



**Kristin Lund / inkable**

**Writing sample: BOSTON MEDICAL CENTER**

These are three sections from one of the Annual Reports (2001) we wrote for BMC.

[ SECTION 1 ]

[ CALL OUT ]

*expert care and respectful treatment*

[ HEADING ]

At Boston Medical Center, a sense of mission unites and invigorates the people who work here.

[ SUBHEAD and COPY ]

NURSING — Our patients know that Boston Medical Center combines expert care with respectful treatment. First and foremost, they learn this from our nurses. Every patient, from Emergency Medicine to Cardiothoracic Surgery, is helped by skilled and compassionate nurses each step of the way.

Boston Medical Center's Nursing Department is among the best in the country, and our nurses are the heart of the hospital. We recruit top-level graduates from more than 20 acclaimed nursing programs; more importantly, our nurses stay with us once they are here. Our low turnover rate and in-depth training ensure that Boston Medical Center is well-staffed with experienced nurses whose levels of education and specialty qualifications are high.

Thanks to their dedication, humanity, and vigilance, we are a better hospital.

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[ SECTION 5 ]

**EXPANSION**— As Boston Medical Center explores new ways to serve the community, many of our groundbreaking programs have expanded. Our Grow Clinic, offering comprehensive care for children suffering from malnutrition, is one such program. This year, the hospital opened its Preventive Food Pantry, a resource for patients and their families who otherwise would not get enough to eat.

One of the goals of the Food Pantry is to emphasize the link between nutrition and overall health. We treat patients from Pediatrics and OB-GYN, weight loss patients, the elderly, and patients with hypertension. In our demonstration kitchen, we teach people how to prepare the foods they need. We also educate primary care providers, helping them identify and prevent malnutrition before it becomes severe. Our efforts reflect the spirit of outreach that characterizes this hospital.

[ SECTION 11 ]

**STABILITY**— In recent months, this nation has confronted sorrowful times and economic uncertainty. Health care institutions are at risk. Despite this environment, we are determined to thrive and continue developing the programs that are so essential for our patients.

Boston Medical Center's ability to move forward depends on the state and federal subsidies we receive, the generosity of our supporters, and our steadfast resolve. Our improved fiscal management and vital cost-saving measures have helped. We are better able to monitor and reduce expenses, determine accountability, and eliminate redundant services. But above all, we deeply appreciate the support that surrounds and sustains us. We are grateful to be working with each other. Together, we are focused on one mission—exceptional care without exception.