

About Sharon Jarchin Health Care Marketing

Known for our experience, professionalism, creativity and strategic thinking, Sharon Jarchin Health Care Marketing provides excellence in customer service and results to each of our valued clients... since 1984. We're large enough to provide full service to our clients, yet small enough so that you work directly with the principals of our company. We know that integrity and reputation are critical to your organization... and they are paramount to our firm as well. We welcome the opportunity to work with your facility or practice.

Sharon Jarchin Health Care Marketing

For more information, please contact:
(631) 427-7188

Sharon Jarchin, President
sjarchin@optonline.net

Andrew Jarchin, CEO
jarchin@optonline.net

www.mdcasebuilder.com

1160 East Jericho Turnpike, Suite 108
Huntington, NY 11743

Fax: (631) 427-7189

The Specialists in Surgery Center and Medical Practice Marketing



Sharon Jarchin Health Care Marketing

*Generating New Cases and Referrals.
Recruiting Busy Surgeons.*

Marketing for Growth and Profitability

Are you looking to grow the revenues and caseload of your surgery center or practice?

Whether your goal is to increase the number of surgical cases performed at your facility/practice, attract new surgeons, increase professional referrals, or create patient awareness and loyalty...**we can help.**

We're **Sharon Jarchin Health Care Marketing**, an award-winning full-service strategic marketing, sales and public relations firm specializing in helping surgery centers and medical practices to cost-effectively enhance revenue and profitability. We've developed successful campaigns for medical facilities and practices of all specialties and sizes that have generated new business for our clients throughout the United States. We know your business and speak your language.

When you become a client of **Sharon Jarchin Health Care Marketing** you are our total focus. We will create a custom marketing and sales program for you based on your desired medical specialties, payor mix, and the clinical strengths of your organization...with **CaseBuilderSM**, our proprietary sales development program. We identify and target all potential surgeons and physicians in the local marketplace to whom we will market directly, either to generate new credentialed surgeons to bring cases to your facility, or physicians who will refer patients to your practice...all through a range of proven strategies. In addition, we can market you to the community, local hospitals and potential patients in order to help build your practice.

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At Sharon Jarchin Health Care Marketing, we are highly focused on generating new cases, surgeons, referrals, recruiting and awareness for our clients.

Our Goal is your Growth and Success.

Award-Winning CaseBuilderSM Services Include:

- ◆ Physician/Surgeon Market Analysis (Marketing Research Surveys)
- ◆ Marketing Plan Development
- ◆ Comprehensive List/Database Development
- ◆ Targeted Direct Mail Campaigns to Medical/Surgical Specialists
- ◆ Physician Recruitment
- ◆ Physician Relations
- ◆ External On-Site Sales Visit Program
- ◆ Custom Brochure Development
- ◆ Interactive Website Creation
- ◆ Customer Service & Marketing/Sales Training
- ◆ Advertising/Public Relations Campaigns
- ◆ Patient Education Materials
- ◆ Strategic Marketing Consultation
- ◆ Anesthesia/Pain Marketing Programs

CaseBuilderSM Program Benefits:

- ◆ Build Additional Revenues
- ◆ Increase Surgical/Patient Caseload
- ◆ Enhance Payor Mix
- ◆ Add Credentialed Surgeons and Cases
- ◆ Expand Referrals from Physicians
- ◆ Create Loyalty from Surgeons/Patients
- ◆ Generate Awareness among Medical Specialists
- ◆ Boost Image in the Physician Marketplace
- ◆ Mitigate Competition from Local Surgery Centers/Practices
- ◆ Create Additional Investment/Syndication Opportunities

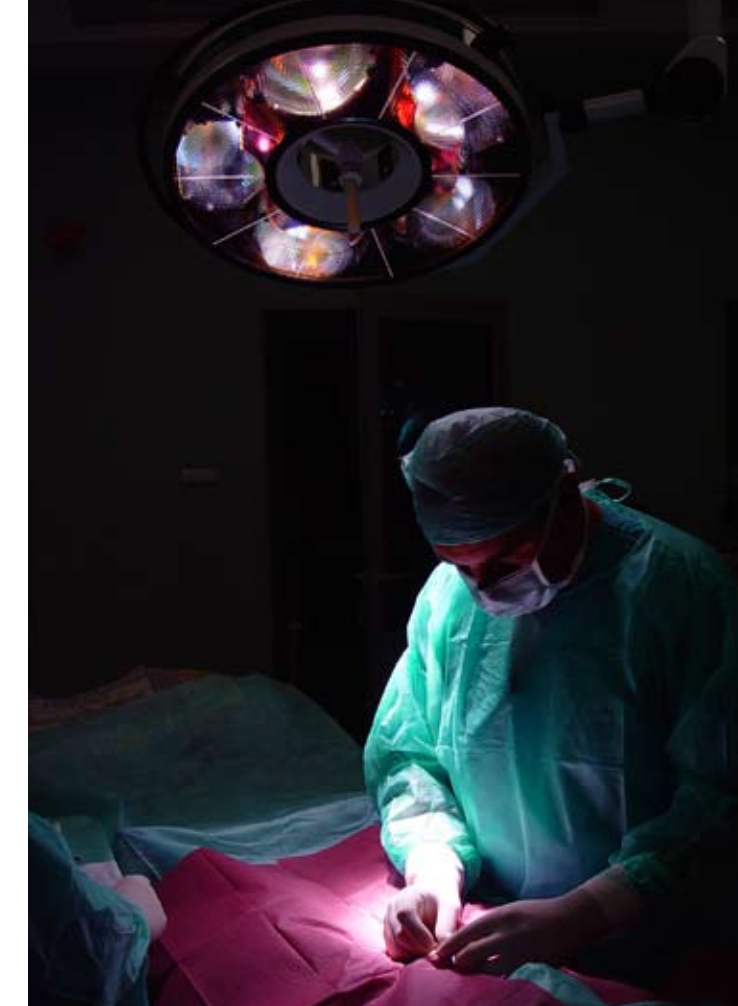
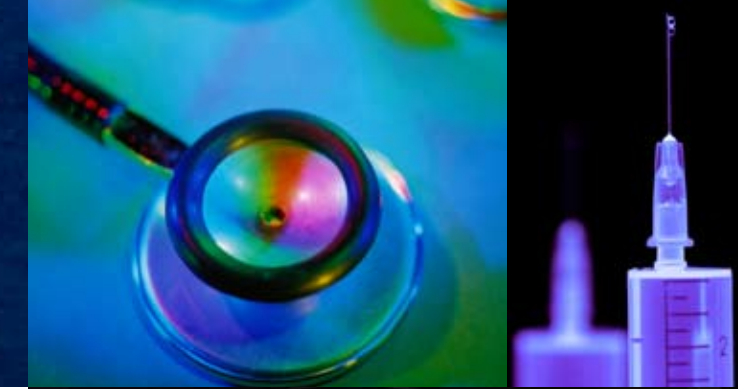
Who Can We Target for You?

- GI's
- Plastic Surgeons
- Gynecologists
- Orthopedists
- Podiatrists
- Urologists
- Vascular/General Surgeons
- Ophthalmologists
- ENT's
- Pain Specialists
- Reproductive Endocrinologists
- Internists
- (Direct-to-Patient Programs too)

Achieve a New Level of Success

CALL TODAY for a Complimentary Marketing Analysis:

(631) 427-7188



Ask us about our Anesthesia/Pain Management marketing programs. We help anesthesia groups to secure new contracts with ASC, OBS and hospital sites.