

FEB 2022 **MARKETING CAMPAIGN UPDATES**

UVA CANCER CENTER



The **MOMENT**
a hug feels even tighter.

You were made for this moment. The moment you kids get to spend quality time with "Mom" instead of a "cancer patient." And it's all made possible because UVA Cancer Center is also made for this moment. As Virginia's Only Comprehensive Cancer Center as designated by the National Cancer Institute, UVA Cancer Center has specialists who work hand-in-hand with researchers to bring you the latest therapies and a personalized treatment plan. So you can keep busy hugging for many years to come.

UVAcancercenter.com

UVA CANCER CENTER



UVA ORTHOPEDIC CENTER



The **MOMENT** an orthopedic innovation helps you leave joint pain behind.

UVA ORTHOPEDIC CENTER IVY ROAD | NOW OPEN

UVA Health has brought expertly trained surgeons, specialists, advanced imaging, a pharmacy and more, all together in one location. To give you state-of-the-art care, from diagnosis to treatment and beyond. And to make orthopedic care as seamless and convenient for you as possible.

UVAHealthOrthopedics.com

UVA ORTHOPEDIC CENTER



U.S. NEWS REPUTATION



UVA Pulmonologist Unleashes Precision Medicine to Combat Pulmonary Fibrosis

Imre Noth, MD, helped secure \$22 million in NIH and private funding to dramatically alter how idiopathic pulmonary fibrosis (IPF) is diagnosed and treated.

