



Sharon Jarchin

Health Care Marketing

ANESTHESIA MARKETING FOR GROWTH AND PROFITABILITY

Sharon Jarchin Health Care Marketing is an award-winning, full-service marketing & public relations agency *specializing in health care for more than 20 years, with a subspecialty in anesthesia marketing.*

We are confident that we would work effectively with you and your anesthesia group to assist you in reaching your marketing goals as we create and execute a program to identify and generate leads and new sites from area ambulatory surgery centers, office-based physician practices, and hospitals. This strategic marketing program will also help your group to combat the ever-growing presence of the major national anesthesia companies that are infiltrating the local area.

POTENTIAL TARGET CLIENTS FOR YOUR ANESTHESIA GROUP:

Office-Based Surgical Practices:

GI, Plastic Surgery, Gynecology, Orthopedics, Colorectal, General Surgery, Reproductive Endocrinology/Fertility, Vascular Surgery, Podiatry, Urology, Ophthalmology, ENT, Pain Management, Radiology, Dentistry...

Ambulatory Surgery Centers:

Multi-specialty ASC, Single-Specialty ASC

Hospitals

While the marketing goals of every anesthesia group are somewhat unique, the following apply to most anesthesia clients:

GOALS OF THE MARKETING PROGRAM

- Research the local marketplace to identify target opportunities among ASC's, office-based surgical locations and hospitals
- Identify appropriate referral sources in ASC's, office-based locations and hospitals whom we can contact with our marketing campaign
- Build and manage a comprehensive list database of all potential clients so that we can market you to them on a consistent basis
- Develop and execute on-going strategic communications program with potential (and existing) clients to increase awareness, referrals and new clients/sites... maximizing cases for you
- Create marketing materials including practice brochure and website to enhance leads
- Organize a "grass-roots" marketing program including medical trade shows and more

PROGRAM STRATEGY

Development of Practice Brochure / Practice Website – We believe that a professionally developed practice brochure and website are extremely important marketing tools for an anesthesia group... they add credibility, “soften” the sale and enhance the marketing process, especially when marketing to other physicians in a highly competitive environment.

Marketing Referral Retainer Program – This ongoing strategic marketing program will encompass the core of our efforts for promoting your anesthesia group to your target audiences. Primary components of the Marketing Referral Retainer Program include:

Research – We will research the marketplace to identify broad scope opportunities

List/Database Development – We will develop and manage an extensive custom list of contacts at ASC’s, hospitals and office-based surgical sites, created in database form, for use in our ongoing program mailings.

Program Mailings – The main thrust of the marketing campaign will be ongoing, continuous direct mailings to ASC’s, office-based surgeons (including a wide range specialties), and hospitals. The program is turn-key: We handle everything... writing, printing and mailing of all direct mailings. (You, of course, approve everything before we send it out.)

Additional Program Components:

External Marketing – If requested, we can include external marketing in this program to potentially include in-person sales visits and/or phone calling to spread the word about the quality services of your group.

Strategic Marketing Consultation – We will function as your strategic marketing partner, in effect as your external “Marketing Department” to bring opportunities to your attention.

Publicity – We will develop and distribute press releases to the media to publicize newsworthy subjects about your group, including contract announcements, partner/staff appointments, etc.

About Sharon Jarchin Health Care Marketing

Sharon Jarchin Health Care Marketing is large enough to provide full service to our clients, yet small enough so that our clients work directly with the principals of our company – Sharon and Andy Jarchin. For more than 20 years, we’ve provided advanced strategic thinking and award-winning campaigns... we know your business and speak your language. **Our goal is your growth and success!**
We welcome the opportunity to work with your organization.

For more information, please contact:

**Sharon Jarchin, President... sjarchin@optonline.net
Andy Jarchin, CEO... jarchin@optonline.net**

**Sharon Jarchin Health Care Marketing
1160 E. Jericho Turnpike, Suite 108, Huntington, NY 11743
(631) 427-7188**

www.jarchin.com