

# HEALTHCARE

MARKETING &  
COMMUNICATIONS  
THAT HELP YOU  
DO MORE



**verasolve**  
Building Stakeholder Value™

## MEASURABLE RESULTS

Verasolve has worked with many companies in the healthcare industry – medical practices, health IT consulting firms, and businesses offering health and wellness services. We understand the importance of being a recognized, trusted expert in helping people live healthier lives.

At Verasolve, we deliver measurable results that give you a competitive edge in a crowded, complex marketplace that demands a compelling brand story to showcase your unique value proposition.

## DISCOVERING VALUE

Your brand is a vital component of your marketing and communications. Whether you're re-evaluating your branding strategy, creating a new brand, or looking to tell your brand story more effectively, Verasolve works to uncover what resonates with your patients, clients, or customers. We help you clearly convey your unique value proposition, turning target audiences into qualified leads.

## ACCOMPLISHING GOALS

Verasolve tailors a comprehensive, integrated marketing and communications strategy from a range of expertise, including go-to-market plans, inbound and outbound content, vertical and drip marketing, social media engagement, website creation or revision, branding, messaging, media relations, thought leadership, speaking opportunities, awards, events, and more. Verasolve seamlessly integrates with your team, partnering with you to achieve your goals for growth.





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VERASOLVE WAS EXTREMELY RESPONSIVE, ORGANIZED, EXPERIENCED, EFFECTIVE, AND EFFICIENT. I HAVE RECOMMENDED VERASOLVE TO SEVERAL BUSINESS ASSOCIATES AND WILL CONTINUE TO DO SO.”

— ADAM STARR, CHIEF EXECUTIVE OFFICER, PROGRESSIVE RADIOLOGY

## AFFORDABLE SERVICES

As the premier provider of virtual, fractional marketing, public relations, and branding services, Verasolve helps healthcare companies expand brand recognition, enhance credibility and foster trust, and reach more qualified leads at a fraction of the cost of other solutions.

## FLEXIBLE CONTRACT AGREEMENTS

We stand behind the value we provide and won't lock you into a long-term agreement.

## EFFICIENT, EFFECTIVE RESULTS

Verasolve consistently delivers valuable results. We are a virtual—but very visible—and indispensable part of your team.

## COMMITMENT TO YOUR SUCCESS

Verasolve understands the challenges faced by businesses in the healthcare marketplace. We break through the noise to help promote your expertise and highlight your differentiators—to the right audiences, in the right way—so that you can focus on your core competencies while we partner with you to achieve your goals. We have a proven track record and are committed to your success.



THE VERASOLVE TEAM HAS PROVIDED GROUP DENTAL SERVICE WITH EFFECTIVE AND WIDE-RANGING PR AND MARKETING SERVICES, AND THEY HAVE DONE SO WITH COURTESY AND PROFESSIONALISM. BEST OF ALL, THEY OFFER THESE HIGH-QUALITY SERVICES AT A PRICE SIGNIFICANTLY LOWER THAN THAT OF THE COMPETITION.”

— ETHAN FOXMAN, PRESIDENT, GROUP DENTAL SERVICE



## ABOUT VERASOLVE

For more than 15 years, Verasolve has partnered with companies in the healthcare field to provide cost-effective solutions that enhance brand recognition, generate qualified leads, and help increase market share. We focus on *Building Stakeholder Value™*. Our customized marketing, public relations, branding, and social media strategies and initiatives will help grow your business.

We offer tailored services to fulfill your organization's unique marketing and communications needs at one-quarter to one-third the cost of traditional options. Our virtual, fractional presence in your organization enables us to operate as part of your team without the pressure of a long-term contract. Our experience allows us to provide high-level strategic direction as well as hands-on implementation to meet your short- and long-term goals and objectives—and take your business to the next level.

# OUR WORK: PRIMEFIT MEDICAL



## OBJECTIVE

AMMP, LLC, a premier age management medical practice comprised of nutrition, fitness, and health therapies for individuals wanting to proactively enhance their health and reduce the effects of aging, hired Verasolve to create a new name, logo, and tagline for expanding the concept nationally.

## WORK

Verasolve conducted in-depth industry research and extensively interviewed current and prospective program members to better understand the motivations of its core audience.

Observing that many of the study participants were drawn to the phrase “prime of life,” Verasolve created the name PrimeFit Medical to appeal to those wanting to look and feel their best, regardless of age. To firmly establish the practice as an age management service provider, Verasolve developed the tagline, ‘the edge on aging.’

Verasolve’s designer selected a bold font and incorporated red and black to convey a vibrant, high-end, professional look for the logo. The use of the three hexagons, which echo shapes used in chemistry to represent molecules, reinforced the scientific basis for the three-step program of nutrition, fitness, and prescription therapies.



## RESULTS

Verasolve’s strategic and creative solutions have successfully positioned PrimeFit Medical to roll out its age management practice on the national stage.

# OUR WORK: AFFORDASCAN

## OBJECTIVE

AffordAScan, an online radiology marketplace that helps patients, independent diagnostic imaging and testing facilities (IDTFs), referring medical providers, and employers compare medical scan pricing and select the best provider for their needs, was looking to grow its brand recognition, build credibility, and generate qualified partnership and investment leads. The company also needed assistance announcing its name change in March 2015.

## WORK

Verasolve executed a media campaign to create awareness of AffordAScan's convenient locations nationwide. To generate media buzz, Verasolve positioned the company as the Expedia of healthcare and focused on its ability to deliver



patients with high-quality medical scans at an affordable price. When AffordAScan changed its name to ContactMyDoc in 2015, the Verasolve team assembled a “mini media kit” that included a fact sheet and press release to communicate the company's expanded mission and broader range of services for healthcare providers, patients, and employers.

Verasolve also worked with AffordAScan to revamp its core messaging and draft copy for new marketing collateral. The team performed an in-depth audit of the company's website and conducted strategic research of competitors, speaking opportunities, awards opportunities, and healthcare venture capital opportunities.



## RESULTS

Verasolve's media efforts helped increase awareness of the company's locations throughout the U.S., announce its name change to ContactMyDoc, and educate the media on the value of the platform. Coverage was picked up in several media outlets, including Aunt Minnie, Alltop, Blubury, CityBizList, Flying Kite, Medical One, and M\*Modal.

With Verasolve's help, AffordAScan was able to better educate its target markets, generate third-party validation, uncover new partnership and investment opportunities, and effectively communicate its name change and expanded suite of services.



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