



**OUR HEALTHCARE MARKETING ENTERPRISE
KEEPS YOUR ENTERPRISE THRIVING.**



**Bluetooth
Creative**

WHAT ARE TODAY'S HEALTHCARE MARKETING OBSTACLES?

HEALTHCARE PROVIDERS FACE A UNIQUE SET OF CHALLENGES. WE LOVE CHALLENGES.

Hospitals, networks and HMOs need to make sure their marketing efforts engage patients in the media they prefer, communicate their provider attributes, and establish long-term PRM (Patient Relationship Management.)

Challenges:

- Increased Healthcare Choices
- Reduced Patient Financial Participation
- Shrinking Service Margins
- Changing Patient Behavior
- Alternative Treatment Options
- New Healthcare Regulations
- Multiple Communication Options



WHERE IS THE INFORMATION I NEED TO MAKE SOUND MARKETING DECISIONS?

EFFECTIVE HEALTHCARE MARKETING IS BUILT ON RESEARCHED “REASONS WHY”. BLUETOOTH’S GOT ‘EM.

Every Bluetooth recommendation is fully supported by data and facts garnered from the most relevant and timely resources. We’re a member of the 4As, and are able to reference proprietary information unavailable to non-member agencies.

Only 4% of US agencies are members, able to meet 4A-qualifying standards.

Research Data Categories

- Hospitals
- HMOs
- Healthcare Trends/Forecasts
- Regional Demographics
- Patient Profiles
- Employee Empowerment
- Internet/Mobile/Social
- Community Relations
- Challenges/Competition
- Treatment Innovations
- Technological Innovations
- Regulations/Legislation
- Environmental Concerns



YOUR HEALTHCARE MARKETING PARTNER SHOULD BE FULL-SERVICE.

FULL-SERVICE MEANS JUST THAT. BLUETOOTH DOES IT ALL.

Services:

- Advertising and Marketing
- Strategic Planning
- Industry and Competitive Research
- Media Planning/Buying
- Event Production
- Interactive
- Social Media
- Branding and Corporate Identity
- Weekly/Monthly/Quarterly Progress Reports
- Constant Program Assessment
- Total Program Maintenance
- Content/Media Refreshment as the Market Evolves
- Ongoing Recommendations For Efficient Budget Spending



WE'RE A PEOPLE BUSINESS. HOW CAN WE CONNECT BETTER WITH OUR PATIENTS?

REACHING EVERY PERSON IS THE BEST WAY TO GROW YOUR PATIENT BASE AND CREATE THE STRONG RELATIONSHIPS THAT ARE SO IMPORTANT TODAY. TIME TO GET SOCIAL.

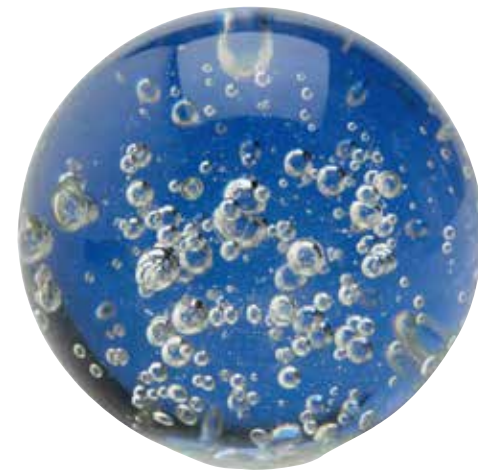
- Twitter
- Facebook
- Mobile
- Foursquare
- Google+
- Blogs
- LinkedIn
- Yelp
- YouTube
- Connect Measurement
- Network Aggregation
- Bookmarking
- Analytics
- Automation



CAN YOU HELP US IMPROVE OUR COMMUNITY RELATIONS PERCEPTION/INVOLVEMENT?

**HOSPITALS AND OTHER MEDICAL PROVIDERS DON'T JUST NEED TO
ENGAGE THEIR COMMUNITIES. THEY NEED TO PROUDLY SUPPORT THEM.**

- Sponsored Community Events
- Charity Participation
- Community Public Relations
- Building on Business Through Leadership
- Putting People First



HOW DO WE EMPOWER OUR EMPLOYEES AND TEAM MEMBERS?

THE PEOPLE IN YOUR PERSONNEL POOL ARE YOUR STRONGEST ASSETS. LET THEM KNOW IT.

Your doctors, nurses, caregivers, administrators and other employees are an integral part of your patient-facing profile and the engine that makes you successful. Help them value you as much as you value them.

- Employee Of The Month Program
- Pop Utilizing Employees
- Continuing Education Sponsorship
- Employee Competition Incentives
- Meaningful Employee Promotion Programs
- Employee Booster Events



WHAT MARKETING INITIATIVES ARE RIGHT FOR OUR HEALTHCARE ENTERPRISE?

TRADITIONAL MARKETING

- Print
- Broadcast
- Direct Mail
- Collateral
- POP materials
- Outdoor
- Event
- PR
- Guerilla

SOCIAL MEDIA

- Blogs/Microblogs
- Content Communities
- Collaborative Projects
- Social Networking

DIGITAL MARKETING

- Custom-Designed Websites
- Organic, Industry Leading SEO And SEM
- Online/Banner Advertising
- Email Marketing
- Mobile Marketing
- Pay-Per-Click Programs
- Online Brand Management

BRANDING

- Corporate ID
- Healthcare Institution Position
- Customer Promise
- Personality
- Graphic Theme
- Tone



WE NEED A HIGHER RETURN ON OUR HEALTHCARE MARKETING INVESTMENT.

BLUETOOTH CAN MAXIMIZE YOUR HEALTHCARE MARKETING ROI.

In order to keep costs down, and results up, the following should be part of your marketing prescription:

- Efficient, Comprehensive Marketing Strategy
- Smart Media Buys
- Low Cost Interactivity
- The Right Social Interface
- Precise Direct Marketing
- Low Cost Events Planning
- Patient-Friendly Mobile Apps
- Up-To-The-Minute Industry/Patient Research



WHAT'S HAPPENING RIGHT NOW IN HEALTHCARE MARKETING THAT WE SHOULD KNOW ABOUT?

THE ROLE OF HEALTHCARE MARKETING IS CONSTANTLY EVOLVING. WE KNOW WHAT IS WORKING TODAY, AND WHAT IS GOING TO WORK TOMORROW.

That's because, as the region's premier healthcare marketing agency, we keep abreast of every aspect of industry news in the tri-state area. We understand what's happening day-to-day with patients and providers alike, and what are the most effective marketing programs. We're always ready to give you proactive insight and actionable advice specific to your healthcare business.

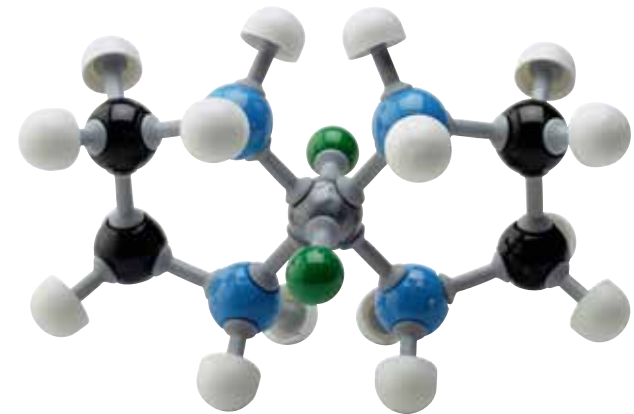


OUR MARKETING PARTNER SHOULD HAVE YEARS OF EXPERIENCE.

SOUND MARKETING EXPERIENCE IS HARD-WON. HOW ABOUT A THIRD OF A CENTURY?

With years of successful, customized healthcare solutions under our belt, Bluetooth Creative Group is uniquely qualified to empower your healthcare enterprise or network for real success.

- Experienced in both regional and national markets
- Worked with a wide range of healthcare clients
- Well versed in emerging technologies and advanced media
- A long history of award-winning, sales-sparking creative
- Exceptional expertise in hospital branding, and how to best to position your business



EXACTLY HOW WILL BLUETOOTH MARKETING EMPOWER MY HEALTHCARE ENTERPRISE?

**WE'RE ALREADY THINKING ABOUT YOUR BUSINESS.
GIVE US A CALL WE'LL TELL YOU OUR THOUGHTS.**

You'll be speaking directly with Steven Ehrlich and members of his trusted team.
516.766.0600

Bluetooth Creative Group, Inc.
100 Merrick Rd., Suite 210 West
Rockville Centre, NY 11570

www.bluetoothcreative.com
steven@bluetoothcreative.com
Office: 516.766.0600
Fax: 516.766.2351





100 Merrick Rd., Suite 210 West | Rockville Centre, NY 11570
Office: 516.766.0600 | Fax: 516.766.2351
www.bluetoothcreative.com

