



The Complete Guide to the Women's Health Service Line Marketing

HPro Inc., Mary Anne L. Graf

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Marketing your women's service line involves more than just talking to women about your obstetrics services. Women are the family healthcare gatekeeper attract them to your women's service line and you will attract their family and friends to your other service lines as well.

It doesn't take a million-dollar budget to promote your service line; all it takes is a focused effort. This book will teach you how to use data to learn who your audience is and create gender-specific marketing techniques. Readers will benefit from:

- Multiple strategies and tactics to maximize marketing of the women's service line and support organizational success in an uncertain future
- Innovative processes to reach more women, more often, with information that resonates deeply
- The latest data about gender-specific marketing techniques in order to reach audiences faster and with less expense, and pave the way for successful gender marketing with other service lines
- Guides to rational marketing spending, for budgets from near-zero to near-million
- Ways of focusing on goals to demonstrate a return on the investment of marketing time, energy, and dollars
- Filling a gap in application of overall marketing strategy and tactics at the women s health service line level

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Testimonials

Mag knows more about effective marketing strategies and tactics than any other service line executive I have worked with in the last two decades. Her knowledge about marketing is both wide and deep, including great gender-specific communication strategies. Mag consistently comes up with fresh ideas about gender-specific program development and marketing that make sense for any service line, from cardiac to psych and beyond.

James Sherwood, chief administrative officer, Bon Secours Hampton Roads Health System

I keep Mary Anne's first book on my desk pages dog-eared and post-it notes throughout; it's a valued resource. It is because of Mary Anne's inherent love and passion for teaching that she shares her latest wisdom, provides good advice, and offers her perspective and good humor. Keep this new book handy!

Stephanie Fendrick, vice president, strategic partnerships and program development, Virtua Health System

Mag is the best at connecting the dots that I have ever seen. She's also very good at demonstrating the value of marketing, and she does it objectively. Nothing speaks to CFOs like using their own data to prove a point.

Pete Gallagher, president, Manakin Associates, LLC

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From reader reviews:

Dennis Scott:

Have you spare time for just a day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity intended for spend your time. Any person spent their own spare time to take a go walking, shopping, or went to often the Mall. How about open or read a book entitled The Complete Guide to the Women's Health Service Line Marketing? Maybe it is for being best activity for you. You know beside you can spend your time along with your favorite's book, you can more intelligent than before. Do you agree with the opinion or you have various other opinion?

Mark Clark:

People live in this new day of lifestyle always try to and must have the extra time or they will get great deal of stress from both way of life and work. So , when we ask do people have spare time, we will say absolutely indeed. People is human not really a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to an individual of course your answer will unlimited right. Then ever try this one, reading books. It can be your alternative with spending your spare time, typically the book you have read is actually The Complete Guide to the Women's Health Service Line Marketing.

Dominick Tran:

The book untitled The Complete Guide to the Women's Health Service Line Marketing contain a lot of information on the idea. The writer explains the girl idea with easy approach. The language is very simple to implement all the people, so do not necessarily worry, you can easy to read the idea. The book was compiled by famous author. The author will take you in the new period of time of literary works. It is easy to read this book because you can continue reading your smart phone, or product, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can open their official web-site and order it. Have a nice read.

Kenneth Clark:

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