

plan. manage. engage.

Few would argue that healthcare marketers face enormous challenges. Economic, competitive, and regulatory changes have increased demands on you and your staff, requiring you to play a broader, more strategic role. You have more audiences to address inside and outside your organization's eco-system, emerging media to add to your marketing mix and an expectation to do more with less.

It would be daunting if you had to go it alone, but you don't need to.

Standard Register Healthcare provides marketing solutions that elevate the brand experience and enhance communications for your stakeholders — patients, staff, physicians, benefactors and the community at the large. We provide resources and technologies that improve performance and control costs, advancing the patient experience and your reputation.



**ATTRACT PATIENTS –
THE RIGHT PATIENTS**

**Targeted • Relevant
Cost-Effective**

What are you doing to grow outpatient volume — do you want target specific generations? Are there specific population groups that are under-served? You craft the strategy and messaging.

**Why Standard
Register Healthcare?**

We will help target and deliver the right message to the right audience via mail, email or the Web. We'll source the list, provide translation services, produce the pieces, provide the offers and incentives, and integrate the desired reply/tracking mechanism — be it a URL, a QR code with landing page or traditional BRC. Then we'll deploy your campaign, track results and fulfill.

**BUILD A
STRONG BRAND**

**Consistent • Engaged
Differentiated**

Building a strong, differentiated brand requires consistent, on-going communication inside and outside your hospital's walls.

**Why Standard
Register Healthcare?**

You build the strategy. We'll handle implementation of your programs — direct mail, email, posters, stationery and innovative, interactive tools that elevate your brand and optimize engagement among patients and within your community. We also can provide a simple but effective technology platform to manage your branded materials to assure a consistent brand experience across your organization.

**ENHANCE PATIENT
EXPERIENCE**

**Informed • Happy
Healthy**

There is an infinite number of patient touch points along the continuum of care. Each is an opportunity to increase patient understanding, enhance their experience, and ease their way back to better health and well-being.

**Why Standard
Register Healthcare?**

We provide the technology and services to help you educate patients and ease their anxiety during their care — be it procedural instructions in multiple languages or a cuddly teddy bear for the fearful pediatric patient. We'll also help you deliver targeted communications to guide patients with their follow-up care and direct them to support services.

**BUILD LOYALTY AMONG
PATIENTS, COMMUNITY,
BENEFACTORS**

**Informed • Connected
Top of Mind**

What's your current challenge — the annual fund-raise gala, showcasing your multi-million dollar heart wing, promoting a new wellness program? Each is a powerful way to connect with your key stakeholders and keep your hospital top of mind.

**Why Standard
Register Healthcare?**

We offer the resources for handling all the logistics for producing events and communications. Look to us for custom or ready-made marketing kits to promote healthcare observances and related services. We also can provide interactive technologies to spark excitement at your events and build patient or donor based communities that allow you to engage people in meaningful ways and build their loyalty.

**ATTRACT PHYSICIANS,
ENHANCE RELATIONSHIPS**

**Informed • Supported
Aligned**

Attracting and retaining top talent is essential to advancing your mission and your reputation. Yet, it's challenging in a highly competitive market that is under-going tremendous change. What's your strategy?

**Why Standard
Register Healthcare?**

We can provide the tactical support to showcase your specialties and engage physicians more fully. We'll produce and deliver your targeted outreach communications. We can also provide you with our interactive Poken platform that enables you to create a collaborative community for and with physicians.

Advance Your Reputation

Standard Register Healthcare is a recognized leader in managing healthcare information and communications. You can rely on us to elevate the brand experience and enhance communications for your stakeholders — patients, staff, physicians, benefactors and the community at large. We provide you with the resources and technologies that improve performance and control costs, advancing the patient experience and your reputation.



standardregister.com/healthcare



600 Albany Street
Dayton, OH 45417
1-888-772-6245