
AMY M. AVERY, M.A.Ed., AveryWrites.com

Freelance Writers & Marketing Communications Consultants

919-639-0248

Amy@AveryWrites.com

Research Triangle Park area of N.C.

- *well-researched*
 - *accurate*
 - *on-time*
 - *within budget*
-

Writing Services • Web Pages • Media Releases • Brochures, Ads • Newsletters, E-news • Feature & Trade Articles • White Papers & Ghostwriting
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Our experience. Your results.

As award-winning freelance writers and marketing communications practitioners, our select team of professionals brings to every project strong research, a marketing focus, and a hands-on understanding of project management. We support clients in over a dozen states with **one-time projects and on-going copywriting**.

With over **20 years' experience in marketing communications**--working with and within both small and nationally acclaimed organizations--we understand that **completing a project on time and within budget** is not a luxury; it's a necessity. And good work does not happen by accident. Planning and research are keys for both the simplest article and for the most complex marketing plan.

If you need **nationally recognized marketers and strong writers** who pledges **dedication** to your projects, **put us on your team**.

Education

Master of arts degree in education, focusing on adult communication and communication theory
St. Joseph College, West Hartford, Conn.

Additional master's level study in marketing and healthcare management
UNC School of Public Health and University of Hartford, Conn.

Bachelor of arts degree in English, with a minor in communications, *cum laude*
Meredith College, Raleigh, NC

On-going: continuing education courses, professional workshops, webinars, etc.

Professional Memberships & Involvement

International Association of Business Communicators

American Marketing Association

Public Relations Society of America

Independent Communicator's Alliance

American College of Healthcare Executives

Society for Healthcare Strategy & Market Development; & Member of SHSMD Advisory Council

Regional and National recognition

• *Writing awards:*

Silver Quill for feature writing &

Silver Quill for editorial writing, from **International Association of Business Communicators;**

Gold Award and

Best in Division Award from a Research Triangle Park-based (N.C.) professional communications group.

Gold Award for marketing writing, The Aster Awards **Award of Merit**, Health Information Resource Center.

• National speaker, **American Hospital Association trade group**, Chicago, IL

• **National recognition** from the **Public Relations Society of America** for marketing campaign

• **Published features and columns** in trade, business, professional, state and regional publications, plus in hundreds of corporate publications

To reach your target markets with targeted messages, tap into our 20+ years' experience.

Call for a customized portfolio today, or check out my writing samples:

www.AveryWrites.com.

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We have completed writing and other communications projects for . . .

American Hospital Association's Society for Healthcare Strategy and Market Development (national organization)
American Marketing Association: Triangle (N.C.) Chapter
Baylor Medical Center, Texas
The Biblical Recorder
Biotechnology Park of Harnett County, N.C.
Blue Cross Blue Shield
Campbell University School of Pharmacy
Central Carolina Community College
The Cleveland Clinic, Florida
Connecticut Comm. to Prevent Child Abuse
CorpCare Occupational Health Center
The Duke Endowment
Eastern Building Components
First Health of the Carolinas
Geisinger Health System & Foundation
Harnett County (N.C.) Government
Harnett Forward Together Committee
Humana Healthcare
IABC: Connecticut & N.C chapters
Life Enrichment Center, Cleveland
Regional Hospital
Manchester Memorial Hospital
Manchester Memorial Hospital Foundation
MeadWestvaco (pharma)
North Carolina Magazine, small biz column and features
North Carolina Military Business Center
PMPS (a London trade magazine)
Sandhills Business Times
Securitec Booklet Publishers
United Way of Harnett County (N.C.)
UNC-Chapel Hill School of Medicine
The Women's Center of the Eastern Connecticut Health System

Unsolicited comments about our work:

Excellent. Well written and well researched. A very practical article and a valuable piece for our journal.

-- *Reviewer for a national healthcare publication, for a ghost-written journal-length article*

This is one of the best-written case studies I've ever read. Well done.

-- *Marketing V.P., healthcare B2B*

Wow! You did such a great job! Thanks for making me sound so amazing. No wonder they hire professional writers for these things!

--*consumer interview subject for a branding campaign*

I just wanted to call to say 'job well done.' You took a complicated topic and made it easy to understand.

--*Ophthalmologist interviewed for a feature*

I am glad we have you to support our efforts. We just can't do it all ourselves, and I appreciate your help.

--*From a client's boss, for on-going contract work*

Hi: I just read your comments, and WOW!

Your insight is just marvelous.

-- *Professional, for a ghostwriting project*

The client was very pleased. I can't tell you how happy we are. Thank you for all your hard work!!!!

--*From a national agency representative*

Amy, these are WONDERFUL stories. You're a great addition to our magazine team. . . Hope you'll be interested in an assignment for the next issue.

--*Corporate Magazine Editor*

Someone asked who was doing our marcom [marketing communications], and I hesitated to tell him--I don't want you to get too busy and forget me! But I did, and I told him you are a bargain, worth every dime.

--*Government Agency Director*

Copy by Amy@AveryWrites.com

Daily e-newsletter

Audience: employees of Blue
Cross Blue Shield

The Challenge:

*Communicate policy without
relaying a “slap on the
hand” tone*

**If your computer
sometimes seems
sluggish, it’s probably not
because of the heat**

If you’re sending or receiving e-mails with personal pictures, audio and video attachments, you might be contributing to company-wide computer system outages and slowdowns. That affects you and everyone else. Read more to find out about new company procedures that will keep things running smoothly.

What do you do when you receive an e-mail with attachments of pictures of your friend’s adorable baby or a copy of a new music release from your favorite singer? Do you immediately forward it on to 10 of your closest friends? These types of files take up a significant portion of the Company’s e-mail storage capacity. By sending them, you’re clogging the Company’s Groupwise e-mail system and might be keeping coworkers from doing their jobs efficiently.

To address the problem, a new procedure will alert employees and their managers when this bandwidth overuse problem occurs. We’re now sending notices to any employees (and their managers) who log excessive personal use of the company e-mail system.

Why is excessive personal e-mail a problem?

When you forward personal e-mail to a number of people, a copy of that message has to be stored in several places on our computer network. This lessens the ability of the entire network to serve BCBSNC employees and members, especially when large attachments such as photographs, video or music clips are involved. These messages can also cause Groupwise to run slowly and crash.

Both the Code of Conduct ([Responsible Use of BCBSNC Assets](#)) and Human Resource’s (HR’s) [Electronic Communications Policy](#) state that Company assets must be used for valid corporate

purposes only, with the exception of occasional and reasonable personal e-mail and Internet usage.

What are we doing to fix the problem?

We want everyone to be able to serve our members and perform company business as efficiently as possible, so once a week members of two departments, Enterprise Security & Privacy and Information Services, will scan the system to identify employees with the largest volume of e-mails. If the content of the e-mails being sent does not appear to be business-related, we will contact that employee and his or her manager. The manager will be expected to take corrective action.

In addition, if the content appears to be offensive, HR or Ethics will take appropriate action, up to and including termination of employment if the content of the personal emails is particularly offensive.

Questions?

Again, occasional and reasonable personal e-mails are acceptable. If you have questions about what is reasonable personal use of the Company’s electronic communications systems, please consult your supervisor, your [HR business consultant](#) or make a confidential inquiry to the [Ethics Team](#).



Copy by Amy@AveryWrites.com

Webpage for County/Military Cooperative Site

www.bractrf.com/county_pages/harnett.html

Audience:

military, civil servants relocating to the state



If you're reporting to Ft. Bragg, Harnett County has great reports for you.

We're right next door, and we're the 8th fastest-growing county in the state!

We welcome you to settle here, where you'll find a **diverse civilian community** with a **hometown feel**, plus gateways to great:

- Education
- Recreation
- Entertainment
- Healthcare

Great Location for Work, for Play.

Ft. Bragg (in Cumberland County) borders Harnett County to the southwest. Fayetteville, N.C., is only 30 miles from the center of the county. World-renowned Research Triangle Park—Raleigh, Durham and Chapel Hill—are only 30-40 miles up the highway. To get your bearings, [click here](#) for area maps.

Great Jobs. For family members who work off-base, or when you retire:

[Our local industries](#) and [largest employers](#) want to meet you.

[Jobs with the State of North Carolina](#) are abundant in the nearby state capital of Raleigh and within higher education. In addition, many local folks commute to jobs at world-class corporations such as SAS, IBM, GlaxoSmithKline and more.

Affordable homes. A variety of options are available in Harnett County.

- Golfing, horse-friendly and gated communities, including
 - [Anderson Creek Club](#) and
 - [Keith Hills, at Campbell University.](#)
- Neighborhoods with lot sizes of one-half to 20 acres, or homes and lots out in the countryside.
- Historic downtown homes in any of our towns.
- Close-knit neighborhoods with both military and non-military homeowners.

Family-friendly communities. Though it's an easy drive to two large urban areas, you can enjoy the benefits of [Harnett County's neighborly communities](#).

Great healthcare. Complementing the nearby V.A. Medical Center and services at Ft. Bragg, our [local hospital, Betsy Johnson Regional](#), is an authorized TriCare provider and boasts all-new private patient rooms and like-new facilities for outpatient care. Other major healthcare systems include the medical research hospitals of Duke in Durham, N.C., and UNC-Chapel Hill.

Excellent education: You and your family will find top-notch [public K-12 schools](#) as well as [Private Schools](#). For education, re-education or re-training, 13 colleges and universities are within an hour's drive. We're also home to two campuses of [Central Carolina Community College](#), and [Campbell University](#), the second largest private university in N.C. Just up the street are other world-class universities:

- The Tarheels of the University of North Carolina at Chapel Hill
- The Wolfpack of N.C. State University in Raleigh
- The Blue Devils of Duke University in Durham

We hope your relocation to Ft. Bragg is smooth, quick and easy.

Settle in Harnett County to make sure the rest of your stay—and even your retirement—are smooth as well.

Copy by Amy@AveryWrites.com

Web site for a children's hospital (Geisinger)

Approx. 200 Web pages and thousands of links

B2Consumer: www.geisinger.org/services/jwch/index.html

and B2kids: www.geisinger.org/services/jwch/for_kids/index.html

[Landing page:]

Every child is special.

For the full range of your child's care—from before birth and up to adulthood—we offer an extraordinary devotion to children. And an extraordinary range of expert medical care.

Our physicians bring expertise in over 40 children's specialties and subspecialties. Our staff devote their time and training to advancements in care for the most fragile of infants and for the toughest of teens. And from bright decorations to child-sized equipment, we've designed our hospital around your child's needs.



Medical expertise. Advanced treatments. Extraordinary dedication. We bring all this into your community and throughout central and northeastern Pennsylvania. Welcome to The Children's Hospital.

[Sample specialty page:]

Nephrology

Enjoy dry clothes and carefree sleepovers.

Kidney stones and bedwetting need not be a part of your child's daily life. We work with pediatricians and other specialists across Pennsylvania to help children put those experiences in the past. Our goal, like yours, is to help your child to replace the real discomforts of kidney conditions with pleasant times—with simple joys like a carefree sleepover with friends.

Leading your child's team is a pediatric nephrologist. This is a physician focused on children with conditions of the kidneys and urinary system. We work with hundreds of children every year to get kidney disorders under control.

From bedwetting to care before or after a kidney transplant, our entire staff offers expertise in evaluation and treatment of a range of disorders. >more



[sample children's website page]

Just for Kids!

When you're in the hospital, we do everything with you — a kid — in mind. Every person you see is here to help you get better. We make sure that you have everything you need. We even have some things you don't need, just because they're fun!

If you're under age 12 or so, explore this website. Like our children's hospital, it's made just for you.

Check out the boxes below for more information about your room, visitors, meals, and more. You can even watch a video about a boy who came here for an operation. >more



Copy by Amy@AveryWrites.com

B2B website (technical communications service provider)
Corporate branding & website launch

“Overview” page:

TURNKEY SOLUTIONS. EXPERIENCED STAFF. 24/7 SUPPORT.

Incident Communication Solutions (ICS) provides military personnel, first responders and other public safety officials with customized, mobile communications in the field.

Take the power of Incident Communication Solutions with you. Talk to your Central Command quickly and with confidence. See evolving situations with clear, real-time video. Analyze data from remote locations.

OUR INNOVATIONS START WITH YOU.

Working alongside you, we identify challenges and develop solutions to give you the tactical advantage.

MULTIPLE SITES, MULTIPLE AGENCIES, MULTIPLE INCIDENTS.

ICS creates networked communications so you can share high quality audio, video and data among multiple agencies working the same incident. Rely on our experience, expertise, equipment and software for your customized communications solutions. MORE

ICS IS YOUR TACTICAL ADVANTAGE.

ICS communication solutions work within existing CONOPS (concept of operations). Our experienced team assists you in rapidly establishing essential command presence, resource control, critical situational awareness, response and mitigation at the incident scene. Actionable information streams directly to command decision-makers, within your NIMS and ICS structures.

CONTACT US to learn how our experience, expertise, equipment and software can help you to manage your next incident.



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New website, Town of Coats, N.C. www.CoatsNC.org

Sample pages:



Welcome Page

You know you're in a small town when . . . someone asks you how you are and then listens to what you say.

Welcome to Coats!

Coats, North Carolina, is a town with which you can't help but fall in love. Our community covers an area just shy of one-and-a-half square miles. We're just south of the state capital of Raleigh, in rural Harnett County. Our small population of less than 2,000 allows for comfortable living and an escape from congestion.

Here, Your Heart and Home are in a Great Place

Our location can't be beat. We enjoy the culture, sports, and shopping of our own community and those communities. Plus, if you want to enjoy the amenities of bigger cities, they're not so far away.

We're fewer than 30 miles' distance from Raleigh and the world-famous Research Triangle Park. Only a short drive away are 13 [colleges and universities](#). [Link to education subsection on Learn about Coats webpage.]

You can pick up two highways just a few miles outside of town. Interstates 40 and 95, just down the road, can put you on your way to the beach and points south, or on the path to Washington, DC, and points north.

We enjoy visiting these places, knowing all the while that we can easily escape back home to the quiet and comfort of our community.

A Place Anyone Can Call "Home"

Whether single or married, with children or without, you can rest assured that in Coats you will find great neighbors and a community you'll want to call "home."

Web Page: Learn about Coats

You know you're in a small town when . . . you try to take a walk and everyone who drives by offers you a ride.

A Short History

The story of Coats begins with an ambitious 26-year-old. He was James T. Coats, who bought 700 acres of farming land here in Harnett County and set up a general store. The store attracted other farmers as well as the railroad. With growth at the dawning of the 20th century, his modest plot of land became the Town of Coats, with Mr. Coats himself its first citizen.

Coats Today

We cannot be certain that the town as it exists today is the one James T. Coats dreamed of almost a century and a half ago, but we have a good feeling he would be pleased. We know we are.

Though our town remains moderately small, Coats combines modern amenities and neighborly charms. We're near great [sports, cultural and educational facilities](#) [link to "Something for everyone," below.]

Many of our residents work in the internationally prominent, technology-focused [Research Triangle Park](#). Others commute from our family-friendly community to the U.S. Army Base at [Fort Bragg](#). That area is the site of exciting job growth fueled by the federal [Base Realignment and Closure \(BRAC\) Act](#) [link to http://www.bractf.com/county_pages/harnett.html]

Coats is far from "the middle of nowhere"—though its restful atmosphere may make you forget that fact!

Coats: Something for Everyone

If you love quality [education](#), [link to Schools sections of "Schools, colleges, etc." webpage] we have great local public and private schools plus 13 colleges and universities within an hour's drive of Coats.

If you love **entertainment**, theater, the arts, and nightlife, the lively cities of Fayetteville, Raleigh, Chapel Hill, and Durham are each an easy ride away. Not to be outdone, our county boasts two live theater groups.

If you love **sports**, team recreation leagues in the area offer programs year round for girls and boys. Unlike bigger cities where you have to enter a lottery for a chance to play, we can usually accommodate all comers.

We're also in the middle of [Carolina Hurricanes hockey](#) and [ACC basketball](#) country. For golfers, the courses of [Chicora Country Club](#) and Sandy Ridge Country Club in Dunn and Pine Burr Golf in Lillington are only minutes away. You can also tee off on the internationally famous golf courses in Pinehurst, NC, after just over an hour's drive.

If you love the **ocean**, the surf is only two hours down the highway. If you love the **mountains** and skiing, we are close enough that you can enjoy easy weekend getaways there....

Copy by Amy@AveryWrites.com

E-mail blast

To professional audience

The Triangle Chapter of the
American Marketing Association

Join

Connect

Grow



AMA March Luncheon:
Google presents
“Connecting to the Digitally Empowered Consumer”

Remember Maslow from Psych 101? Well, turns out he’s as relevant in cyberspace as he is in the real world. Not sure how? Then join colleagues at the March meeting of the Triangle AMA, with Google’s Tom Lowry, our guest speaker.

With one billion people online today, simply finding your market in cyberspace is no small challenge. As Google’s Regional Technology Manager, Tom offers us a practical guide to the variety of new technology products we can use to engage our markets. He’ll also help us slice out bigger pieces of the marketing pie by providing an overview of:

- macro environmental factors that affect where and how your markets use the internet,
- what factors drive your cyber-market to you and
- what you can do to encourage this market to seek out—and partake of—your products and services.

We’ll see you there!

[Time/Date/Registration]

Copy by Amy@AveryWrites.com

Webpages: “Sioux City Stories of 5-star care”
Patient Vignettes for Health System Service Lines

**Siouxland’s best,
meet one of
Siouxland’s best**

Penny Fee, 64, used to run two to three miles each day—on concrete. It was no real surprise to her, then, that her joints suffered mightily for the wear.

Web-based series: patient vignettes promoting service lines:

- orthopedic surgery: knee (excerpt shown here)
- orthopedic surgery: hip
- vascular surgery
- cardiovascular: bypass surgery
- cardiovascular: emergency balloon angioplasty

“I had two bad knees for a long time,” she said. “I kept putting off knee replacement surgery; but eventually, just standing became difficult. And I need to stand a lot,” she says with a laugh.

But she’s not joking. Once named Siouxland Woman of the Year, Penny heads out on any given day either to teach a college class, run a board meeting or take her spot as volunteer at the museum or library. Along the way, she gathers up organic foods for her catering business, checks in with the non-profit she founded or delivers a rescued pet to his new home.

“Joint problems can take part of your life away,” says Steven Meyer, M.D., a board-certified orthopedic surgeon on the medical staff at Mercy Medical Center-Sioux City. “Penny is a very, very active lady, and her knees were obviously compromising her lifestyle.”

Penny needed two total knee replacements. Her own research and advice from her physician-husband Paul Fee, M.D., led her to one of the top joint replacement surgery facilities in the nation: the Total Joint Care Center of Mercy Medical. . . .

Considering the awards HealthGrades has pinned on Mercy staff over the years, it’s clear how hundreds of patients benefit from life-changing treatment right at home. If it weren’t for Mercy and its staff, patients like Penny would need to travel over 200 miles to Duluth or 380 miles to Minneapolis to get the same high quality care.



“At Mercy, it’s all about relationships, relationships between staff, doctors and patients,” says Dr. Meyer. “I know, for example, that Mercy will have the equipment I need and that everyone works collaboratively from the first time a patient walks through the door until he or she leaves. Our patients know they can trust us implicitly. It’s a great place to practice medicine.”

This attitude of collaboration leads to successes like Penny’s.

“I got along great, and the things I do are now so much more pleasant,” she says.

Penny says she’s been faithful in keeping up with her Rehabilitation Program while resuming her full schedule of community activities, plus attending two book clubs, singing in the choir and gardening.

She’s also happy to fill her home again with the sweet, warm aromas from “marathon baking” sessions, which require several trips between her kitchen and the basement pantry.

“Before, my knees just slowed me down too much. Now, I don’t even think about it,” she says. “I now have my life back.”