

## THE PASSIONATE MARKETING PARTNERS FOR INDEPENDENT MEDICAL PRACTICES



*WriteThen* Marketing helps you engage with patients and nurture relationships with communities to deliver **more** managed care and services to **more** patients.

### MARKETING AND PUBLIC RELATIONS FOR INDEPENDENT MEDICAL PRACTICES

Many are **overwhelmed** with running their medical practice and not in a position to do their own marketing efforts **consistently**.

**You don't have to go it alone.**

**Solution:** *WriteThen* Marketing

We provide **consistent done-for-you marketing support** to independent physician practices.

**PRACTICE MADE PERFECT!** is the marketing platform solution to give providers more time to focus on their patients and enjoy more of life.

Our marketing tools are tried and true.

**And**, when you ever feel stretched in all directions or beyond your expertise, the seasoned experience of a **Virtual Chief Marketing Officer** will help you accomplish more, faster...and at a fraction of the cost of a full-time hire.

As **Your Virtual Chief Marketing Officer**, we provide another point of view.

We transfer our wealth of marketing knowledge to your organization so it becomes part of your business DNA.

We help you scale your medical practice. Fill in holes in your marketing expertise.

**We'll oversee marketing efforts you don't have time to do.**

### IT STARTS WITH PATIENT EDUCATION

In today's education-based patient-savvy world,

**patients expect to receive helpful content information from doctors.**

**We'll take care of content marketing and patient engagement for you.**

**Patient Education helps you manage your patient expectations.**



It's all about marketing that **teaches people** and **adds meaningful value**. Because **people are hungry for information** about their health and care options.

**When you educate patients, you build trust...**

**you stand out...you earn their long-term business.**



It's so important to stay in touch with people.

We'll provide **insight** on what works, what doesn't, and **just the tools needed** to build you a growing community of quality patients.

## PRACTICE MADE PERFECT!

BE FOUND OUT, STAND OUT, AND GET TALKED ABOUT

**Well-written, researched and creatively conceived,**

our **PHYSICIAN MARKETING PLATFORM** delivers...

- Quality patients and referrals
- Value-added content
- Consistent patient engagement
- Educational information
- Patient marketing system
- Online and offline publicity

1

### PUBLIC RELATIONS

Building Awareness in Communities

*through consistent engagement and relationship building*



2

### IRRESISTIBLE INCENTIVES

Attract patients to doctor's website with

*An Irresistible Incentive...a patient magnet*



3

### E-NEWSLETTERS

*Consistent Patient Engagement*

*to grow your reputation and attract patients.*



4

### EMAIL CAMPAIGNS

Increase a doctor's visibility and attract exactly who a doctor wants to target for different treatments/procedures.



5

### LINKEDIN MARKETING

Make thousands of connections to grow a patient community using LinkedIn Marketing solutions.



## PRACTICE MADE PERFECT!

MARKETING AND PUBLIC RELATIONS

FOR INDEPENDENT MEDICAL PRACTICES



- Cost-effective
- Measurable Results
- High ROI
- Two-way dialogue
- Positions you as an expert
- Forwardable and linkable
- Multipurpose content
- Weekly patient engagement

...because **people use physicians they value, like, and trust.**