

**STRENGTHENING YOUR
BRAND, YOUR MESSAGE,
YOUR MARKET SHARE.**

Strategic Marketing and PR
for the Healthcare Industry

DODGE
COMMUNICATIONS



You know what you have to offer. You know what your customers want. And you know what it takes to get noticed in today's demanding healthcare environment. Strategic thinking. Innovative solutions. Brand building. Competitive differentiation. Targeted communications.

A challenging list. One that cannot be dismissed if your goal is to attain a position of leadership within the industry.

New and established companies alike have been choosing Dodge Communications since 2001 to create integrated marketing and public relations programs that heighten brand awareness, improve customer loyalty and, ultimately, boost sales. Dodge combines a small-agency commitment to service and responsiveness with big-agency savvy and a full menu of client services. With a solid understanding of today's market forces and a crackerjack team of communication experts, Dodge delivers smart campaigns that yield superior results.



FOCUSED ON HEALTHCARE COMMITTED TO RESULTS

Remember the advertising slogan, “We do chicken right?” While grammatically suspect, the message was sound: We are singularly focused and committed to excellence.

Such could be said about Dodge Communications. We work exclusively in marketing and public relations to support companies that serve the healthcare industry — from healthcare information technology firms, to disease management outsourcing solutions, to pharmaceutical suppliers, and everything in between. We know what moves the market and how to leverage the value you offer — whether you wish to reach top decision-makers in physician

practices, hospitals, health systems or payor organizations... or consumers themselves.

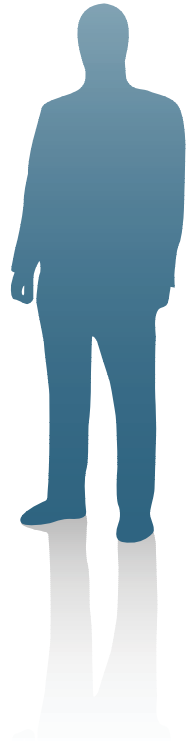
Collectively, members of the Dodge team bring decades of corporate, agency and media experience to each opportunity you might set before us. This means that, no matter what the challenge, we get it. We respond quickly and effectively. Our work is characterized by sound thinking. Ongoing dialog. Creative problem-solving. Flawless execution. Envious results.

In short...we’re confident that we do healthcare communications right.

BUILDING A POWERHOUSE BRAND

Clearly, companies exert control over select factors that define their position in the marketplace — the quality of their products and services, for instance, or the reliability of customer support and service.

Other forces shaping a brand are external. While these cannot be fully managed, they certainly can be influenced. Clients turn to Dodge Communications to develop integrated marketing and public relations programs that deliver the right message to the right audience via the right media at the right time.



Strategic Positioning

Does your messaging effectively define your company? Communicate your value proposition? Can you rely upon a well-constructed media plan that maximizes opportunities for you to serve as an industry thought leader via bylined articles, case studies, white papers and interviews? Can your employees articulate your positioning and act as corporate ambassadors?



Image and Identity

How does your target market see you? Down-home and approachable? Polished and professional? There is no right answer. Just an imperative to make sure your logo, collateral, direct marketing, advertising and conference exhibit represent your personality and attributes faithfully — during new launches or ongoing campaigns.

Competitive Landscape

Be heard. Be seen. In theory, it's simple. In reality, it's a daunting task. The foundation for differentiating yourself from competitive vendors is to first analyze their position in the marketplace. Then develop a communications strategy to solidify and advance your position through select media placements, speaking opportunities and awards programs.

Online Experience

In a virtual world, it is virtually impossible to overemphasize the importance of customers' online experience with your company. Your Web site must be easy to find, easy to navigate — and deliver a compelling message. To increase brand awareness, forward-thinkers are harnessing the potential of cyberspace to optimize effective new Web marketing strategies.

Industry Influencers

Your brand is too important to leave solely in the hands of the industry's movers and shakers. Savvy corporations place a premium on the execution of targeted media and analyst relations programs, as well as the development of high-impact conference strategies and plans.

ROOTED IN TRANSPARENCY AND ACCOUNTABILITY

As much as we pride ourselves on our healthcare expertise, we're just as eager to admit we don't know your products and services as well as you. Dodge Communications isn't in the business of telling you what to do, based on some cookie-cutter notion of marketing and public relations. Instead, we've learned to learn. To take the time to find out about your goals and objectives, your strategy and style.

Accountability and transparency are hard-wired into everything we do. We work smart, developing and sharing plans every step of the way through updates and regularly scheduled phone conferences. At the end of each month, you receive an accounting of every hour we spent — and of every dollar you invested. You'll see the process and the progress: Measurable results, achieved cost-effectively, with no surprises.

We believe you'll find our approach refreshing. Don't be surprised when we...

Ask for a parking space

Well, not really. But we are looking to make ourselves at home. We know that the shortest distance between two points is a straight line. And so we want an insider's view about your products, your services, your current position — allowing us to quickly and accurately begin devising a plan to help you meet your goals.



Pull up a chair

In our mind, there is only one kind of marketing or public relations program: strategic. We'll want to sit around the conference table with your strategists and decision-makers to find out where you are, where you want to be and what objectives you'd like to achieve along the way.





Roll up our sleeves

With an understanding of your products and services and a handle on your strategic goals, we'll get to work to design and execute an integrated communications program. Devising overarching messages and identity programs. Rolling out creative concepts. Developing media plans and strategies. Researching awards programs and speaking opportunities. Evaluating Web opportunities.



Take a closer look

Clever words and pretty pictures aren't enough. Your Dodge team will step back regularly to evaluate and measure how well specific campaigns, programs and activities are working. You'll find our assessments candid, focused on the good, the bad and the irrelevant — and always proposing ways to fine-tune each program.



Reload the printer

Too often, marketing and public relations dollars seem to disappear into a black hole. Clients aren't sure what they are used for — or what return they may be getting on that investment. Not so with Dodge. You'll receive a monthly accounting from your team, with regular electronic and paper reports outlining where time was spent and comparing accomplishments against monthly plans.



Call a meeting

The key to any successful client-agency relationship is dialog. We're renowned for picking up the phone to confer about industry trends, emerging opportunities and strategic brainstorm. You'll hear from us when we have questions and, even more importantly, when we have answers to problems you requested help with.



The Dodge model enables us to get to know you quickly and get to work fast. We leverage full value from each project to stretch your budget, while providing a comprehensive menu of client services, high-quality execution and timely turnaround. Our transparency and accountability means we deliver peace of mind, as well as superior results. Why not contact us today? 770.998.0500 or www.dodgecommunications.com.



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