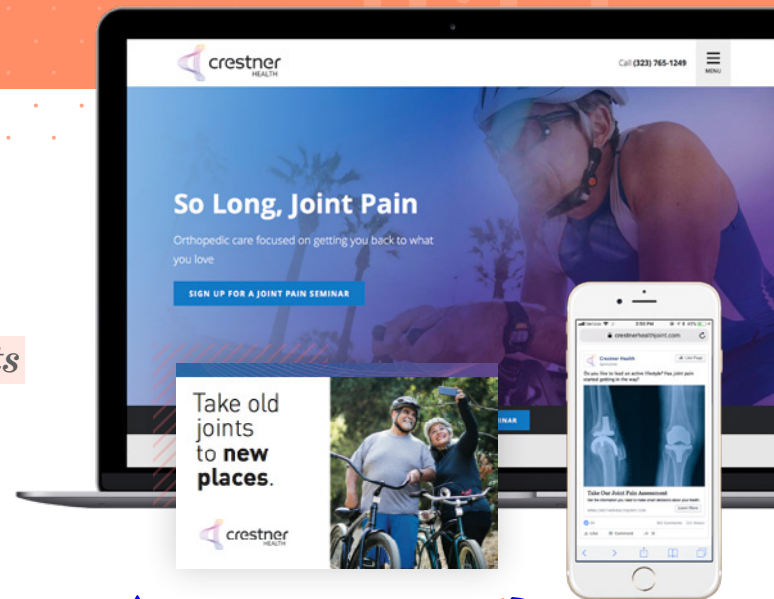


Marketing Services

Turn healthcare consumers into loyal patients with Marketing Services powered by Healthgrades CRM insights



OUR SERVICES



Opportunity Identification

Leverage CRM to better understand demand and uncover opportunities.



Strategy Development

Define success and develop effective strategies.



Campaign Implementation

Spark interest across channels, driving engagement and appointments.



Performance Optimization

Report on performance at any level and learn what works.

WHY HEALTHGRADES?

- A unique combination of **CRM insights**, **strategy development** and an **award winning creative team** that brings your brand to life
- Decades of **experience delivering strong ROI** for health systems
- **Exceptional campaign tracking** measures success and fuels future strategy

“The data segmentation project we completed with Healthgrades for sports medicine and orthopedics literally changed how we think about service line campaigns. Understanding our target segments better helped us discover patient stories that brought our campaign to life in every marketing channel from TV, radio and billboards to digital, social and search.”

BETH CISCO - HENDRICKS REGIONAL HEALTH

Bring CRM insights to life.

Get started at partners.healthgrades.com