Ad campaign promoting new location highlights ‘world class names’

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paign has also launched, announcing The Doctors of USC Beverly Hills location. The campaign’s theme reflects the message “In a town full of world-class names … we’re adding a few more” as it introduces The Doctors of USC to the prestigious zip codes of Beverly Hills.

There was an eight-page insert profiling five physicians who practice at the Beverly Hills office. Forty thousand copies were inserted into the Beverly Hills Courier and 24,000 were inserted into the Los Angeles Times, Westside zip codes only. The profiles mentioned areas of expertise and the graphics were in black-and-white with cardinal highlights, echoing the USC hospitals ad campaign.

A series of print ads ran in the Beverly Hills Courier along with a series of physician profiles. In addition, 35,000 coffee sleeves reflecting the marketing campaign have been in circulation among independently owned coffee shops in the area.

A dozen billboards are now up in the Beverly Hills area announcing the opening of The Doctors of USC Beverly Hills. The billboards will be up and rotating through the next few months.

The Doctors of USC open satellite location on the Westside

T he latest University of Southern California satellite has opened on Los Angeles’ Westside. The Doctors of USC are bringing their world-class medical expertise in ophtalmology and urology/prostate cancer to Beverly Hills.

The Doctors of USC Beverly Hills—affiliated with the Keck School of Medicine—is located at 9033 Wilshire Boulevard in Beverly Hills. The new 14,195-square-foot location offers the latest treatments from top specialists in three key areas of medicine, said Keck School Dean Carmen A. Puliafito, M.D., M.B.A.

“This vital center brings the care and expertise of The Doctors of USC closer to Westside communities,” said Puliafito, who is one of the doctors practicing here.

Doctors of USC open satellite location

The cardinal and gold flag of USC was officially planted on the Westside of Los Angeles at the opening of the University’s newest clinical satellite, The Doctors of USC Beverly Hills.

With over 100 administrators, faculty physicians, board members and other friends of the Trojan family in attendance, the opening reception was held at the beautifully appointed medical center on the fifth floor of the Archway Medical Plaza building, at 9033 Wilshire Blvd, at Wetherly.

It’s been a dream for USC to come to the Westside,” said Keck School Dean Carmen A. Puliafito. “This is the beginning of a new era in USC medicine. We’re here to inaugurate this new outpost of USC medicine on the Westside.”

The Doctors of USC Beverly Hills is located in suites 300 and 500 of the Archway Medical Plaza building, at 9033 Wilshire Blvd, at Wetherly.

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1 Doctors of USC celebrates grand opening of Beverly Hills location

2 New Ad Campaign

3 Deans’ Photo Gallery
The University's newest clinical satellite, The Doctors of USC Beverly Hills, was officially opened with a festive celebration on May 10. More than 100 administrators, faculty physicians, board members and other friends of the Trojan family attended the opening reception, which was held at the stylish, state-of-the-art medical offices. Photos by Steve Cohn Photography.

Dean Carmen A. Puliafito welcomes guests at the opening reception held in The Doctors of USC Beverly Hills executive boardroom.

Dean Puliafito and USC President C. L. Max Nikias take a moment to celebrate the opening of USC's latest outpost on the Westside.

Dean Puliafito and friend of the USC Norris Comprehensive Cancer Center Barbara Freeman enjoy the views from the rooftop patio of The Doctors of USC Beverly Hills.

Dean Puliafito chats with Allan Alexander, chair of the Beverly Hills Chamber of Commerce Executive Development Council.

Dean Puliafito and David Agus, M.D., director of the USC Norris Westside Cancer Center (right), chat with Keck School Board of Overseers member Selim Zilkha and his partner Mary Halay.

USC Norris Advisory Board member Larry J. Freeman congratulates Dean Puliafito at the opening reception.

Neda Shamie, M.D., a leader in corneal transplantation, will serve as medical director of the USC Doheny Eye Center. Puliafito, an expert in macular degeneration, also will see patients at the USC Doheny Eye Center. Leading oncologists David Agus, M.D., and Mitchell Gross, M.D., will see patients in the USC Norris Westside Cancer Center, affiliated with the National Cancer Institute-designated USC Norris Comprehensive Cancer Center. Inderbir Gill, M.D., executive director, USC Institute of Urology, will see patients there as well.

Also opening at The Doctors of USC Beverly Hills is the Westside Norris Laboratory, which is the first USC lab to open at a community practice. Now USC patients who live on the Westside will have a convenient and alternative location to obtain their lab results. The Norris lab is operated by USC Norris Cancer Hospital Laboratory and is part of the USC Clinical Laboratories system. Physicians will be able to have results available to them electronically.

Initially established to serve oncology patients of Agus and Gross, the lab also will provide services to the USC Doheny Eye Center, as well as other practitioners in the community.

The initial focus at The Doctors of USC Beverly Hills will be on ophthalmology, urology and prostate cancer care, providing a complete range of sub-specialties to deliver comprehensive diagnostic and treatment services. Advanced care through cutting-edge therapies and clinical trials will be offered, as well as continuing medical education for community physicians.

The new clinical center features well-appointed patient exam and treatment rooms, an on-site pharmacy, and valet parking. The USC Boardroom, the Trojan Hospitality Room, and a medical education video conferencing center are also available.

In addition to seeing patients in Beverly Hills and at the two USC hospitals, The Doctors of USC also see patients in two other satellite locations in downtown Los Angeles and La Canada Flintridge. Another satellite location is planned to open in Pasadena in early 2012.

For more information about The Doctors of USC Beverly Hills, please visit doctorsofusc.com/beverlyhills.

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The Doctors of USC Beverly Hills physician care areas are outfitted with warm wood accents and calm, neutral tones.

“This vital center brings the care and expertise of The Doctors of USC closer to Westside communities.”

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For more information about The Doctors of USC Beverly Hills, please visit doctorsofusc.com/beverlyhills.

The Doctors of USC Beverly Hills, patient care areas are outfitted with warm wood accents and calm, neutral tones.

The Doctors of USC Beverly Hills center is a dramatic demonstration of the Keck School of Medicine’s commitment to advancing the art and science of medicine for our local community. It is an extension of USC’s academic medical center, one of two such centers in Los Angeles.

The Doctors of USC physician practice group is associated with the USC-owned USC University Hospital and USC Norris Cancer Hospital.

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Doctors of USC celebrates grand opening of Beverly Hills location

We also aspire to build one of the very best academic medical centers
ing right here in Los Angeles.”

Nikias acknowledged the physicians who practice at the new
center, as well as the Keck School and its other doctors. “At
this Beverly Hills location, the doctors practicing here, Dean
Puliafito, Dr. Agus, Dr. Gill, Dr. Shamie and others, will help heal
those suffering from devastating diseases such as cancer and
blindness. They will give hope to patients and their families,”
he said. “I’m very proud of USC’s doctors, our professors of
the Keck School of Medicine. On the front lines of clinical care,
they are healers. In the research labs, they are innovators and
scholars. In their specialties, they are pioneers in developing
new treatments and surgical techniques.”

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Teaching mission of USC,” said Puliafito, referring to the
satellite’s video conferencing center. “We anticipate that this
will be a very important location for continuing medical educa-
tion for physicians, for community outreach and for donor and
alumni events for USC.”

USC President C. L. Max Nikias and his wife, Niki, were in
attendance after taking a red-eye flight home from another
USC event the day prior in Philadelphia.

“I am thrilled—it is wonderful to plant the cardinal and
gold flag in Beverly Hills,” said Nikias. “Most of all it is deeply
satisfying to be able to provide specialty care that is so vital
and so very convenient to those who live and work on the
Westside. While we aspire to expand USC’s global reach,

Puliafito said that buying USC University Hospital and Norris Cancer
Hospital in 2009 “sent a signal
that USC is on the
move” and that
opening the Beverly
Hills offices were
the next step in
USC’s plan for its academic medical center. “This center on the
fifth floor was designed to align the clinical with the academic
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1. The Doctors of USC open satellite location on the Westside

2. Doctors of USC celebrates grand opening of Beverly Hills location

3. New Ad Campaign

New marketing introduces the new Beverly Hills location in L.A.’s Westside.