

strategy + creativity medical industry

Healthcare marketing consulting + strategies + experiences that inspires + transforms.

Rooted in practice growth, our coordinated programs develop relationships that create value and increase patient volume. Our work encompasses marketing strategy and campaign execution, business development and patient/provider relationship management. We optimize systems and processes, like your IT and scheduling platforms, to enhance patient and provider experiences. Our team can serve as an extension of your existing marketing and physician support teams or as a full outsourced option. Our services are flexible and scalable.

We develop strategic + creative ideas that resonate with your patients, referring providers + your team.

Clear, compelling communication is at the heart of everything we do. We create marketing and growth programs that foster education, interactions and reputations. We do this by focusing on a medical practice's three key target groups: patients, referring or specialty providers and internal teams.

Patients: Many patients don't realize they have a choice in where they go for specific healthcare services. Do you clearly convey your advantages for them and their family? How

do you help patients feel confident in their care choices?

Providers: Providers refer their patients to people and practices that they trust. How do you share advances and changes to services that could benefit them and their patients' care? How do you foster relationships that grow your practice?

Personnel: Your team's daily actions can have a far reaching impact. It takes friendly, professional and consistent experiences to bolster your practice's reputation. How do you measure morale? How do you keep team members happy and engaged?

Where does your medical practice fit within the healthcare landscape?

Our business and marketing services are tailored for independent specialty practices, groups who are actively pursuing growth, and those who have a joint venture or partnership with local/regional health systems. We help this type of medical practice gain market share and increase its leadership position.

HEALTHCARE

HEALTHCARE CONSULTING + STRATEGY

MARKETING MANAGEMENT + REPORTING

TARGETED CAMPAIGN DEVELOPMENT

PRACTICE OUTREACH

PROVIDER RELATIONS

INTERNAL CULTURE & COMMUNICATIONS

DIGITAL COMMUNICATIONS

SOCIAL MEDIA + EMAIL MARKETING