

# TRI-FOLD OVERVIEW BROCHURES

## OVERVIEW -

The tri-fold brochure is a convenient way to tell your story and highlight the benefits of your practice. It can be used internally to build loyalty and externally to attract new patients.

We also recommend a version that highlights elective services to be used as an education tool to build awareness with your current patient base. By increasing sales of elective services you will increase revenue per patient and overall profitability. The brochure will act as a menu that will be reviewed with a new patient by an appropriate member of your staff. This brochure should generally focus on those services that are outside of a typical visit.

### WHAT'S INCLUDED:

- Branded tri-fold brochure
- 8.5 x 11 size (8.5 x 3.67 folded)
- Program Strategy
- Professional copywriting
- Professional graphic design

### Tri-fold Overview Brochure Samples



### GROWTH IMPACT

- Increase new patients
- Improve loyalty
- Increase per patient revenue and profitability