

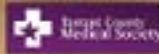
# Healthcare Niche-Building Campaign



## Marketing Plan

Develop a marketing and business development plan aimed at physicians and practice managers for DFW healthcare facilities.

## Sponsorships



Worked closely with the local Medical Societies and other local hospital-related non-profits to sponsor many events and dinners in support of physician charities and industry associations.



## Advertising

Run monthly and bi-monthly ads in physician publications and business journals.

## Industry Newsletters

Mailed a quarterly "Practice Strategies" newsletter to our clients, prospects and referral sources.



## Strategic Initiatives

Healthcare Niche Board consisting of Partners and personnel who are active in the healthcare industry. Objective was to build relationships with industry leaders to best market to our target audience. Met monthly to discuss new action items.



## PR/Media

Placed various article placements including a four-page article in M.D. News Magazine and press releases.



## Industry Brochure

Brochure contains information and offers specific to the healthcare industry.