

## *Customized Services in Marketing Communications*

---

*Choose from the following menu of items (#1 - 10) and we'll develop a plan of action, a timeline and a budget that meet your needs. We strongly recommend that you start with a marketing plan, which covers a one-year period. All marketing tactics stem from the marketing plan in terms of strategy, objectives, audience and measurable results.*

1. **Marketing plan** – We'll research your competition and develop a strategy to reach your best prospects. It's a thorough, complete roadmap to success. It contains monthly action items and quarterly initiatives that work seamlessly in building your patient/client base.
2. **Newsletter** – We'll customize industry news to your medical practice and highlight your services, features and benefits in an effort to increase patient satisfaction and loyalty. We can also convert the newsletter to an e-zine and send it over the Internet to your current patients and others.
3. **Brochures** – Detailing the services and features of your practice greatly enhances your image. By combining compelling writing and graphic design, we create impressive brochures that serve as an engaging marketing tool.
4. **Advertising** – We recommend specialized use of this medium, so you'll get the most bang for your buck and reach the highest number of prospective customers. On the Internet, we'll use key words, related links and targeted advertising to direct more visitors to your web site.
5. **Direct mail** – For special offers or to reach new prospects fast, this medium can be highly effective. We write, design and handle printing and mailing of marketing materials.
6. **Referral programs** – We can tap into your most effective referral sources and keep them informed of your services on a regular basis. When fully deployed, it's a well-oiled machine that keeps your customer pipeline filled.
7. **Media** – It took a lot of education, training, practice and experience to get where you are. We'll promote your expertise and services to help get you "in the news."
8. **Special events** – Whether an open house or a presentation, events enable prospective patients to learn more about you and how your service will work for them. You'll benefit from our detailed planning and promotion before and after the event, for maximum impact.
9. **Web site** – This serves as your electronic brochure and often invites initial inquiries from first-time patients/clients. A "must have" in this wired world, your web site works 24/7 to provide timely information to current and potential customers. It can also streamline requests for service information and appointment scheduling. Cezat Creative Resources will write the website and plan the framework. We partner with an award-winning firm to design and launch your web site, and provide updates.

## Medical Marketing Services, cont.

10. **Identity package** – We'll create a logo and apply it to your letterhead, envelopes, business cards, note cards and fax sheet. Private and group practices will enjoy the advantage of having our unique profile cards. These handy cards contain a physician's bio and photo along with a business card and location map for quick reference by referring physicians and patients.

**About our costs:** Once your marketing plan is set, we'll provide costs of printing, mailing lists and other outsourced items. The marketing plan typically costs \$1,750 to \$3,500 (*based on practice size, locations and specialty*). These are average prices and may vary based on customized applications. Retainer prices for ongoing promotion of your office begin at \$1,750 per month, for a six-month minimum period. This includes consultations, writing, design, project coordination and media relations. Items may also be contracted separately (e.g. brochure, newsletter and direct mail or other choices from the list of marketing tactics). Other special requests that involve writing, design, promotion and project coordination can be tailored to your needs. Travel expenses for clients outside southeastern Michigan will be itemized and charged to the client. These typically are associated with client-consultant meetings, major special events and intensive media coverage.

**We keep it simple for you:** Most of the items that we develop can be communicated and/or delivered by phone, fax, Internet or overnight delivery service. It's difficult to get the high level of health care expertise offered by Cezat Creative Resources and innovative niche-based approach through your local marketing group. Our strategy is converted into action items – most of which can be measured – so you can track the return on your marketing budget in terms of greater market share, increased awareness of your practice, and repeat business. We're responsive, professional and cost-effective.

**Don't lose market share by failing to market:** To activate your customized marketing plan, call (734) 416-5915. We have a quick 10 minute assessment that helps us learn more about your marketing needs. Within 48 hours of your call, we'll provide a bid that details the cost of these services and estimated timeframe for completion. We provide marketing materials and programs targeted to your audience and delivered in a timely, cost-effective manner. To personally experience our quality, please ask for samples of our work.

Health care experience of Liz Cezat, president, Cezat Creative Resources, Inc.:

- Henry Ford Health System, Detroit, MI, PR staff - produced physician and patient-focused newsletters, magazines and promotional materials, also involved in events coverage
- Develop and implement marketing plans for area medical and health-care related practices: involving newsletters, events, direct mail, advertising, media and community relations
- More than 10 years experience writing and managing marketing projects and events for health care groups, hospitals, and senior residential centers. Long-term editor (for eight years) of a major health care publication that ranks high in new patient visits and appointments for featured services