

Let SCALE grow your practice

End-to-end marketing strategies and services for high-performing provider platforms and healthcare service organizations.

SCALE Marketing is uniquely positioned to support provider platforms, hospital systems, and healthcare focused private equity groups from big-picture strategy to detailed execution. We'll help you with strategies to sustain growth in a rapidly evolving healthcare provider environment.

About Us

SCALE Marketing provides the specialized strategic, creative, and technical expertise and resources to help healthcare provider platforms grow their business. Our unbiased suite of marketing solutions was developed in response to the prevailing gap in strategic marketing services in the industry.

How We Work

Every engagement is unique since every practice is unique. We follow a standardized analysis to qualify and measure all areas of your brand and patient lifecycle, from market awareness to patient acquisition, to retention and lifetime value. Regardless of whether you engage us for consulting or fully managed services, we offer the same level of dedication, transparency, and execution support to help your business succeed.

Our Services

■ Patient Marketing Services

- Build and improve brand equity
- Increase new patient foot traffic
- Improve patient retention and lifetime revenue
- Build sustainable marketing infrastructure

■ Strategic B2B Marketing Services

- Provider & team recruiting campaigns
- Payor contracting negotiations
- Referral partnership development
- Practice acquisition and onboarding

■ Advanced CRM Design, Implementation & Integration

- Automated marketing
- Lead capture, nurture, and conversion
- Patient engagement, adherence, and retention
- Provider & team communication and retention

SCALE

/skāl/ · noun

A graduated series of steps or order.

Our singular focus is to help healthcare providers achieve success with a systematic approach.

Proven and Effective Process

Marketing is most effective when tied to the overall business strategy and coordinated with other disciplines such as payer contracting, facilities, and operations.

+ Marketing and communications audit

Deeply understand the current state of marketing efforts, how they are performing, who is managing them, and how they're communicated internally. Identify causes of patient leakage and understand overall goals.

+ Conduct market analysis

Conduct a market analysis of targeted consumers and of key competitors including website features, search rankings, social media content, advertising, and messaging. Identify growth opportunities.

+ Provide recommendations

Develop recommendations for targeted marketing initiatives to meet goals, stay within budget, and provide the best ROI. Design a marketing plan that will withstand the evolution of your platform.

+ Execute marketing plan

Develop a calendar of deliverables, execute on recommendations, and implement a system for tracking progress and reporting for on-going optimization and transparency.

+ Monitor results and performance

Monitor results and performance, demonstrate that results achieved align with originally communicated goals; identify the next round of value add target initiatives.

Premier Platform Solutions



Brand Positioning & Awareness



Website/App Design & Development



Cost-Effective Ad Management



Online Listings & Reputation



Marketing Analytics & Reporting



Strategic CRM Implementation

Fully-Managed Services



Content Writing & Planning



Website/Content Management



Ad Copy & Graphic Design



SEO & Social Media



Email Marketing Management



Paid Media & PPC Management

World Class Marketing Experts

SCALE Marketing's solutions draw from our collective personal experience as healthcare services and marketing executives. We use proven analytical methods to obtain a clear picture of your growth opportunities and make practical recommendations based on best practices. SCALE Marketing provides a cost effective, plug-in team of doers that transform challenge into opportunity to help your business thrive.



Cedric Tuck-Sherman
President



Scot Robinson
Digital Marketing



Brennan Clements
Marketing Analytics



Aaron Boone
Direct Mail



Susan Silhan
SVP, Branding
& Communications



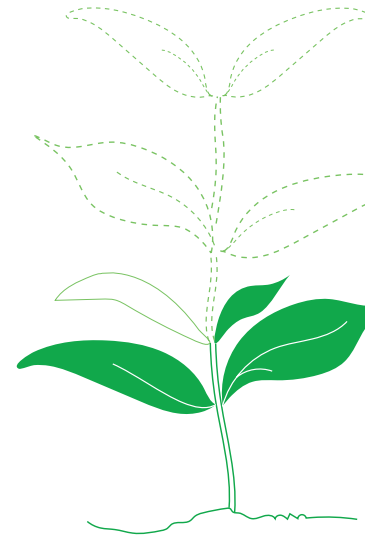
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Head of Business
Development



Peter Albert
Direct Response
Customer Acquisition



SCALE+
healthcare marketing

www.scale-healthcare.com

SCALE prides itself in developing customized solutions for its clients and helping healthcare organizations grow and thrive in a challenging marketplace. Now, we are ready to help you. We look forward to sharing examples of how we have helped our clients and invite you to schedule a 1-on-1 complimentary practice management consultation with us.

Contact Kevin Gillis at kgillis@scale-healthcare.com, or +1 (603) 440-3375 to continue the conversation.