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# Carthy Frye-Thomas, M.A.

CREATIVE PORTFOLIO

# What's Inside

This portfolio contains content written, produced, and/or ideated by Carthy Frye-Thomas. Its contents support multiple brands and have been featured across platforms, including, but not limited to those below.



Baptist Health  
South Florida



AvMed



yext



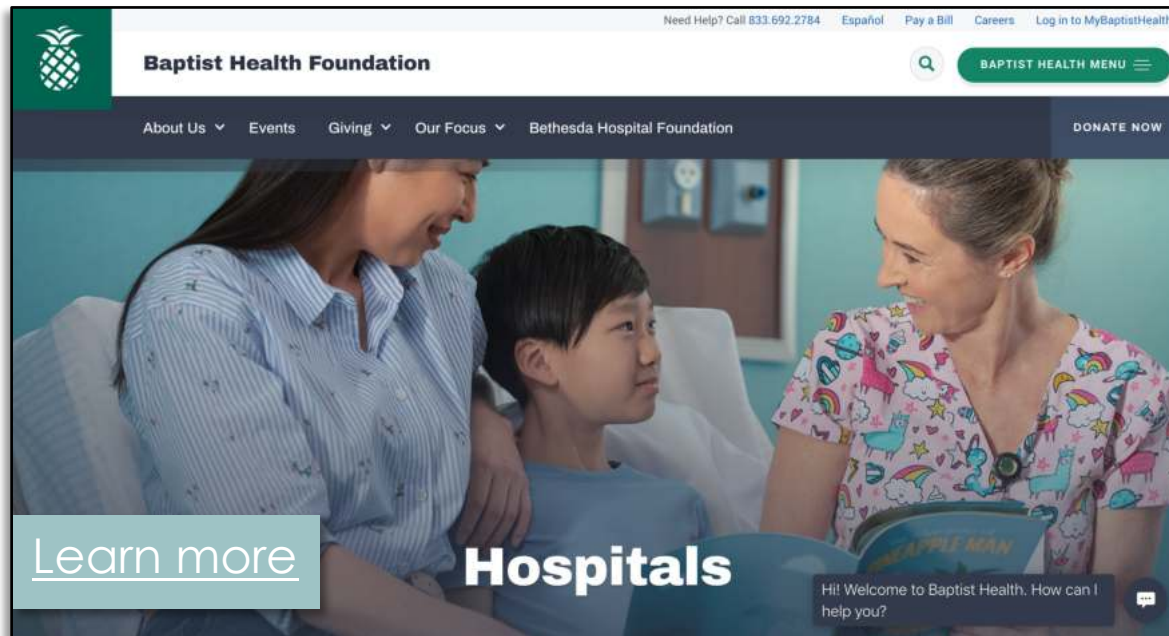
LinkedIn

SUBWAY | ipc



BROWARD HEALTH

# Website Copywriting & Strategic Direction





## South Miami Hospital

South Miami Hospital is home to Baptist Health's Center for Robotic Surgery, Center for Women & Infants, Lung Health Program and a premier weight-loss surgery program, as well as a modern Emergency Center. The hospital is known for innovative services in maternity and neonatal care and was the first in Florida to earn the joint Commission's Gold Seal of Approval for both Prematurity and Pre-term Labor.

At Baptist Health — and across the nation — nurses represent the largest segment of the healthcare workforce. As healthcare continues to undergo major change, nurses' contributions are more critical than ever. We invest significantly in our nursing professionals, which leads to exceptional nursing care and positively affects patient safety, continuous quality improvement and better outcomes for our patients.

The Center for Excellence in Nursing at South Miami Hospital supports nurses by providing continuing education opportunities to all nursing disciplines, allowing bedside nurses to attend conferences and bring back innovative best practices that can be implemented throughout the hospital and provide high quality care for patients. The creation of a Wound Boot Camp, for example, stemmed from allowing our nurse specialists to attend a five-day seminar, presenting best practices relating to preventing pressure injuries. The information brought back from this symposium allowed South Miami Hospital to implement national standards of best practice as it relates to decreasing and eliminating hospital-acquired pressure injuries. This year we will be completing our second annual Boot Camp and will have bedside staff teaching their fellow nurses.

Through your generosity, we can continue to offer advanced educational opportunities to our nurses. Community members and organizations can contribute to the Center for Excellence in Nursing through Baptist Health Foundation [NOW](#).

# BAPTIST HOSPITAL

## 2016 ACCOMPLISHMENTS



# SERVICE

- For the 20th consecutive year, Baptist Hospital received the Consumer Choice Award from the National Research Corporation for having the highest quality and image in Miami. The hospital was one of 300 in the nation recognized and one of only 34 that has been recognized 20 times consecutively.
- Baptist Hospital's commitment to service excellence and overall patient satisfaction for FY16 was reflected in an 81st percentile score. Inpatient services' satisfaction score was in the 84th percentile and Baptist Children's Hospital Emergency Center overall satisfaction score increased to the 99th percentile. The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey overall rating is at the 68th percentile with a "Likely" to recommend score in the 80th percentile.
- Baptist Hospital's physician satisfaction for FY15 remained world-class with 99 percent of physicians saying they "definitely" or "probably" would recommend the hospital to family and friends if they needed hospital care. According to HealthStream Research, Baptist Health was the highest-rated health system in the organization's database of nearly 700 hospitals this year, with overall physician satisfaction at Baptist Hospital in the 90th percentile.





**ipc**  
**ANNUAL**  
**REPORT** 2022

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INDEPENDENT PURCHASING  
COOPERATIVE



**IPC MISSION**

"Drive profitability for Subway® Franchise Owners by delivering a continuous supply of fresh, high-quality ingredients."

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### SAVINGS & COST AVOIDANCE

IPC calculates savings on negotiated cost reductions of products or ingredients. Cost avoidance is achieved when market cost increases are avoided through managing commodity markets. In FY2022, IPC's commodity positions helped to mitigate significant inflationary cost pressures in the commodity markets.

# ipc ANNUAL REPORT 2022



## \$381,890,876

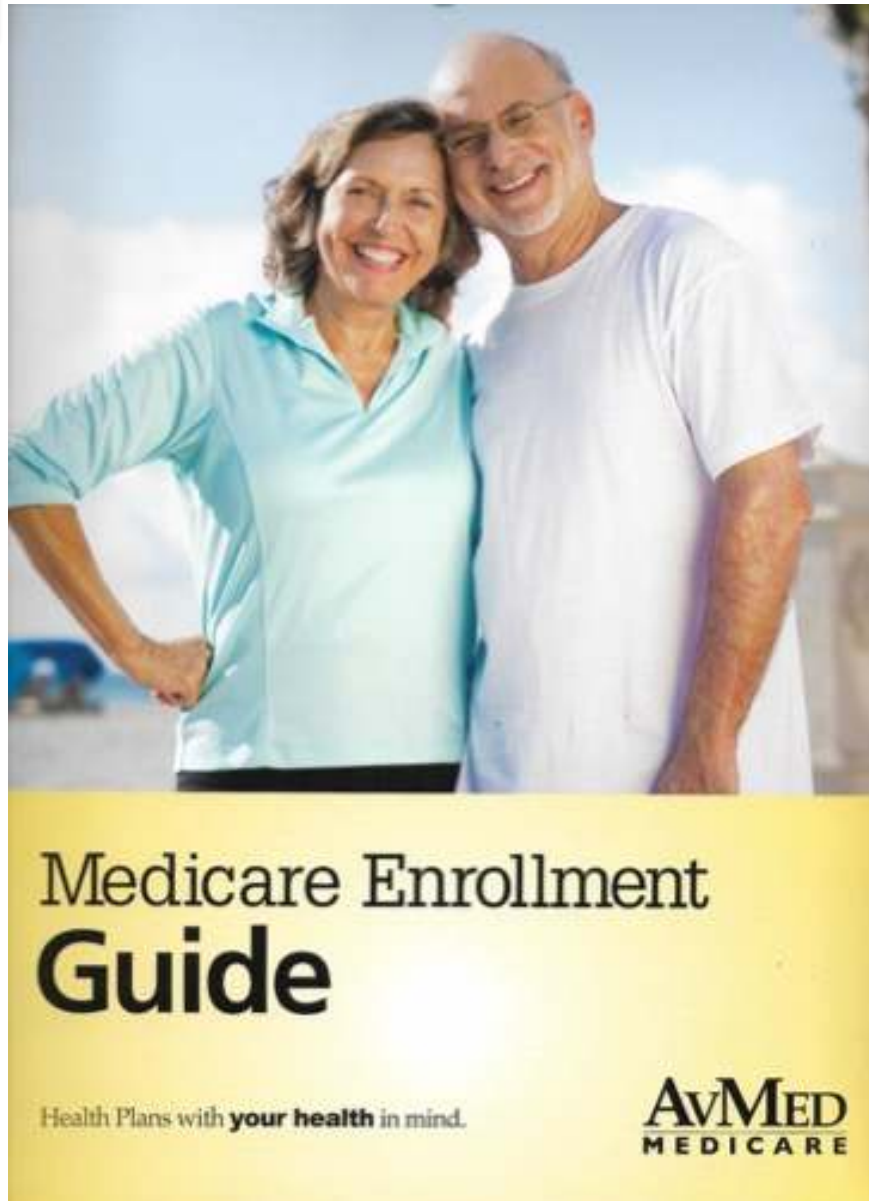
SAVINGS & COST AVOIDANCE FY2022



## \$15,317

per restaurant  
AVG. SAVINGS & COST AVOIDANCE FY2022





## Get Fit, Have fun, and make friends!

AvMed offers you membership in the SilverSneakers® Fitness program at no additional cost. The award winning program features fitness programs designed specifically for older adults, combined with social interaction and healthy lifestyle direction so you can take greater control of your health and maintain an active, independent life. It's all done in a relaxed and friendly atmosphere and there are classes held across South Florida. Please visit [www.avmed.org](http://www.avmed.org) to find a SilverSneakers® location near you.



## Center Launch – Content & Collateral

NEW LUXURY SUITES  
OUR LABOR OF LOVE



 **BROWARD HEALTH**  
MEDICAL CENTER  
Maternity Place

[BrowardHealth.org/MaternityPlace](http://BrowardHealth.org/MaternityPlace) • 954.759.7400

A BIG  
STEP  
UP FOR  
MATERNITY  
CARE.



Please join us for a special unveiling  
of the Maternity Place

THURSDAY, FEBRUARY 6TH, 2014 • 6-8PM  
4TH FLOOR - SOUTH TOWER



1600 S ANDREWS AVENUE • FORT LAUDERDALE



## Our Members matter most

At IPC, our members, Subway® Franchisees, come first, and it's been that way since our founding in 1996. We're committed to delivering a consistent supply of fresh quality products, reliable equipment, and valuable services to you and your restaurant, all at the best prices



### Who receives the patronage dividends?

Dividend payments are made to the member of record or owner organization identified by the member or the Authorized Member Representative in the IPC Membership Registration Form.



### How are patronage dividends calculated?

The IPC Board of Directors is authorized, after considering IPC's needs for capital and reserves, to distribute IPC's net earnings to members. Dividends are determined by restaurant, pro-rating the purchases of food & packaging, equipment and uniforms made by member restaurants against total system purchases.



### When are patronage dividends paid?

IPC's fiscal year runs from September 1-August 31. Depending on IPC Board approval and the availability of funds, patronage dividends are usually paid once annually.

### Are patronage dividends taxable?

Yes. At the beginning of each year, IPC sends a completed IRS Form 1099-PATR to members, depending on the owner organization's tax classification, for the dividend amount paid in the prior calendar year.



[www.ipcoop.com](http://www.ipcoop.com)

### CONTACT US:



9200 S. Dadeland Blvd. Suite 800, Miami, FL 33156



1.888.445.9239



[fransupport@ipcoop.com](mailto:fransupport@ipcoop.com)

Direct Mail & Email Campaigns

*Welcome* to the neighborhood, Dulas family!



**BROWARD HEALTH MEDICAL CENTER**

**CHRIS EVERT CHILDREN'S HOSPITAL**

954.759.7400  
browardhealth.org



Go straight to your personal website simply by snapping a picture of the QR code above with your smartphone.

Download a free QR code app to get started.

Start your *healthy journey* today at:  
[DulasFamily.bhmcmovesu.org](http://DulasFamily.bhmcmovesu.org)

**BROWARD HEALTH MEDICAL CENTER**  
1600 S. Andrews Avenue  
Fort Lauderdale, FL 33316

**CHRIS EVERT CHILDREN'S HOSPITAL**



THE DULAS FAMILY  
IMAGE WORKS  
7633 GANSEY WAY STE 101  
MADISON WI 53719-2092



## Direct Mail & Email Campaigns

Broward Health Medical Center would like to welcome you to the neighborhood.

Broward Health Medical Center (BHMC) in Fort Lauderdale is Broward County's largest and most established medical center. As the flagship facility for Broward Health, BHMC is home to virtually every medical specialty. For more than 75 years, providing quality care has remained the cornerstone of our mission as we evolve and grow to meet the needs of our community.



- Emergency Department
  - Level 1 Trauma Center
  - FastTrack<sup>®</sup>
- The Heart Center of Excellence
- Comprehensive Cancer Center
- Joint Replacement Center
- Orthopedic Sports Medicine
- Lillian S. Wells Women's Health Center
- Outpatient Services
- Maternity Place
- Robotic Surgery Center (daVinci)
- Neurological and Spine Center/Stroke Program
- Wellness/Fitness Center (open to the public)
- Liver Transplant Services
- Palliative Care
- Mental Health
- International Services
- Sleep Disorder Lab
- Gold Coast Home Health & Hospice





**Independent Purchasing Cooperative**

6,408 followers

2mo • 🌐

Today is the beginning of National Farmworker Awareness Week. We're proud to recognize and celebrate farmworkers nationwide, who nourish and enrich communities everywhere. Farmers live at the heart of food service, supplying our Subway restaurants with fresh, farm-grown products despite difficult working conditions. IPC, Subway, and our suppliers are committed to empowering farm workers with initiatives that support them daily. [#Thankyou](#) [#foodservice](#) [#restaurants](#) [#NationalFarmworkerAwarenessWeek](#) [#recognizeandcelebrate](#) [#AlwaysEssential](#) [#peoplewhofeedtheworld](#) [#farmworkers](#) [#supplychainexcellence](#) [#agriculture](#)



3 reposts



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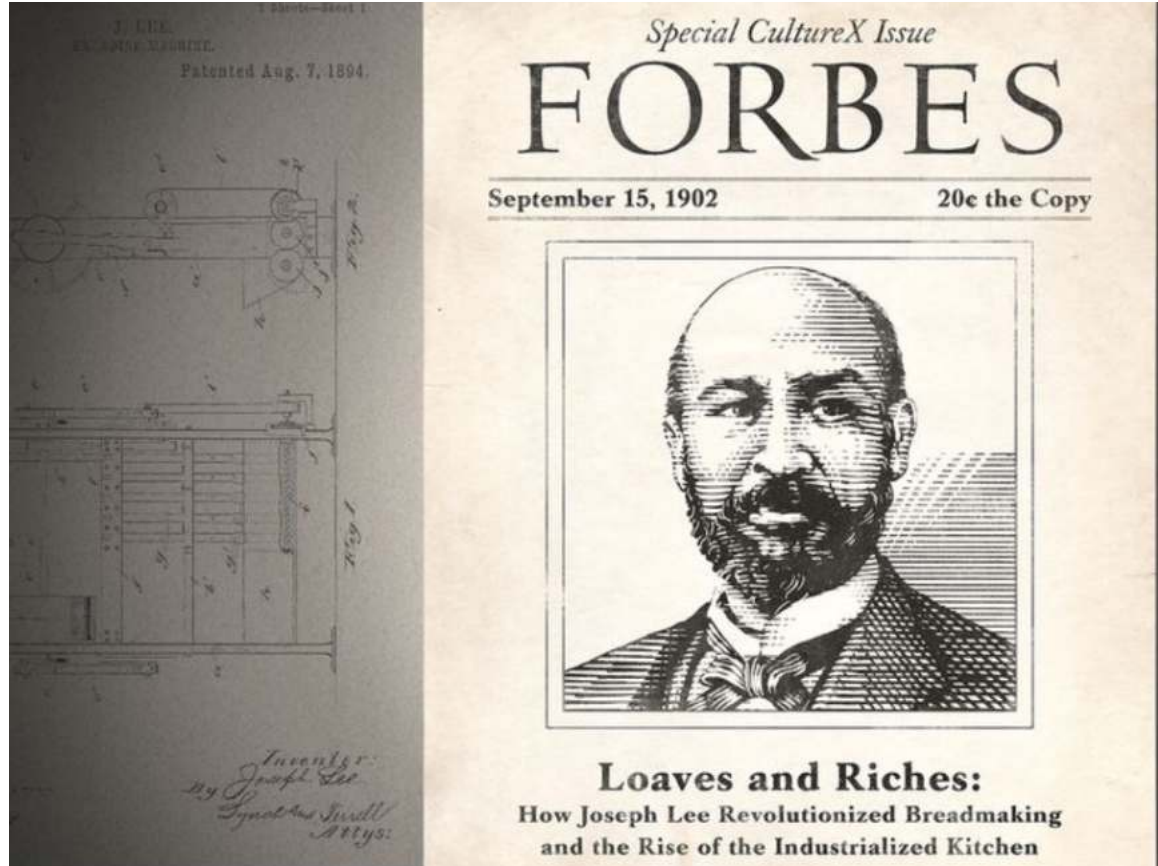


Repost



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**Independent Purchasing Cooperative**

6,408 followers

3mo • 🌐

A successful baker, restaurateur, and hotelier, Joseph Lee invented and patented a bread dough kneading machine in 1894 that is the predecessor to all modern-day bread makers — including the ones used by Subway® restaurant partners. Lee's machine elevated bread quality and sped up the baking process. It's an honor to salute Joseph Lee this Black History Month. A food innovator whose ingenuity lives on in quick service restaurants across the globe. [#makethingshappen](#) [#Foodinnovator](#) [#blackhistorymonth](#)



26

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**Independent Purchasing Cooperative**

6,408 followers

1mo • 🌐

IPC was proud to, once again, join the 'Inclusion Revolution' by providing hundreds of Subway® lunches to those lining up to participate in the Best Buddies Friendship Walk on Saturday, April 8, at Loan Depot Park, the Home of the Miami Marlins.

Funds raised through the Friendship Walk benefit Best Buddies, the world's largest organization dedicated to ending the social, physical, and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD).

IPC marks its 10th year of uniting our IPC team members, Subway® franchisees, and partners in support of those moving the Best Buddies' mission forward. [...see more](#)

🌐 50

1 repost



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**Independent Purchasing Cooperative**

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1mo • 🌐

Happy Earth Day!

This year's theme is 'Invest in Our Planet', and at IPC, we're making investments toward leaving our planet a little better than we found it. Our IPC team, franchisees, and partners share the responsibility of serving as good stewards of the Earth and are making some big strides in sustainability programs by transitioning to eco-friendly supplies used in Subway® restaurants.

How are you investing—time or resources—to protect our planet? [#SustainabilityMatters](#) [#EarthDay](#)



[Click to Learn more](#)



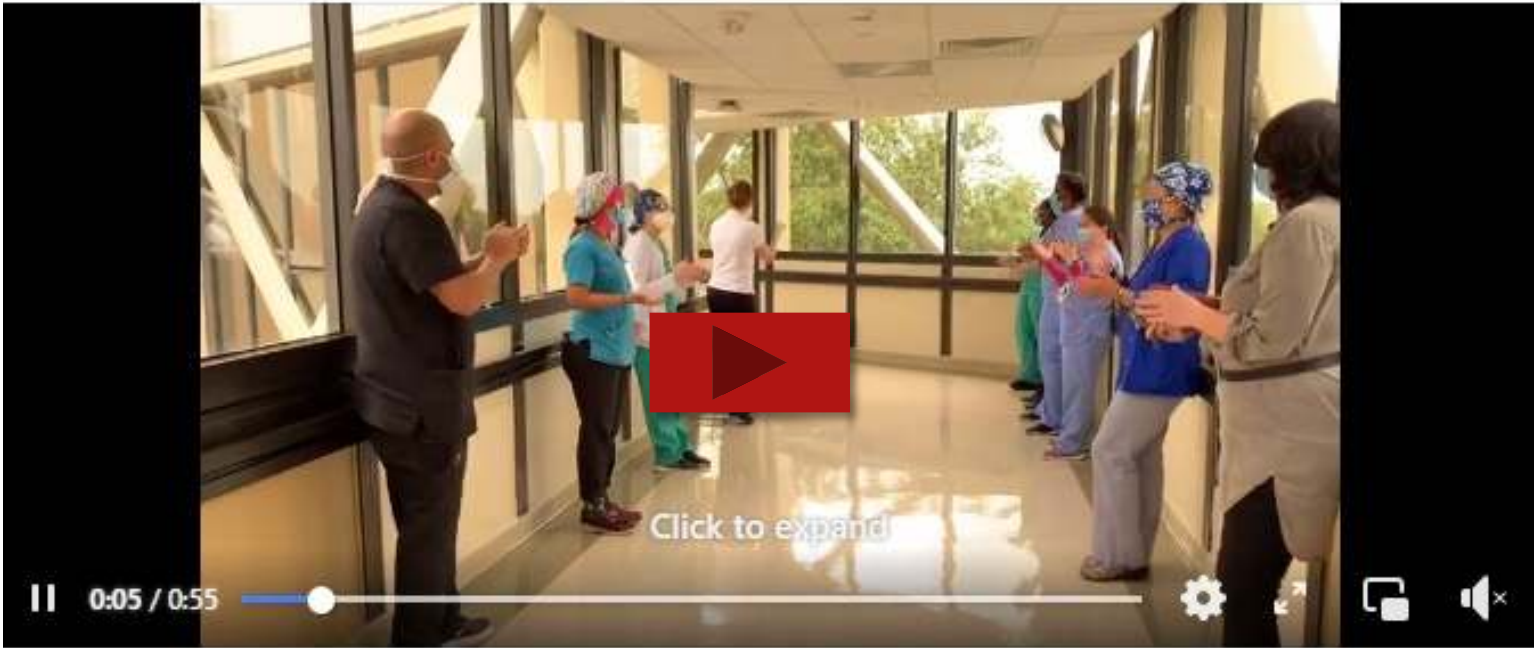
South Miami Hospital (Miami)

May 7, 2020 · 🌐



90-years-young, Caridad, gets discharged after a month of treatment for COVID-19. Hospital staff, doctors and nurses who cared for her celebrate with a heart-felt round of applause.

[#HealthHeroes](#) [#StayStrongSouthFlorida](#)



👍❤️🥰 698

81 Comments 470 Shares





## South Miami Hospital Neonatal Intensive Care Unit Participates in Important Clinical Studies on Tiniest Infants

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February 2021

**CORAL GABLES, FL** – Researchers at Baptist Health’s South Miami Hospital Neonatal Intensive Care Unit (NICU) are leading and participating in clinical studies that search for ways to improve care and decrease disabilities. The studies — rarely available at community hospital NICUs — range from promising medication regimes that protect the brain from injury to an aerosol form of a drug that helps the lungs develop and prevents preterm infants from being placed on ventilators.

As part of the research program, Jorge Perez, M.D., medical director of the South Miami Hospital NICU and medical group Kidz Medical Services, has joined physicians from the University of Washington in Seattle, Johns Hopkins in Baltimore, Beth Israel Deaconess Hospital in Boston, the University of Alabama at Birmingham and others in their quest to improve and save the lives of the tiniest patients. It is because of the NICU’s expertise, large volume and multicultural patient population that our work is particularly valuable, Dr. Perez says.

“These very small babies are surviving today thanks to the many advances in technology, drug development and care that came as a result of earlier studies,” says Dr. Perez. “The next step is to find ways to limit permanent disabilities and to provide innovative treatments that are better tolerated by our fragile patients.”

## CEO 80<sup>th</sup> Anniversary Message

Throughout its 80-year history, one of the hallmarks of Homestead Hospital always has been its strong sense of community. Experience has proven that we are more effective and impactful when we connect strongly with each other and those we serve. That's why I'm excited to share with you that Baptist Health has launched Pineapple Connect, our new employee intranet. With this enhanced internal communication platform, we can build an even stronger sense of community within Homestead Hospital.

As part of Baptist Health's digital transformation, Pineapple Connect will provide you information you need, while also strengthening your link to each other with tools such as PeopleSoft, Teams and Office 365. With features such as accessibility from mobile devices, the new platform will allow us to enhance intranet communication with you. On the homepage, you'll find easy access system-wide information and Baptist Health news, including helpful stories from other entities. And on our own page, you'll be able to learn about the latest happenings and developments at Homestead Hospital. You can even set up push notifications so that when something new is posted, you'll be notified right away.

I look forward to sharing timely information with you in this new space. Our focus is on continued growth and, as always, on improving our efforts to serve the community. We were greatly tested throughout the past year as we navigated the pandemic health crisis. Yet we rose to the challenge, thanks to the tremendous dedication of the people who make up the Homestead Hospital family. Your caring and compassion make a difference. Let's keep connecting!

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## CNO Magnet Designation Message

It is an honor and pleasure to announce that Homestead Hospital has been designated a Magnet Hospital by the American Nurses Credentialing Center for the 2<sup>nd</sup> consecutive time, twice as nice! Today there are 450 Magnet-designated hospitals in the world; Baptist Hospital is one of only eight hospitals with the distinction of a fifth designation. The designation is the nation's highest form of recognition for nursing excellence and a benchmark for the quality of care patients receive. Baptist Hospital was the first Magnet Hospital in Florida and the eleventh in the United States.

The Magnet process is intensive and requires consistent, demonstrated excellence in nurse-sensitive outcomes, patient and nurse satisfaction based on nationally recognized databases. We continue the history of superior patient care, professionalism and teamwork of elite clinical-care institutions in the nation with this Magnet Recognition Program status.

Congratulations to our nurses, physicians, and every employee at Baptist Hospital for this prestigious honor! Each of you can be proud of your contribution in being recognized as one of the very best hospitals in the world. It is an honor to work with you. Congratulations!! Becky

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## Big Refresh 2.0



Hello IPC Team Members,

Get excited! Big Refresh 2.0 has some exciting changes coming this summer. We are building on the foundation of great sandwiches made the way you say. The new Subway Series menu includes 12 sandwiches built with existing ingredients that deliver flavor combinations your guests will crave. The order by number approach will help ease operations for franchises and speed up the ordering process.

Stores will have the new menu panels in place by June 30 and look out for national media broadcasts beginning on **Tuesday, July 12**. To build excitement around the Subway Series, there will be a Subway Series Sub giveaway on July 12, giving guests and media a sampling opportunity from 10 a.m. – 12 p.m. local time!

As a special treat beginning today, **June 29**, we explore the "Clubs," featuring The All-American, Subway, and Turkey Cali Clubs! Wednesday lunches will feature a Subway Series category for the next few weeks.

We want you to know that you play a big part in the success of the Subway Series launch and the ongoing support of the new menus. Come back to The Scoop for updates and exciting giveaways the entire team can support. "After 23 years associated with the Subway Brand, I am SO EXCITED about Big Refresh 2.0! Never have we had a promotion this big that does not require LTO items to manage.....everything will be CORE! A distribution dream", said Angelia Henningsen, Distribution Manager. Get excited about the biggest Big Refresh launch yet, 2.0!





## Ad Copy

# The Future of Hiring is Coming

## Introducing My Subway® Career by Harri

IPC has partnered with industry leader, Harri, to provide the next generation of recruiting and hiring tools for you.

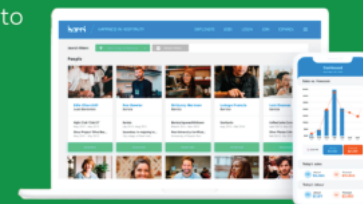


# POWERFUL PLATFORM

Harri's full-featured recruiting and hiring platform is used by top QSR and hospitality brands worldwide. Now, IPC is bringing this powerful suite of tools to Subway® Franchisees.

## COMING SOON:

Watch for platform conversion trainings coming to your market.



## Included Features

- Job Broadcast to Job Boards, Social Media & Career Sites
- Assessment Integration
- Harri Mobile Apps to Manage Applicants
- Custom Application Flows by Position
- Premium Job Post Options
- Standard Reporting Suite
- Social Employee Referral
- Interview Scheduler

## Optional Add-ons

Franchisee-paid price per resataurant.

- |                        |            |
|------------------------|------------|
| • Digital Onboarding   | \$5/month  |
| • Video Interview      | \$5/month  |
| • "Carri" AI Assistant | \$15/month |

Story Development & Media Pitches

IPC HARRI ROLLOUT

**POWERFUL  
PLATFORM**

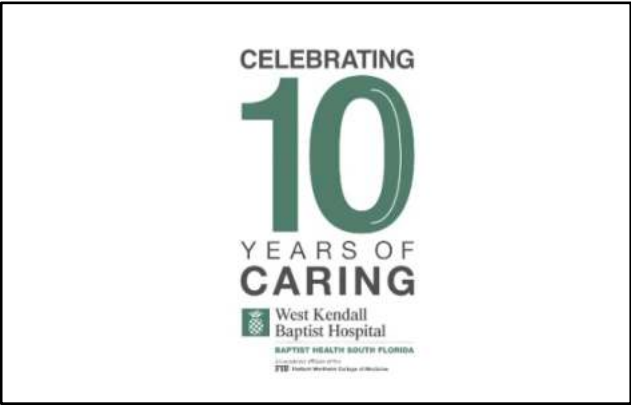
Harri's full-featured recruiting and hiring platform is used by top QSR and hospitality brands worldwide. Now, IPC is bringing this



DAY OF SMILES PROMO




ANNIVERSARY TEASER





## Event Activation & Publicity



**Meet and Greet the Author**  
Leslie Anne Frye-Thomas  
Author \* Emmy Award Winner \* Producer  
**DATE : 31/07/2021**  
**7pm - 9pm**  
MAKE IT SWEET SXM RESTAURANT AND BAR SINT MAARTEN

**International Book Tour**  
**Award Winning Author**



[Learn more](#)

Learn more about Carthy Frye-Thomas  
CLICK [HERE](#)

Thank You!