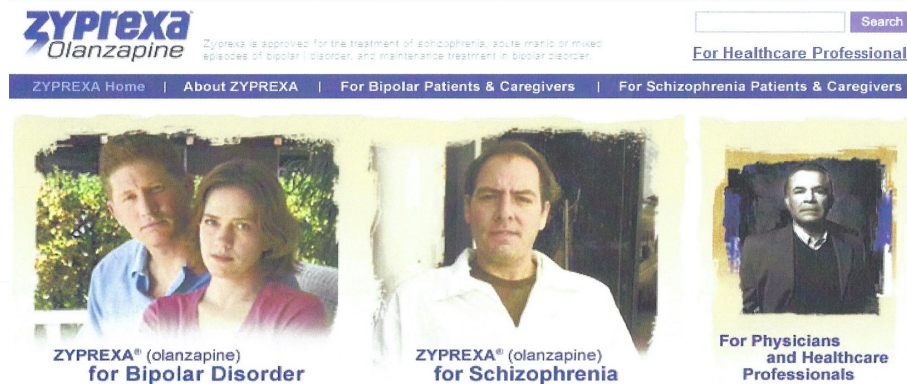
This lightly branded mini-site, [www.toolsforthebattle.com](http://www.toolsforthebattle.com), provides physicians and other healthcare practitioners with useful information to complement their treatment options. Additionally, many valuable resources are available for patients via printable pdf files.



## Zyprexa HCP Homepage Redesign

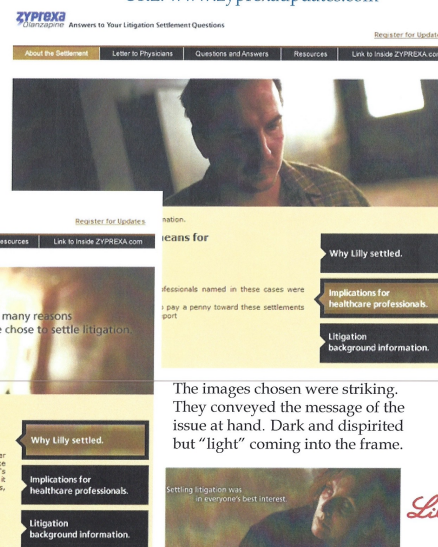


## Zyprexa Consumer Homepage Redesign



URL: [www.zyprexaupdates.com](http://www.zyprexaupdates.com)

This strategic mini-site engagement addresses HCP concerns about Eli Lilly settlement information as it pertains to the ongoing prescription of Zyprexa. A robust banner ad, media buy ran concurrently.

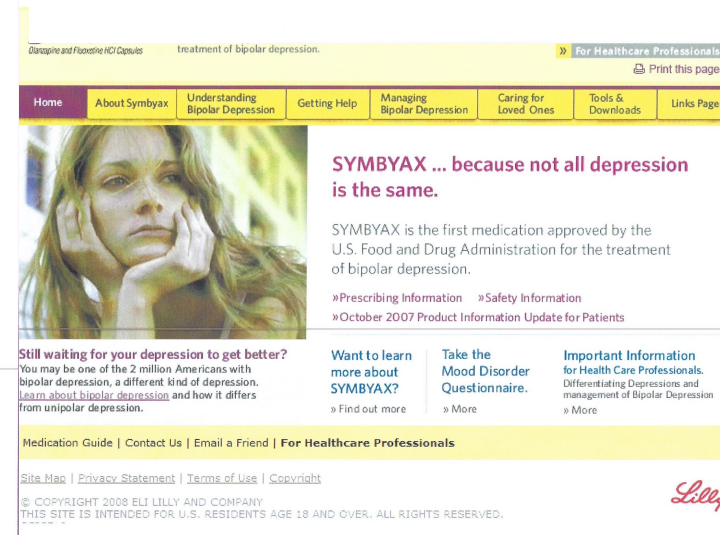


The images chosen were striking. They conveyed the message of the issue at hand. Dark and dispirited but "light" coming into the frame.



This unbranded mini-site, [www.treatmentteam.com](http://www.treatmentteam.com), provides physicians and other healthcare practitioners with useful information to complement their treatment options. This design was a well executed change in format, yet stayed within brand platform. A call to action encourages physicians to register for email correspondence. A link to the "Tools for the Fight" mini-site ultimately leads users to the branded campaign.

TreatmentTeam.com







## Google's new "About This Result" brings search results ranks into focus

By Enilon on November 9, 2021

**While still being in beta, this feature allows searchers to learn why Google ranked a specific website for a desired search query**

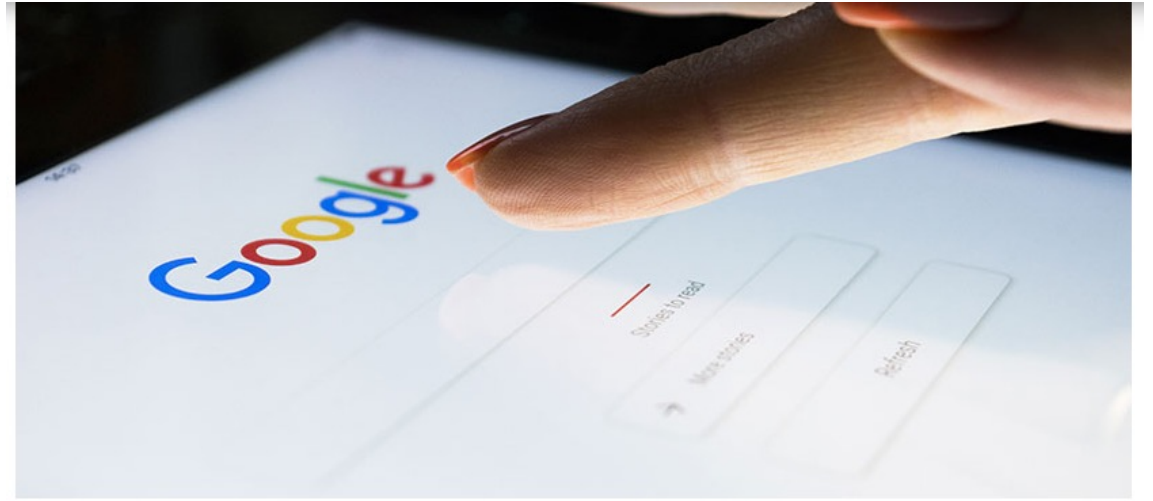
Google is constantly discovering and developing new ways to optimize their search algorithm to deliver the best results for any given query. They have also made it transparent that having a reputable website, including covering core web vitals and site security, is of crucial importance. This new feature not only helps searchers identify why a particular website showed up for their search query, but it also gives SEOs insight into what keywords can be used to better optimize websites for organic search.

**Digital Marketing  
Blog (Digital Agency)**

*Copywriting*

*SEO*

*B2B Marketing*



## Google's November 2021 Core Update

By Enilon on November 22, 2021

To no surprise, Google is at it again with yet another algorithm update. Last week Google announced they released a broad core update known as their "November 2021 Core Update." While we have all become accustomed to routine algorithm releases from Google, 2021 alone has been a historic year of changes. Google reported they made 4,500 "improvements" to search in 2020 – compared to 3,200 changes in 2019. There is no doubt the final numbers in **2021 Google algorithm updates** will be the highest yet.



## The Concept

Noctua proposes developing an upscale, multi-segment entertainment venue designed around a Poker focused Card Room. Adjacent bar and lounge will provide a true experience in the way only a brand like Playboy can execute!

**The Card Room** will target two demographics, regular poker players and occasional players who are patrons of the Restaurant and Bar. This will quickly become a destination hotspot.

**The Bar /Lounge/SportsPlex** will target patrons with a high-end themed and exclusive experience while providing table side food and beverage service to players who don't want to leave their table in the Card Room

The special events, appearances, and HIGH DOLLAR Tournaments will draw visitors again and again for an experience and destination like no other IN THE POKER WORLD. DALLAS, TEXAS!



**PLAYBOY**

Intimate spaces to host a poker game or a private event the Playboy way.

Conceptual examples of "break out" areas to play cards or socialize. All organically flowing around the perimeter of the main card room. Host an event in one of our private gathering spaces. Influencers will post media online from every area.



## Overview



Texas history is baked into poker. Scenes from the old west depict dusty saloon card rooms. High-stakes poker tournaments featuring Texas-bred champions are common. The game is called "Texas Hold 'Em" for a reason.

Noctua Entertainment develops mixed-category concepts in the hospitality and entertainment vertical. Noctua's management team has decades of business strategy experience across a variety of industries. Noctua is developing an upscale Bar/Lounge and Poker Room Concept for the Texas markets. This presentation showcases our current Houston and Dallas projects.

Based on our knowledge of Texas markets and municipal landscapes, Houston and Dallas were identified for the first development locations and major destinations for poker players. Houston features strong target age and income demographics paired with a freewheeling, capitalist mentality at the municipal and individual level. Dallas is filled with fast, flashy, fame seekers with new generational wealth to feed a robust social scene that blankets all of Dallas. The opportunity to develop this project has been well vetted.

50 Card Rooms are now open in Texas, including 19 in Houston. Dallas is primed to explode.

Experiential entertainment married with the sophisticated comfort, familiarity, and evolution of Playboy's brand will be passionately welcomed to Texas.

**Entertainment/Leisure  
Business Development  
Noctua Entertainment  
Copywriting  
Content Strategy  
Creative  
Business Development**





I am grateful to be well-connected to a massive network of brilliant healthcare thinkers. Long ago I heard, “If you’re the smartest person in the room, you’re in the wrong room.”

I have been fortunate enough to get to know the right people behind the right process in the RIGHT rooms.

I’ve experienced rural clinics, modern surgical facilities, and gargantuan health systems. I have learned a tremendous amount from successes in manufacturing, medical device ideation, patent process, launch, and product life-cycle projects. My relationships are firmly anchored to a private network of subject matter experts spanning my career in medical strategy and content development. I’ve been fortunate to have shared countless experiences with some of the most extraordinary minds in healthcare and business strategy.

-S. M. Ettinger



Biochemistry  
Pharmaceutical  
Surgical Device  
DTP/DTC/HCP  
Regulatory ISI PI  
Didactic Modules  
Content Strategy  
Digital  
Technical  
Brand Collateral  
Product Life Cycle