

About Sharon Jarchin Health Care Marketing

Known for our experience, professionalism, creativity and strategic thinking, Sharon Jarchin Health Care Marketing provides excellence in customer service and results to each of our valued clients... since 1984. We're large enough to provide full service to our clients, yet small enough so that you work directly with the principals of our company. We know that integrity and reputation are critical to your practice... and they are paramount to our firm as well. We welcome the opportunity to work with your organization.

Sharon Jarchin Health Care Marketing

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The Specialists in Anesthesia Marketing



Sharon Jarchin Health Care Marketing

*Generating New Sites and Cases
for your Anesthesia Group*

Marketing for Growth and Profitability

Are you looking to grow the revenues and caseload of your anesthesia group?

Whether you are a hospital-based group looking for revenue opportunities outside the hospital or an ambulatory anesthesia group looking to expand into additional ASCs, office-based practices and hospitals... **we can help.**

We're **Sharon Jarchin Health Care Marketing**, an award-winning full-service strategic marketing and public relations firm specializing in anesthesia marketing. We've developed successful marketing and sales campaigns for anesthesia groups of all sizes that have generated new ASC and office-based surgical sites for our clients throughout the United States. We know your business and speak your language.

When you become a client of **Sharon Jarchin Health Care Marketing** you are our total focus. We will create a custom marketing and sales program for your anesthesia group based on factors such as desired geography, surgical setting, medical specialties, payor mix and the clinical strengths of your organization. We identify and target potential surgical sites for you, then market to those sites on your behalf through a range of proven strategies.

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At Sharon Jarchin Health Care Marketing, we are highly focused on generating awareness, competitive intelligence and leads for our anesthesia clients.

Our Goal is your Growth and Success.

Award-Winning Services Include:

- ◆ ASC Site and Competitive Intelligence (Marketing Research Surveys)
- ◆ Marketing Plan Development
- ◆ Comprehensive List/Database Development
- ◆ Targeted Direct Mail Campaigns to ASCs & Office-Based Practices
- ◆ External On-Site Marketing ASC/OBS Sales Visit Program
- ◆ Custom Brochure Development
- ◆ Interactive Website Creation
- ◆ Comprehensive Multi-Tiered Sales Programs
- ◆ Trade Show Booths for ASC Conferences
- ◆ Marketing/Sales Training
- ◆ Pain Management Marketing
- ◆ Public Relations/Publicity
- ◆ Advertising Campaigns
- ◆ Strategic Marketing Consultation

Program Benefits:

- ◆ Build Anesthesia Revenues
- ◆ Add New Sites
- ◆ Increase Anesthesia Cases
- ◆ Enhance Payor Mix
- ◆ Generate Awareness among ASCs and Office-Based Surgeons
- ◆ Boost Image in the Physician Marketplace
- ◆ Mitigate Competition from Local and National Anesthesia Companies
- ◆ Market Ancillary Services including Accreditation/Credentialing, Billing, Inspection Preparation, QA and/or Payor Contracting

Who Can We Target for You?

- ◆ Ambulatory Surgery Centers
- ◆ Hospitals
- ◆ Office-Based Surgical Practices

GI, Plastic Surgery,
Gynecology, Orthopedics,
Colorectal Surgery,
Reproductive Endocrinology,
Vascular/General Surgery,
Podiatry, Urology,
Ophthalmology, ENT,
Pain Management,
Radiology, Dentistry

Achieve a New Level of Success

CALL TODAY for a Complimentary Marketing Analysis:

(631) 427-7188



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Health Care Marketing