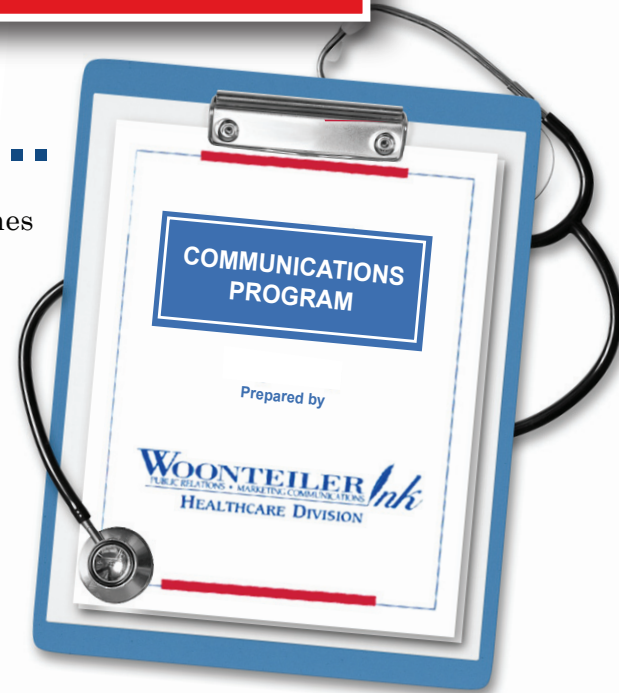


# THIS WON'T SOLVE YOUR MARKETING CHALLENGES...

## BUT PERHAPS THIS WILL...



### SYMPTOMS

As the healthcare industry becomes increasingly complex, one thing becomes exceedingly clear: You need to strengthen your position in this highly competitive marketplace.

- You must carefully target your message to key markets—patients/families, physician referrals, insurers, public officials, companies, community, etc.
- Your strategy must be grounded.
- Your tactics must be compelling and cost effective

An aggressive communications program usually involves many elements. Strategic messaging. Consistent branding. Website. Media relations. Email marketing. Social media. Video. Marketing collateral. Blogging. Guest columns. Advertising. Community relations. Special events. The challenge is finding the right mix...and realizing your objectives on time and on budget.

### PRESCRIPTIONS

If you need to plan or implement a campaign—or need help with a grand opening, brochure, online newsletter, speech, or digital/social media—consider Woonteiler Ink.

- We are an experienced, award-winning, full-service public relations/marketing communications firm with a well-established healthcare division managed by seasoned industry professionals.
- We are known for our relentless professional service that leads to hard-hitting results.
- Our senior-level counsel is available without big-agency rates.

So, whether you're a major healthcare institution, a small physician practice, a long-term care facility, a nonprofit, or a healthcare association, *we may be just what the doctor ordered.*

### HEALTHY SOLUTIONS

Beth Israel Deaconess Medical Center  
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 Alternacare Acute  
 Private Healthcare Systems  
 Commonwealth Hematology-  
 Oncology  
 Commonwealth Atrius Cancer  
 Center/Atrius Health

Weight Loss for Life (WeLL)  
 Central Massachusetts Independent  
 Physician Association  
 Personal Physicians Association  
 Affiliated Physicians Group/BIDMC  
 Merrimack Valley Oral Surgeons  
 Lexington Center for Women  
 Cambridge Diagnostics Group  
 American Heart Association

American Cancer Society  
 American Red Cross  
 Muscular Dystrophy Association  
 Boston Aid to the Blind  
 Friends Fighting Breast Cancer  
 United Way of Mass. Bay;  
 Cape & Islands United Way

For a no-obligation diagnosis or a complete list of clients and references, please call (781) 875-1958.