

Sharon Jarchin

Health Care Marketing

The Specialists in Medical Practice and Surgicenter Marketing



Marketing for Growth and Profitability

Are you looking to increase patient volume/procedures, payor mix, revenues and profitability of your medical practice? Whether you are a small stand-alone practice or a large multi-site medical group...**we can help.**

We're **Sharon Jarchin Health Care Marketing**, an award-winning full-service marketing, sales and public relations firm specializing in medical practice marketing. We've developed uniquely successful proprietary marketing and sales campaigns for practices of all sizes in markets throughout the United States. As a success-driven medical marketing firm for more than 25 years, we know your business and speak your language.

Award-Winning Services Include:

- ◆ Marketing Plan Development
- ◆ Marketing Research
Physician Survey
Questionnaires
- ◆ Development of
Primary/Specialty Care
Physician Referral Databases
- ◆ Targeted Direct Mail Campaigns
- ◆ Physician Referral Programs
including Direct Sales Visitation
- ◆ Custom Brochure Development
- ◆ Interactive Website Creation
- ◆ Comprehensive Multi-Tiered
Sales Programs
- ◆ Trade Show Booths
for Physician Conferences
- ◆ Customer Service
Staff Training
- ◆ Mystery Shopping
- ◆ Public Relations/Publicity
- ◆ Advertising Campaigns
- ◆ Strategic Marketing
Consultation

Program Benefits:

- ◆ Increase Cases
- ◆ Enhance Payor Mix
- ◆ Expand Referral Base
- ◆ Build Revenues
- ◆ Target Internists, Family
Practitioners and Other
Referring Physicians
- ◆ Encourage Patient/Referrer
Retention
- ◆ Add New Sites
- ◆ Generate Awareness
among Physicians,
Surgeons, Patients
and the Community
- ◆ Mitigate Competition
- ◆ Launch New Offices
- ◆ Promote New/Ancillary
Practice Services
- ◆ Introduce New Affiliations

We Can Market All Medical Specialties Including:

- ◆ Gastroenterology
- ◆ Radiology
- ◆ Cardiology
- ◆ OB/Gyn
- ◆ Orthopedics
- ◆ ENT
- ◆ Neuro/Spine
- ◆ Ophthalmology
- ◆ Urology
- ◆ Surgery
- ◆ Anesthesiology/Pain
- ◆ Allergy/Immunology
- ◆ Primary Care
- ◆ Multi-Specialty
- ◆ And many more

At Sharon Jarchin Health Care Marketing, we are highly focused on generating new business, referrals, market intelligence and leads for our clients.

Our Goal is your Growth and Success.

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 your practice based on factors such as desired geography, medical specialties, payor mix and clinical strengths.

Achieve a New Level of Success

Call Today for a Complimentary Marketing Analysis:

(631) 427-7188

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 practice... and they are paramount to our firm as well. We welcome the opportunity to work with your organization.

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Health Care Marketing

For more information, please contact:

(631) 427-7188

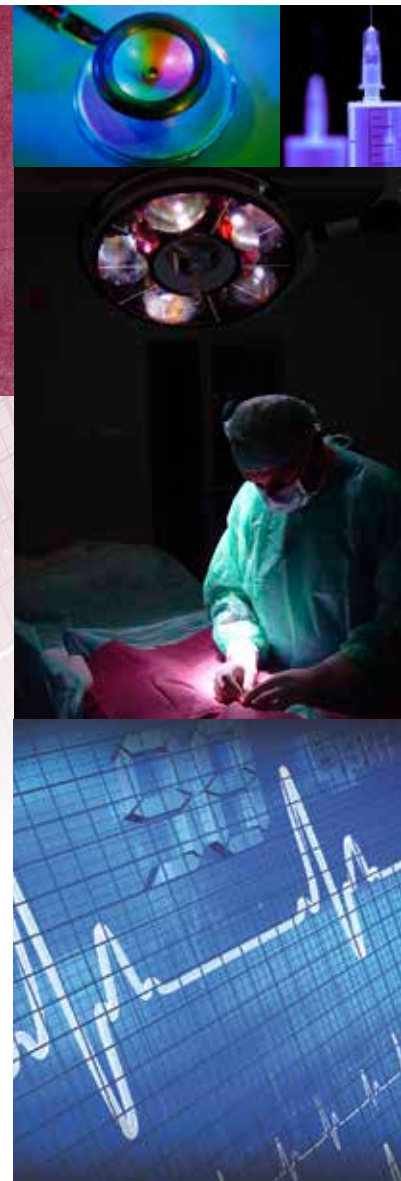
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*Generating
Referrals
and Cases.*

*Building
Physician
Relationships.*