

Thank you for submitting our form!

Here are the details you sent us:

First name: Tamyra

Last name: Knowles

Organization Name: millenniumneo.com

Address: 3540 Toringdon Way Suite 200 Charlotte, NC 28277

Enter your email address: Tamyra.Knowles@millenniumneo.com

Phone Number: [954-790-3119](tel:954-790-3119)

Assistant's Name: Kevin

Assistant's Email: kevin.kathrotia@millenniumneo.com

Assistant's Phone:

How would you paint success for your company in the next 6 -12 months?: 1) Bringing on new facilities - 20

2) Recruiting doctors Neonatology - 50

What type of products or services do you offer?: Neonatal Physician Services (Envision sample)

1) Staffing 2) Medical Directorship 3) NICU Midlevel Staffing 4) NICU Design/Consulting 5)

Regulatory/Survey Consulting 6) Newborn & Hearing Screens - Learn more:

<https://www.millenniumneo.com/services>

Who are your clients, customers or audience?: 1) Hospital Directors

2) CFO

3) Women's Services Director

4) CEO

5) Leaders who feel the pain of their NICU services or lack of

6) Doctors who are searching for employment (W-2) preference, with occasional 1099 exception

What is their geography?: National (Currently in Georgia, Texas, California, Montana, Louisiana, Florida, etc) - Create locations map with M Logo

What are their preferences?: 1) Hospital Directors

- customer service
- they don't have to talk to anyone
- low maintenance
- efficient
- quality care

2) Employee Prospects

- work-life balance
- pay
- benefits
- culture (team collaborative culture)

- trusted, interdependency
- cared for

What mode of product or service delivery do they prefer?: 1) Hospital Directors

- hands-on patients
- low maintenance
- adapt to hospitals EHR
- NICU takes care of the baby - facilitate the transition to going home

2) Employee Prospects

- career page like <https://www.envisionphysicianservices.com/>
- employee story branding
- LinkedIn & Facebook platform
- Google Organic & Paid Ads Search
- Indeed (experiment)

How have you tried to reach/market to them?: - LinkedIn minimally

- placement agencies
- co-worker referrals (Future Bonus idea, envision \$2500-5000 pending on position)

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What new changes do you want to make to your marketing strategy?: - Career page

- LinkedIn coordinates postings
- LinkedIn Connections & Ads
- Social Media - FB, Instagram, TikTok, Twitter, Tumblr, Medium.com
- Podcasting
- Video & Article Employee Highlights
- Paid Ads
- SEO / Content GEO Targeted

What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?: - Adaptability

- Quick Onboarding
- Boutique version = Agile
- Concierge Approach. Working with Decision Makers.
- Clarity
- Relationships with hospitals that have contributed to growth (conveys trust)

What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?: - Nonfunctional website

- No recruitment marketing

- Lack of unified strategy to hospitals and employee prospects

Years In Business : 5-10

Who are your competitors?: <https://www.envisionphysicianservices.com/>

<https://www.mednax.com/>

<https://www.tenethealth.com/> - Strategic partner

<https://www.onsiteneonatal.com/>

1st Competitor Website?: <https://www.envisionphysicianservices.com/>

2nd Competitor Website?: <https://www.onsiteneonatal.com/>

Website in your industry that you like?: <https://www.onsiteneonatal.com/>

OPTIONAL: Another website in your industry that you like?: <https://www.obhg.com/hospital-leaders/>

What do you like about these websites?: Like the clarity. WOULD like to be more specific and clear in the main identity statement on the homepage. Something like Optimizing the health premises and sick infants.

Your Company Marketing Budget for next 12 Months?: \$20K - \$30K

What marketing services are you interested in trying?: SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn Advertising, Google Adwords, Google My Business, YouTube Ads, Display remarketing ads, TikTok Ads, Facebook Ads, Instagram Ads, Social media management, Public Relations/Press Mentions, Website Design, Video Marketing, Podcast Marketing, Print Marketing