



GOLD MEDICAL MARKETING

Medical Marketing and Public Relations for Orthopedic Surgery

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Typical Marketing Sources

- Patient Referrals
- Chiropractors
- Physical Therapists
- Primary Care Physicians

Demographic and Targeted Marketing



Most Desirable Demographics

Ages 30 - 60 (M/F)

- Pre-Medicare Age
- Highest Potential Employment
- Highest Population of Insured (Employer / Private)
- Highest Incidence of Injury
- Lower Co-Morbidity (surgeries can be performed in ASC - depending upon procedure)

Breaking Down the Demographics

Psychographics

- Habits
- Lifestyles
- Employment
- Family
- Location

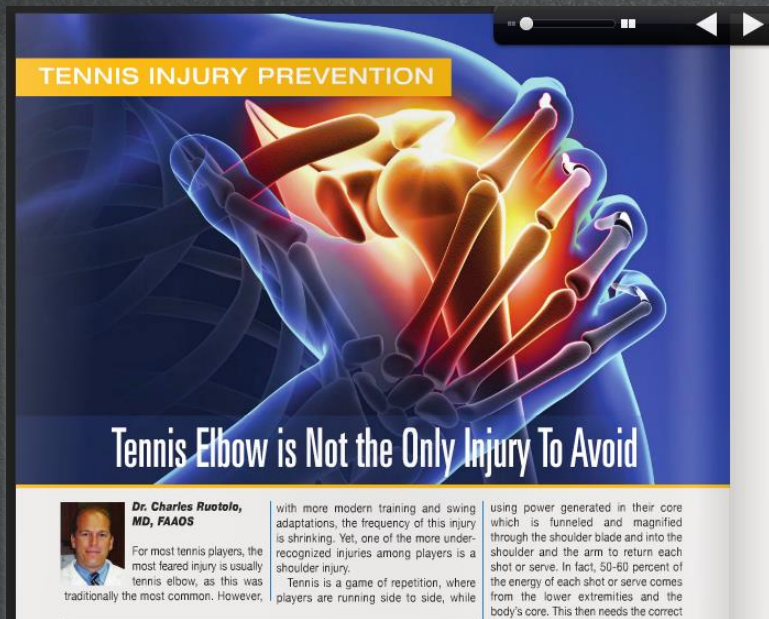


Sample Demographic

Athlete / Weekend Warrior - (50 years old)

- Reaching the outlets they consume
- Educating them
- Creating a specific message
- Solving a common issue or injury
- Showing understanding of lifestyle

Sample Demographic (cont.)



A graphic titled "TENNIS INJURY PREVENTION" featuring a stylized illustration of a hand with a glowing yellow and orange area on the elbow, indicating a tennis elbow injury. The background is blue with a faint grid pattern.

TENNIS INJURY PREVENTION

Tennis Elbow is Not the Only Injury To Avoid

Dr. Charles Ruotolo, MD, FAOS

For most tennis players, the most feared injury is usually tennis elbow, as this was traditionally the most common. However, with more modern training and swing adaptations, the frequency of this injury is shrinking. Yet, one of the more under-recognized injuries among players is a shoulder injury.

Tennis is a game of repetition, where players are running side to side, while using power generated in their core which is funneled and magnified through the shoulder blade and into the shoulder and the arm to return each shot or serve. In fact, 50-60 percent of the energy of each shot or serve comes from the lower extremities and the body's core. This then needs the correct



A promotional advertisement for TOTAL Orthopedics and Sports Medicine. The background is a blue sky with a tennis player in a white shirt and blue shorts, jumping to hit a backhand shot. A tennis ball is visible in the air.

Serving The Athletes of Long Island

Sports Medicine | Orthopedic Surgery | Pain Management | Spine Surgery

TOTAL
Orthopedics
and Sports Medicine

A Team Approach to Orthopedics & Sports Medicine

1-855-321-ORTHO

Locations: Massapequa | East Meadow | Wantagh | Deer Park

www.TotalOrthoSports.com

Knowing Your Audience



Does your shoulder hurt
again today?
How about that knee?

Get relief, right here.
And get back to the things you love.

THE BONE AND JOINT HOSPITAL OF QUEEN'S

844-478-CHUCK (2824)
1-800-478-CHUCK

MAIN ST
BOOTH HOSPITAL

Expertise you trust.
Service you deserve.

Healthcare system
affiliated with Cornell Medical College

Google Search / PPC

Bid Strategy

- Should be focused on transactional phrases
- Using modifiers
- Robust list of negative keywords
- Tracked and modified daily



Effective Use of Adwords

Google search results for "best spine surgeon nj". The search bar shows the query. Below the search bar, navigation tabs include Web, Maps, Shopping, News, Videos, More, and Search tools. The results show "About 112,000 results (0.45 seconds)". The top result is an advertisement for Dr. Dante Implicito, MD, with the URL www.njsms.net/ and the text "Top Rated Dr for Back & Neck Pain Minimally Invasive Spine Surgery NJ".

Google

best spine surgeon nj

Web Maps Shopping News Videos More Search tools

About 112,000 results (0.45 seconds)

Dr. Dante Implicito, MD

Ad www.njsms.net/

Top Rated Dr for Back & Neck Pain Minimally Invasive Spine Surgery NJ

Google search results for "acl repair surgery houston". The search bar shows the query. Below the search bar, navigation tabs include Web, Videos, News, Images, Shopping, More, and Search tools. The results show "About 221,000 results (0.43 seconds)". The top result is an advertisement for ACL Repair Specialist - DrLikover.com, with the URL www.drlikover.com/ and the text "80% Get More Problems if Untreated. Don't Be The 80%. Book an Appt Now!". Below the ad, there are links for "XP Knee Replacement", "Schedule An Appointment", and "About Dr. Likover". The second result is an advertisement for Orthopedic Knee Surgeon - ksfortho.com, with the URL www.ksfortho.com/ and the text "NW Houston Orthopedic Knee Surgeon Diagnostic, Treatment, & Therapy. Hip Treatment & Care - Foot and Ankle Treatment - Contact Us - New Patients".

Google

acl repair surgery houston

Web Videos News Images Shopping More Search tools

About 221,000 results (0.43 seconds)

ACL Repair Specialist - DrLikover.com

Ad www.drlikover.com/

80% Get More Problems if Untreated. Don't Be The 80%. Book an Appt Now!

902 Frostwood Drive, Suite 269, Houston, TX - (800) 257-6074

XP Knee Replacement Schedule An Appointment

About Dr. Likover Surgery Videos

Orthopedic Knee Surgeon - ksfortho.com

Ad www.ksfortho.com/

NW Houston Orthopedic Knee Surgeon Diagnostic, Treatment, & Therapy.

Hip Treatment & Care - Foot and Ankle Treatment - Contact Us - New Patients

Suite 200, 17270 Red Oak Dr., Houston, TX

Google search results for "herniated disc surgery nj". The search bar shows the query. Below the search bar, navigation tabs include Web, News, Videos, Images, Shopping, More, and Search tools. The results show "About 253,000 results (0.23 seconds)". The top result is an advertisement for Herniated Disc Surgery - NJSpineAndOrtho.com, with the URL www.njspineandortho.com/ and the text "Discover The Cause And Begin Your First Steps Toward Pain Relief!". Below the ad, there are links for "Patient Testimonials - Spine & Neck Specialists - Free MRI Assessment". The second result is an advertisement for Herniated Disc Treatment - njpcc.com, with the URL www.njpcc.com/Herniated-Disc-Pain and the text "#1 Rated Herniated Disc Specialist. Don't Wait Any Longer. Call Us Now. Read Patient Reviews - Why Choose Us? - Our Doctors - Book Easily Online". The third result is an advertisement for Herniated Disc Surgery - M. Darryl Antonacci, MD, FACS, with the URL www.spineandscoliosis.com/HerniatedDisc and the text "Request a Online Case Review Now!".

Google

herniated disc surgery nj

Web News Videos Images Shopping More Search tools

About 253,000 results (0.23 seconds)

Herniated Disc Surgery - NJSpineAndOrtho.com

Ad www.njspineandortho.com/ (855) 586-2615

Discover The Cause And Begin Your First Steps Toward Pain Relief!

Patient Testimonials - Spine & Neck Specialists - Free MRI Assessment

Herniated Disc Treatment - njpcc.com

Ad www.njpcc.com/Herniated-Disc-Pain (973) 400-1716

#1 Rated Herniated Disc Specialist. Don't Wait Any Longer. Call Us Now.

Read Patient Reviews - Why Choose Us? - Our Doctors - Book Easily Online

44 State Route 23 #15b, Riverdale, NJ

Herniated Disc Surgery - M. Darryl Antonacci, MD, FACS

Ad www.spineandscoliosis.com/HerniatedDisc (888) 503-0244

Request a Online Case Review Now!

Our Locations - Spinal Case Review - What Patients Say - Top Spinal Surgeon

Wasting Money with Adwords

Google search results for "natural back pain relief". The search bar shows the query. Below the search bar, the "Web" tab is selected. The results show about 6,260,000 results in 0.34 seconds. The top result is an advertisement for "Lower Back Pain Remedies - Ivy League Trained" from www.epicpainmd.com/back-pain. The ad text includes "Award Winning. Amit Goswami, M.D. Call Today!" and "2 Sears Drive, Suite 103, Paramus, NJ". Below the ad, there are links for "Locations" and "Sciatica". The second result is "Where is Your Pain?" from www.atlanticspinecenter.com/PainFreeNow, with text about identifying the cause and recommending a treatment, and a link to "New Diagnostic Procedures - Types of Spine Treatments - Spinal Conditions".

Google

natural back pain relief

Web Shopping Videos Images News More Search tools

About 6,260,000 results (0.34 seconds)

Lower Back Pain Remedies - Ivy League Trained

Ad www.epicpainmd.com/back-pain (973) 866-0336

Award Winning. Amit Goswami, M.D. Call Today!

2 Sears Drive, Suite 103, Paramus, NJ

Locations Sciatica

Back & Neck Pain

Where is Your Pain?

Ad www.atlanticspinecenter.com/PainFreeNow (888) 958-6602

In Three Steps We Can Identify The Cause And Recommend A Treatment.

Get Your Free MRI Review · Free Initial Consultation · New Jersey Spine Leaders

New Diagnostic Procedures - Types of Spine Treatments - Spinal Conditions

495 Prospect Ave, West Orange, NJ

Google search results for "back pain home remedy". The search bar shows the query. Below the search bar, the "Web" tab is selected. The results show about 14,800,000 results in 0.33 seconds. The top result is an advertisement for "Remedies For Back Pain - Ivy League Trained" from www.epicpainmd.com/back-pain. The ad text includes "Award Winning. Amit Goswami, M.D. Call Today!" and "2 Sears Drive, Suite 103, Paramus, NJ". Below the ad, there are links for "Sciatica" and "Back & Neck Pain". The second result is "Where is Your Pain?" from www.atlanticspinecenter.com/PainFreeNow, with text about identifying the cause and recommending a treatment, and a link to "New Jersey Spine Leaders". The third result is "Lower Back Pain Relief - montvalehealth.com" from www.montvalehealth.com, with text about expert treatment for back pain caused by sciatica problems and links to "Home - Request an Appointment - About Us".

Google

back pain home remedy

Web Videos Shopping News Images More Search tools

About 14,800,000 results (0.33 seconds)

Remedies For Back Pain - Ivy League Trained

Ad www.epicpainmd.com/back-pain (973) 866-0336

Award Winning. Amit Goswami, M.D. Call Today!

2 Sears Drive, Suite 103, Paramus, NJ

Sciatica Back & Neck Pain

Locations

Where is Your Pain?

Ad www.atlanticspinecenter.com/PainFreeNow (888) 958-6602

In Three Steps We Can Identify The Cause And Recommend A Treatment.

Get Your Free MRI Review · Free Initial Consultation · New Jersey Spine Leaders

495 Prospect Ave, West Orange, NJ

Lower Back Pain Relief - montvalehealth.com

Ad www.montvalehealth.com/

Expert Treatment for Back Pain Caused By Sciatica Problems

Home - Request an Appointment - About Us

Search Retargeting

How it Works

- Potential patient views site
- Cookie dropped into browser
- Cookie triggers custom ads on other sites
- Reminds patient if they have not made a call / appointment
- Creates brand recognition for your practice



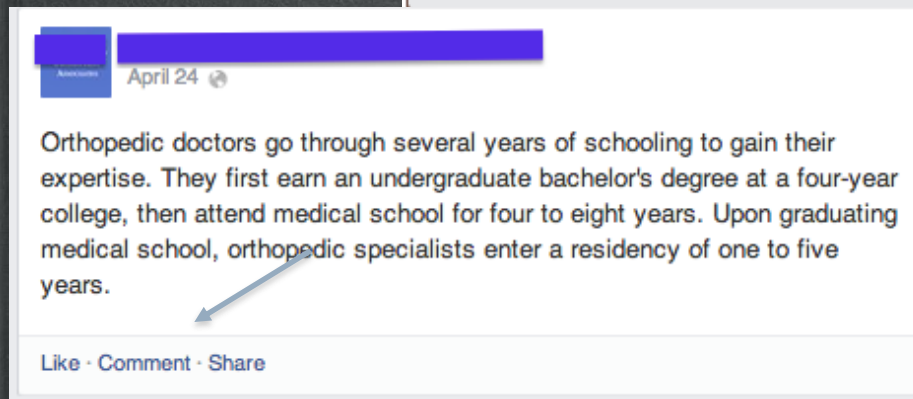
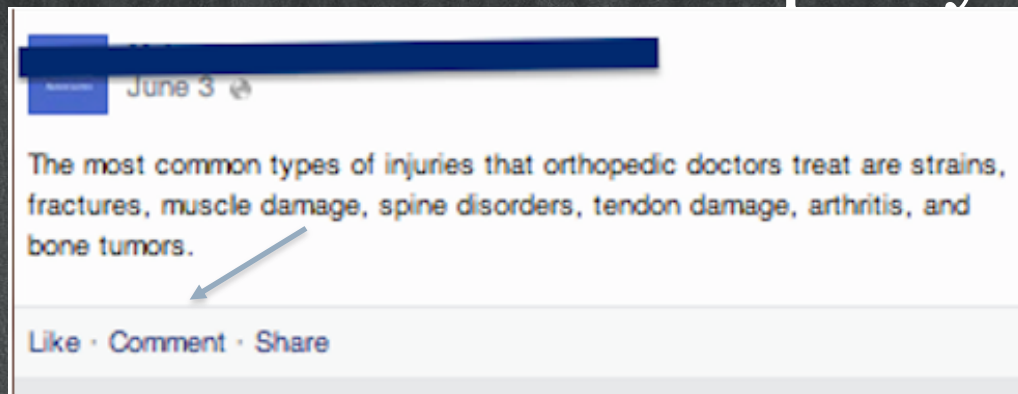
Using Social Media Effectively

Creating Relevant Content

- Relevant to your specialty
- Directs patients back to website
- Touches on news relevant to your audience (athlete injuries, new technology, research, etc)
- Blogs in list format (5 Things... 7 Ways..., etc.)



The “Social Media Company” Scam



Effective Social Media Use



[Redacted Name]
February 15

Dr. Kevia Yao's Trigeminal Neuralgia news piece on CBS News New York will be on the 11pm news on Wednesday 2/19. As soon as the story is aired, a copy will be available online. We will make sure to post the link.

We are very happy to do what we can to spread the message of TN Awareness in any way we can. Hopefully, this story helps raise awareness and shines some much needed light on TN.

Like · Comment · Promote · Share

👍 10 💬 3 📄 5



[Redacted Name] shared a link.
April 11

<http://newyork.cbslocal.com/2014/02/21/seen-at-11-new-treatment-provides-relief-from-horribly-painful-tn-disease/>



Seen At 11: New Treatment Provides Relief From Horribly Painful 'TN' Disease - CBS New York
newyork.cbslocal.com

Thousands of people every day are suddenly struck with a condition that's so debilitating, it pushes them to do the unthinkable. But there are new treatment options.

Like · Comment · Promote · Share

👍 1 📄 12

Likes / Followers Quality vs. Quantity



1,495
TWEETS

1,197
FOLLOWING

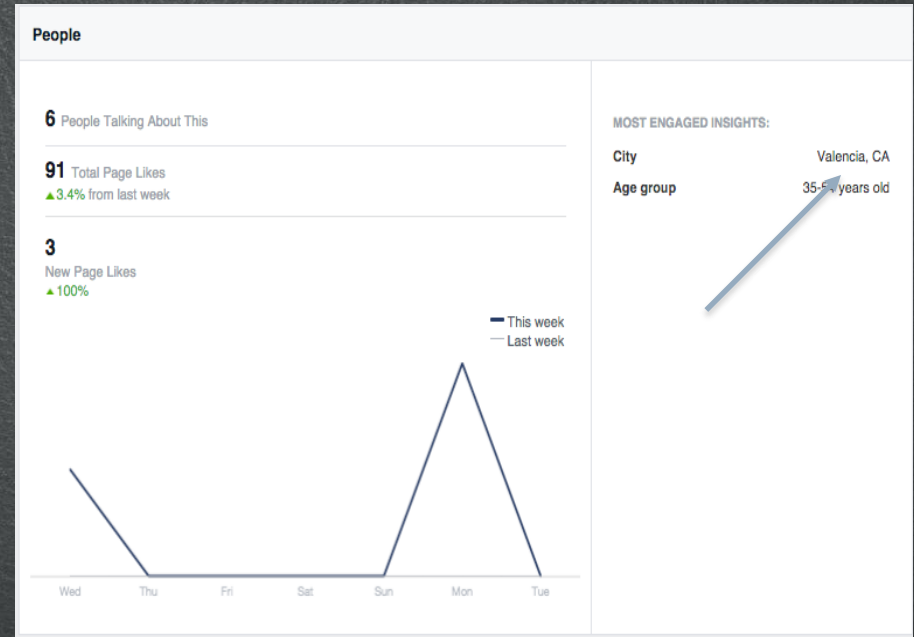
6,472
FOLLOWERS



Following

Building a Relevant Social Media Audience

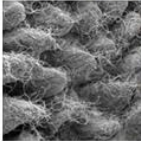
- Using email database / EMR
- Age
- Location
- Likelihood of transitioning into patient



Social Media Marketing

ScienceDaily
3 hrs · 🌐

Certain gut bacteria may induce metabolic changes following exposure to artificial sweeteners <http://ow.ly/2NFcWt>




Certain gut bacteria may induce metabolic changes following exposure to artificial sweeteners. Artificial sweeteners have long been promoted as diet and health aids. But breaking research shows that these products may be leading to the very diseases...
SCIENCEDAILY.COM

Like · Comment · Share · 📌 270 💬 12 ➦ 228

Suggested Post

Salesforce
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Grow faster with the world's #1 CRM app. Watch the demo to see how Salesforce can improve your business.




Free demo

See the #1 CRM in Action!
The Trusted CRM choice of 100K+ Companies. Watch a Free Demo.
WWW.SALESFORCE.COM

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ScienceDaily
3 hrs · 🌐

New branch added to European family tree: Europeans descended from at least 3, not 2, groups of ancient humans <http://ow.ly/2NFcWt>



New branch added to European family tree: Europeans descended from at least 3, not 2, groups of...

about the pop singer, however, raising the custom levels up a notch. Flood
BROBIBLE.COM | BY BROBIBLE

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Suggested Post

Athenahealth
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Like Page

The ICD-10 deadline has changed, but athenahealth is ready. We keep caregivers on top of all the changes in health care, from Meaningful Use to new payment models. Get our free whitepaper "Thriving Through the Changes to Come" to learn more.



Prepare for ICD-10
Meet with us, and see how our Best in KLAS services can help you.
WWW.ATHENAHEALTH.COM

Like · Comment · Share

Nicholas Benedetto D'Uva with Stephen Donahue and 26 others at Tuscan Bistro Bar
3 hrs · 🌐

Come see Angelica Gomez and I tonight Happy Hour till 7 then \$3.50 craft \$ 5 wings \$ 2 miller Coors ying



Public Relations and Media Exposure



What is Public Relations?

The management and execution of the spread of information an organization and the public.

The creation and maintenance of a public perception or image.

The proper utilization of media to create or convey messaging.



The Angle

The angle is everything!

- Why is this worth 3 minutes?
- Why is this worth 1,500 words?
- What is the bigger issue?
- Who is the audience?
- How does this help ratings / readership?
- Why are you the authority?



The Angle (cont.)

Sean Hannity Interviewed Dr. Robert Haar of Regency Healthcare About Free Market Medicine



www.RegencyHealthNYC.com
REGENCY HEALTHCARE
Transparent Priced Surgery in New York City

FEATURED IN:
THE Sean Hannity SHOW

CRAIN'S News Opinion Features Current Issues Events Data & Lists Videos Newsletters Content Center

CRAIN'S Health Pulse

Home Today's Pulse Pulse Extra Archive

Today's News Friday, December 06, 2013

ACA Loophole Allows "Skinny Plans"

Employees required under Obamacare to offer employee health benefits are discovering that the ACA itself allows them to offer less expensive, known as "skinny plans," which offer preventive benefits but not much else. "Once you get off the exchange, it's not mandated to explicitly what has to be offered in terms of benefits," said Linda Tarr, a senior at law firm Epstein Becker Green. A large employer could offer a plan that covers preventive care (and a handful of benefits mandated by the ACA) but leaves the employee on the hook for hospitalization costs. That's because "minimum essential coverage" for plans not offered on the exchange is as loosely defined in the ACA for almost any large employer-sponsored plan could meet the requirement to offer employee benefits. "A lot of employers are finding, 'Well, I can't do it because I don't want to pay for it, but we will take our employees because the penalties are not that big,'" she said. "In addition, the penalty for an employer who offers a substantial health plan is much smaller than for penalty an employer incurs when a worker must go on an exchange to buy insurance because the employer does not offer it."

NYP to Open Saudi Branch

New York Presbyterian Hospital has established a presence in Saudi Arabia through an agreement with Al Rajhi Medical Group, a privately held Saudi company. The partnership was announced at a November event in Riyadh, but details are sparse. The announcement says how New York Presbyterian will work, including with health care professionals in Saudi Arabia. It makes no mention of insurance, health care in the Kingdom.

Regency will host a panel in January to provide the cash-based model to small employers. "The business community can embrace this model, because it offers significant savings over what they can get through insurance companies," said Dr. Haar.

At A Glance

The best paper for the Upper East Side
OUR TOWN

Home Our Town West Side Spirit Our Town Downtown CityArts Best Of Manhattan Real Estate

About Us Subscribe Advertise Terms of Service Pick Up Tips Contact Us News Notes

Wednesday 05/07
High: 64 Low: 52

How Much Would You Pay For A New Knee?

WRITTEN BY ALISA FLECK ON DECEMBER 3, 2013 POSTED IN NEWS OUR TOWN

Upper East Side surgeon is among the first to offer "a la carte" medical pricing

Imagine if you could walk into your surgeon's office and price-shop the same way you do now for groceries.

Haar, one of a handful of transparent-pricing doctors around the country, lists the prices of his services on the website of his practice, Regency Healthcare. At Regency, for instance, the price of an arthroscopic knee procedure is listed for a flat rate of \$4,650, all costs included, while, his website notes, a hospital might provide the same service for up to \$40,700. In general, however, he acknowledges that it's tough to draw such price comparisons, since there is no standard fee for hospital procedures, which can vary greatly.

Dr. Haar believes the target demographic for this model includes people without insurance who would prefer to pay for "what [they] need and receive" and not all the premiums and large deductibles that accompany insurance plans.

"People should have the option of paying out of pocket," he adds.

The doctor says even with the healthcare reform kicking in in January, millions of people will remain uninsured, whether by choice or an inability to find a desirable policy. His business will provide an

A Surgical Shopping List

Procedure	Price
Arthroscopic replacement	\$13,500
Arthroscopic rotator cuff repair	\$9,500
Arthroscopic hip repair	\$8,500
Arthroscopic knee repair	\$4,650
Arthroscopic shoulder repair	\$13,000
Arthroscopic ankle repair	\$5,500
Arthroscopic wrist repair	\$7,100
Arthroscopic elbow repair	\$800 (per procedure)

Arthroscopic repair of the knee is a common procedure. The price of an arthroscopic knee procedure is listed for a flat rate of \$4,650, all costs included, while, his website notes, a hospital might provide the same service for up to \$40,700. In general, however, he acknowledges that it's tough to draw such price comparisons, since there is no standard fee for hospital procedures, which can vary greatly.

Chief Executive.net

Leadership & Strategy Talent Management CEO Life Marketing & Sales Technology Operations Global Business CEO Events CEO & Executive Communication Subscribe

Wharton EXECUTIVE EDUCATION

CEO Briefing Newsletter

Filed under: CEO Briefing Newsletter, Leadership & Strategy

How Companies Can Leverage a Direct Contracting Model of Healthcare to Lower Their Costs and Improve Outcomes

What happens to the uninsured money paid into employee health premiums over the course of a year? Insurers neither reimburse nor reimburse employees to control the cost of their health care. Yet, year after year, money is paid into employee health plans never to be seen again.

January 20, 2014 by Dr. Robert Haar

For many employers, the cost of insuring employees is one of their largest expenditures of the fiscal year, and with the Affordable Care Act, premiums are rising based on volume government mandates that dictate the amount of coverage employers must provide. We have all seen employers both large and small discuss how these increased premiums will hurt their bottom line and some are even going so far as to cut their workforces or employee hours so that they can fall out of the scope of the Employer Mandate.

Other employers will reduce their health plans and while they may or may not buy stop-loss insurance, the fact is health care costs are not going away. These employees pay physicians and hospitals out of their own pocket and any money they save goes straight to the bottom line. Additionally, these increased plans are not subject to ERISA and therefore not subject to many of the mandates that have been put in place with the passage of the Affordable Care Act.

In the last year, companies like GE, Wal-Mart and Lowe's have created innovative programs in an attempt to offset the rising costs of employee healthcare. Instead of paying doctors to provide care for their employees, they have contracted directly with medical providers and arranged reduced rates contracts for both hospital and non-hospital services. Essentially, if employees are in need of care they have the

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GAME CHANGING TAX INCENTIVES. FIND OUT MORE.

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GROW

CBS New York

Home News Sports Best Of Health Video Audio Traffic Weather Directo

News Home New York New Jersey Connecticut Business Health Entertainment

St. Francis Hospital, The Heart Center, Now Heart Surgery at Good Samaritan Ho

www.godsamaritancenter.org

News

Seen At 11: Saving Money By Hagglng For Health Care

April 4, 2014 11:27 PM

Like 14 Tweet

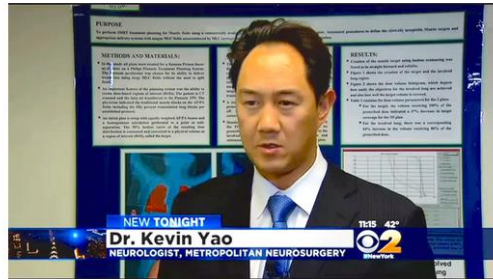


Medical Breakthrough PR

Primetime Evening News

Dr. Kevin Yao of Metropolitan Neurosurgery was also featured on CBS Evening Primetime News to discuss a new treatments he performs for patients with Trigeminal Neuralgia.

[Click To Watch Segement](#)



20000000

Over 2 Million In Viewership



Demographics

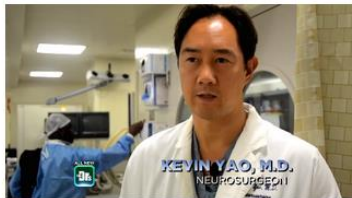
Average viewer: between ages 25-54

Cause Based PR



Patient Based PR

THE DOCTORS



1500000

Over one and a half million people saw this segment when it aired + over a million hits on the doctors website.

#1 Rule: IT' S NOT ABOUT YOU

- Always about the patient
- Highlighting patient obstacles and struggles
- You are a catalyst to their happiness, not the source
- Quotes and medical opinion
- Always sympathetic to patient

Identifying Relevant or Specialized Outlets

Thinking Past Traditional Media

- Athlete?
- Vocation Specific?
- Publications with specific interest?
- Part of a larger issue?
- Reader Relevance?

Patient Based PR (cont.)



West Coast Horsemen

www.wchorsemen.com

August 15th, 2014 • Volume 5, Number 8

All Breed Equine Publication

Getting Back on The Horse After Spine Injury

Rider Returns to Competition Only 6 Weeks After Spinal Surgery

"My first thought was that I was paralyzed. I could not walk and just laid on the ground for the first few minutes," recalls competitive horse rider and barrel racer, Tammy Davis. "I was helping a friend shoe a horse and, without warning, the horse bolted and I was knocked to the ground, wadded up in a ball and the horse trampled over me. I fell on my left side, covered my head with my arms as the horse's hoofs scraped across my body."

The 56 year old Bakersfield, CA native has been riding horses for 47 years and has been competing in barrel races for the last 2 years. Before her accident she

was ranked 4th in the ACBRA (American Computer Barrel Racing Association) and 10th in the WCBRA (West Coast Barrel Racing). "Even though the races are usually less than 20 seconds, the adrenaline high is unbelievable," says Tammy. "I was terrified I would not be able to compete again."

In the days following her January 10, 2014 injury, Tammy's pain increased substantially and she complained of pain in her hip and through her leg. Her first thought was that the horse had damaged or fractured her hip, however MRI's and X-rays showed no damage to her hip. After being unable to locate the source of her pain, Tammy contacted neurosurgeon Dr. Anthony Virella in Westlake



Village, CA. "After reviewing her radiological studies it was immediately apparent that her injury was not to her hip but to the nerve in her L-5 vertebrae," recalls Dr. Virella. "Many times patients will complain of pain in the hips and legs and rightfully think it is a hip related issue. However, many times this is actually the result of a spinal nerve impingement. In Tammy's case,

this was caused by the physical trauma of her being knocked over by the horse."

Dr. Virella recommended that Tammy undergo surgery immediately due to the fact that, if left unresolved, spinal nerve impingement can cause permanent loss of sensation or function in the leg. This permanent loss of function would not only hinder her daily life but also make it

Tracking PR ROI

- Reception staff
- Dedicated phone number
- Intake forms
- EMR
- Web traffic monitoring
- Monthly patient acquisition reports



Community Involvement



Sponsorships

- Local sports teams
- High School Sports
- State or county sports tournaments
- 5k' s, 10k' s, charity walks, etc



Effective Promotional Items



Sample Demographic: Parents with High School Aged Children

- Between the ages of 36-55
- Highest group of employed / insured
- Highest instance of orthopedic conditions
- Highest demographic of elective orthopedic surgeries

Psychographics of this population

- Desire to feel “young again”
- Health and fitness minded
- Wish to enjoy the second half of their lives unrestricted by pain

The Importance of Cohesive Marketing



IN THE PAST...

TO BE COMPREHENSIVE, PHYSICIANS
AND OFFICE MANAGERS HAD TO MANAGE
MULTIPLE COMPANIES.

- Marketing Agency
- Advertising Agency
- Public Relations Agency
- Digital Marketing Agency
- Web Design Company
- Social Media Management Company
- Search Engine Optimization
- Graphic Design Company
- Photo/Video Production Company
- Business Development Firm



GOLD MEDICAL MARKETING

The 5 Most Effective Medical Marketing Tools in Spine, Orthopedics, Neurosurgery and Multi-Specialty Practices

Daniel Goldberg
CEO & Creative Director of Gold Medical Marketing
Daniel@GoldMedicalMarketing.com
www.GoldMedicalMarketing.com
973.287.7916