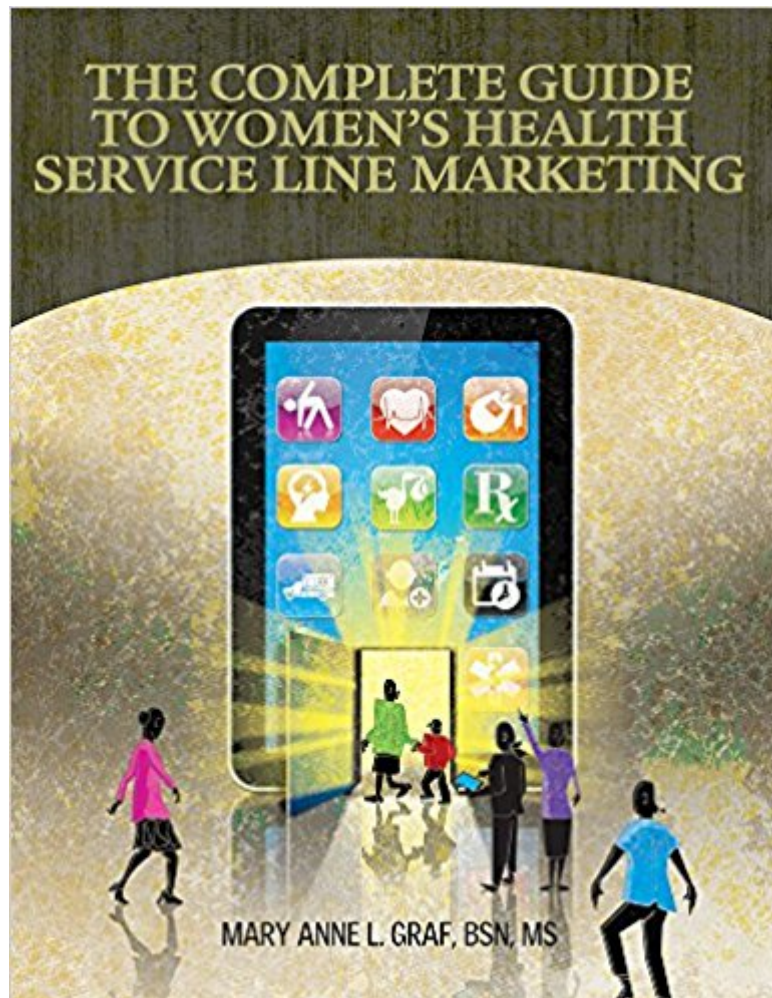




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The Complete Guide To The Women's Health Service Line Marketing



Synopsis

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

Table of Contents: Chapter 1: The Myth of A Woman's Merit Chapter 2: Women's Marketing: Is It Really Different From Any Other Service? Chapter 3: Achieving the Magical Connection Chapter 4: Your Women's Services Marketing Team Chapter 5: Laying the Foundation: Key Market Databases Chapter 6: Laying the Foundation: Marketing Research Chapter 7: Within Your Grasp: Women's Service Line Marketing Utopia Chapter 8: Women and Media: New, Old, and Bridging the Gap Chapter 9: The Power of Public Relations Chapter 10: Getting Focused: Your Women's Service Line Marketing Plan Chapter 11: Small Budget, High Impact, Planting a Flag Chapter 12: What About ...

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

Book Information

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Customer Reviews

Mary Anne L. Graf, BSN, MS, currently has full-time responsibility for business development and marketing for women's and children's services for the seven-hospital Bon Secours Virginia Health System, the largest faith-based integrated delivery system in Virginia. Prior to joining Bon Secours as vice president for women's and children's services in 2001, Graf founded Health Care Innovations and HCI Market Research Group. In the 16 years HCI was Graf's full-time business, she led the firm to international prominence in women's and children's services planning and development. Graf is the author of *Women's Health: Strategies for Superior Service Line Performance* (HealthLeaders Media, 2010).

this is a great read with FACTS on how to market your women's health service line. a must read.

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