



Services

- **Marketing Consultant**

Gain marketing expertise to use as needed.

- **Website Design**

Clean and clear, your site should inform and influence.

- **Print Design**

Marketing collaterals can carry through your brand.

Medicine is your business.
Marketing medicine is mine.

How To Choose A Marketing Partner

Do you own a health care practice, a health care related business or are the head of marketing for a health care organization or facility? Is marketing part of your business strategic plan? If not, it should be. For your marketing efforts, you should seek out and obtain professional marketing resources that can effectively market and promote your health care business. You must find a health care marketing company that has a proven reputation and history of marketing and that has a positive resume that they can use to show you what they have done for other companies like your own.

When it comes to choosing a health care marketing company, there are many things that you should consider. First and foremost, you must find a marketing company that actually has experience within the health care arena. Many marketing companies do not have experience when it comes to provider marketing and health marketing. Just because a firm has a lengthy resume of companies that they have done marketing for, if they don't have any health related companies on their listing, you should seek out another marketing firm. Marketing for the health industry is much different than marketing for any other type of business.

A proper and effective marketing firm should also be very experienced when it comes to multiple aspects of health care marketing. Your marketing firm should have experience in website design, print design, and a good understanding of both internal as well as external marketing. Without this experience, they will be unable to provide your health care business with the type of effective and proven marketing that it deserves. This is even more important if you are marketing your services to both professional referral sources as well as your patient population.

Bottom line, you are marketing to increase your business. Your results can come from increased professional referrals, gaining a more favorable payor mix or through patient retention.

Marketing is communicating to your target audience the substance of your services, how you differ within your market and putting that with an image that tells your story. If you do not have the internal resources to accomplish this vital task, you should be seeking a solution to fill those gaps.

Our first consultation is at NO COST.

Call or email today to schedule an introductory meeting.

Let's talk about where you are with your marketing and where you want to be.