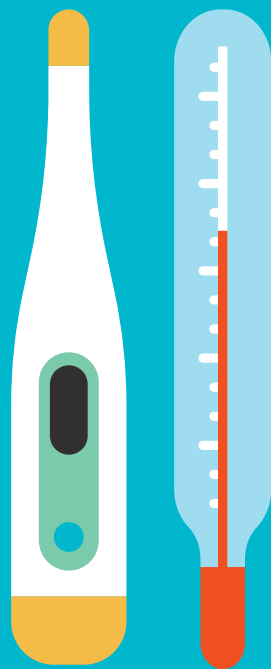




# WIN New Patients

with custom content-based  
marketing programs that  
bring patients to your door.



wainscot  
HEALTH



**"This project, which has been ongoing for five years, is fantastic. Everything runs smoothly and on schedule for our 11 different hospitals, each of which has its own specific marketing needs. Because Wainscot is doing most of the lifting, the project never feels like a burden. Feedback from everyone—both throughout the system and in the community—has been excellent. We're always impressed by how well written everything is. When we highlight service lines and events in the magazines, appointments and attendance measurably increase."**

**Victoria Allen, Vice President, Strategic Marketing,  
Southern Region, RWJBarnabas Health**

**Dennis Wilson, Jr., Vice President, Strategic Marketing,  
Northern Region & Creative Services, RWJBarnabas Health  
(Client for 20+ years and counting)**



# Your Healthcare Organization Is Doing Exceptional Work.

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## PARTNER WITH WAINSCOT HEALTH TO MAKE SURE THE RIGHT PEOPLE KNOW ABOUT IT.

Using our strategic storytelling skills and targeting expertise, we'll help you surpass your marketing goals while freeing up time for you and your team to accomplish other objectives.

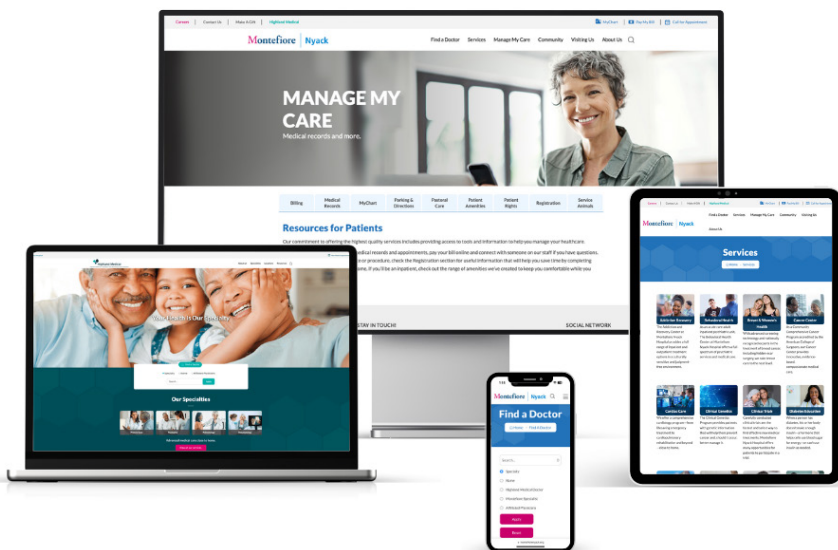
The pros at Wainscot Health can get the right message to the right audience at the right price—something our team has been doing for hospital clients for 33 years, serving approximately 400 healthcare systems and medical practices nationwide.

We know healthcare marketing, and we know how to provide service, support and positive results for our clients—many of whom have been with us five years or more. We're a family-owned firm with a family of clients.

“

Wainscot Health is a most trusted marketing partner. Their content expertise is second to none, and their ideas for attracting new patients and staying connected with existing ones are always fresh and effective. From websites and digital ads to our ongoing print newsletter, we've been extremely pleased with all the work they've done for us. And, the Wainscot team is a pleasure to work with!”

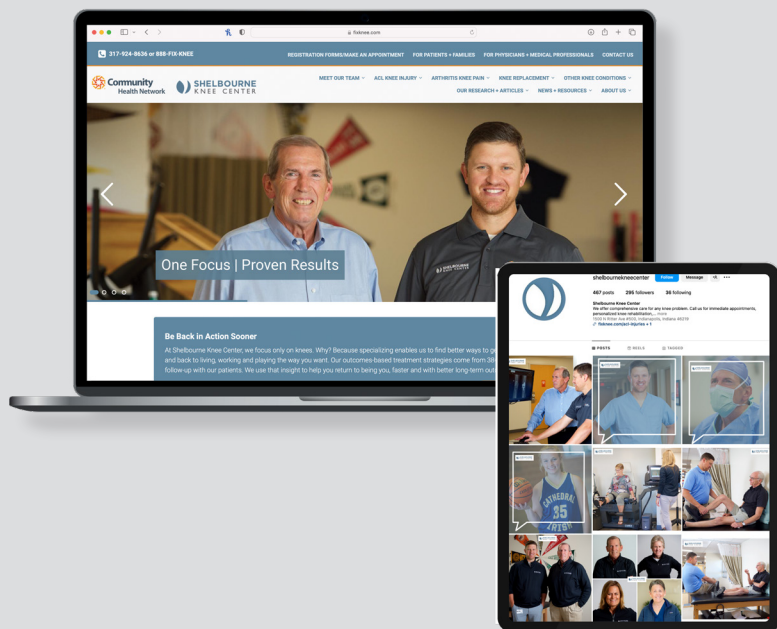
Lauren Malone, MS,  
Associate Vice President,  
Public Relations and Marketing,  
Montefiore Nyack Hospital  
*(Client for six years and counting)*



“

Wainscot has been a trusted marketing partner for many years. In my current role, Wainscot's healthcare expertise and customized lead generation programs have significantly increased the number of referrals to our practice—our two orthopedic surgeons are now fully booked months ahead—which has had a sizeable impact on our bottom line. The programs have been well worth the investment, and the Wainscot team is a pleasure to work with.”

Anjie Britton, Marketing Leader,  
Shelbourne Knee Center  
*(Client for six years and counting)*



# Marketing Solutions Built for Healthcare

Our vibrant content drives results, no matter where it appears—a new website built from the ground up, a community magazine full of engaging stories that recipients can read at their leisure, or a digital campaign that keeps your organization top of mind.

All Wainscot Health programs are custom-built based on targeted strategies designed to meet the specific goals and budget of each client. Below are some of the marketing solutions we offer.

## PROJECTS & PROGRAMS

- » Integrated marketing (B2B and B2C)
- » Print & digital content packages
- » Website development (HIPAA compliant)
- » Responsive web design
- » Website content
- » Application integration
- » Search optimization
- » Custom community magazines
- » Social media management
- » Direct mail
- » E-newsletters and blogging
- » Clinical communications
- » Donor communications
- » Events

## SERVICES & SKILLS

- » Content strategy
- » Research
- » Writing and editing
- » Design
- » Print production
- » Project management
- » Referral generation
- » Strategic distribution/targeting
- » Social media posting
- » Social media advertising
- » Website design
- » Website development







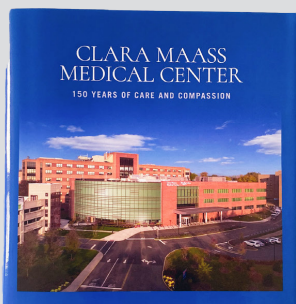
“

Wainscot Health has been an outstanding marketing partner for Holyoke Medical Center since early 2015. The team offers excellent creative insights and produces top-quality content for us. They help us educate our community and convey our strategic marketing messages in a way that's engaging, visually appealing, and highly readable to our audience. Wainscot has been flexible and accommodating, and they understand our fast-paced healthcare environment along with its challenges and opportunities. I am happy to recommend Wainscot to other hospitals and systems looking for an effective publication partner.”

Rebecca MacGregor, Executive Director of Marketing & Community Relations,  
Valley Health Systems  
(Client for ten years and counting)

“

We have the pleasure of working with Wainscot on our community magazine and decided to use them for a book celebrating Clara Maass Medical Center's 150th anniversary. Wainscot was able to pull together information from many different sources and organize everything including chapter ideas, interviews, writing, reviews, design and production. When I received the printed book, I had just one word: WOW! The book makes our hospital look really good, the senior leadership team loves it, and we could not be happier with our experience.”



Stacie Newton,  
Director of Public Relations & Marketing,  
Clara Maass Medical Center  
(Client for seven years and counting)

# Be **First Choice** in Your Community.

Our content marketing pros can help your organization become—or stay—the **first place patients turn for care**. We convert words into agents of change, motivation and action, establishing your brand as the health leader in your service area and bringing you more patients.

Whatever your content needs, Wainscot Health can extend your team's capacity and help you outperform your marketing goals.

## WHY WORK WITH WAINSCOT HEALTH?

- » Free up time for you and your team to focus on other marketing priorities.
- » Ensure projects are delivered on time without sacrificing other deadlines.
- » Know that your programs will be executed to the highest standard.
- » Enjoy working with a flexible and highly responsive team.
- » Leverage our proven content marketing expertise.
- » Get a program crafted specifically for your organization—not a cookie-cutter solution.

**"Partnering with Wainscot frees up time for my staff to concentrate on the many other strategic initiatives that drive MHMH forward. We thoroughly enjoy partnering with them and feel that Wainscot is a true extension of our MHMH/TriHealth team."**

Katie Estes, Executive Assistant,  
McCullough-Hyde Memorial Hospital | TriHealth  
*(Client for nine years and counting)*



One Maynard Drive  
Park Ridge, NJ 07656



Connect with the  
marketing pros at  
Wainscot Health  
to get the **right**  
**messaging to the**  
**right audience at**  
**the right price.**



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