



## **Orthopedic & Sports Medicine Specialists Launches New “Be Seen” Campaign**

*Highlighting Its Patient-Centered Approach to Care*

Green Bay, WI (April 10, 2025) – Orthopedic & Sports Medicine Specialists (OSMS) has launched [a new campaign](#) highlighting its patient-centered approach to care called “Be Seen, Be Heard, Be You Again.” The campaign aims to address concerns and misconceptions many people have with healthcare, while sharing more about the specialty services offered at OSMS.

“Northeast Wisconsin and Upper Michigan have a choice for orthopedic and related specialty care, whether it’s for acute injuries or chronic conditions. With most insurance plans, referrals are typically not needed to see a specialist or surgeon, which is a common misconception. Our new *Be Seen* campaign aims to spread the word that you can see a specialist immediately who will listen and get straight to fixing the problem,” said Darin Schumacher, OSMS Director of Marketing & Business Development. “As a physician-owned clinic, we are focused on the patient and making sure they’re listened to and cared for from the very first interaction.”

OSMS has eight clinic locations throughout Northeast Wisconsin, including walk-in clinics in Neenah and Green Bay that offer same-day care for urgent orthopedic needs such as fractures, sprains, cuts, sports injuries, and work-related injuries.

“These are some of the most common injuries in urgent care facilities. OSMS helps people save time by seeing a doctor right away and it costs the same as if you made an appointment. There is not an urgent care or emergency room upcharge,” said Schumacher.

The campaign includes a commercial that was filmed locally, including scenes at the OSMS Fox Valley clinic and [Blaze Sports & Fitness](#), a non-profit basketball and club volleyball program facility in Appleton. The commercial will appear on television and streaming platforms. Additionally, people will see the campaign through social media advertisements, radio and audio streaming ads, digital website banners, billboards, paid search, and more.

More information on Orthopedic and Sports Medicine Specialists and its services can be found at [www.osmsgb.com](http://www.osmsgb.com).

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### **About Orthopedic & Sports Medicine Specialists**

**Orthopedic & Sports Medicine Specialists (OSMS)** is a physician-owned orthopedic, sports medicine, rheumatology, and pain management practice servicing patients in Northeastern Wisconsin and Michigan's Upper Peninsula with clinics in Green Bay, Marinette, Neenah, Oshkosh, Chilton, Oconto Falls, Ripon, and Fond du Lac. Services at OSMS include hip, knee, and shoulder care; hand and wrist care; foot and ankle care; sports medicine; work-related injuries; fracture care; spine care; pain management care; and rheumatologic care. Recognized as the best orthopedic/sports medicine clinic in the Green Bay Area and Winnebago County, OSMS has one of [America's Best Ambulatory Surgery Centers 2025](#) by [Newsweek](#), along with one of the [Best Ambulatory Surgery Centers for Orthopedics in the United States 2024-2025](#) by [U.S. News & World Report](#) and also offers MRI, EMG, lab services, infusion therapy and bone density screening. Visit [osmsgb.com](http://osmsgb.com) for more information.