



### **Virtua Launches New Heart Care Campaign**

Earlier this month, Virtua launched a new commercial as part of a multi-channel campaign to further establish Virtua as a leader in heart care. The campaign was developed after a thorough fact-finding process among physicians and senior leaders, as well as consumer research and strategic assessment. The campaign positions Virtua as the region's leading cardiac program, nationally recognized as among the top 5 percent of cardiac programs, with more than 100 specialists and appointment availability within 48 hours.

Click [here](#) to view the commercial. Keep an eye out for the commercial on local cable/broadcast television and look for print ads in your local papers and magazines as well as in digital ads and billboards too.