

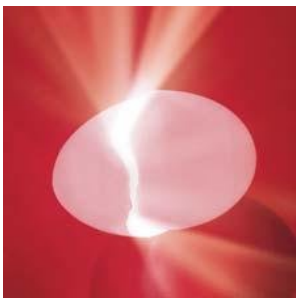
new business development

• solutions • ideas • innovation • strategy • improvement • plan • implementation • know-how



new direction with business strategy

To succeed you must put the “right” decisions into action. This includes balancing vision and implementation, technology and tactics, big ideas and the bottom line. We look at the marketplace, explore options, determine what is possible, and then carefully assess with you whether those opportunities make business sense. What is the financial impact? Should you move from a practice-focused operation to a patient-focused model?



the plan: a design for improvement

In business it takes a careful balance of creativity and discipline to turn strategy into results. We help you to identify potential patients, differentiate them based on value and needs, interact with them efficiently and effectively and customize your product / service offerings based on research and planning. It is about transforming patient knowledge and understanding into an optimal strategy, plan, and roadmap for success.



efficient, successful plan execution

Since our founding, we have helped many practices align their strategy with successful implementation. We’ll help you develop an implementation strategy to jumpstart under-performing areas of your practice. We help align the resources to use and assist with change to help your practice understand and embrace new methods and strategy. We’ll help infuse focus, energy and commitment so you can get business results - quickly!



embracing change, gain commitment

Inspiring an practice to change the way that it interacts with its patients and attacks the marketplace requires a communications strategy that starts at the top and cascades throughout the practice. We work with clients to develop tools for employees who face patients everyday; to custom publications supporting an internal or external communications strategy; we provide the marketing communication content and the learning platforms.

what we do

BAC Medical Marketing is a unique organization of creative marketing experts who help develop strategy and “how to” action steps to increase revenues for under performing medical practices.

how we do it

- Research
- Business Strategy
- By Designing a Plan
- Focus Communications
- Diligent Implementation
- Implicit Execution
- Teamwork
- Training & Support

what you get

- Ideas & Solutions
- More Patients
- Profit Improvement
- Practice Direction
- A Call to Action
- Contingencies
- Better Decisions
- Team Commitment

how you benefit

- Improved Volume
- Improved Profits
- Greater Market Share
- Less Patient Turnover
- Relationship Building
- Greater Confidence
- Better Staff Performance
- Competitive Advantage

BAC Medical Marketing

• Implementation • Innovation • Improvement • Ideas •

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Pricing

Appointment Design

starting at **\$349**

- unlimited designs/revisions
- includes design and print (1,000)
- 100% satisfaction guarantee

Logo design

all inclusive **\$499**

- unlimited designs/revisions
- 3-4 designers
- 100% satisfaction guarantee

Complete package

complete at **\$2499**

- logo design
- stationery design and print (250)
- direct mail design and print (4,000)
- custom designed website (5 pages)

(bought individually this would cost \$2,899)

Stationary design

starting at **\$299**

- unlimited designs/revisions
- 3-4 designers
- 100% satisfaction guarantee

Direct mail

starting at **\$499**

- unlimited designs/revisions
- fulfillment/distribution available
- 100% satisfaction guarantee

Web site design

pre-designed websites

starting at **\$299***

- have your website up in 5 days!
- includes 5 pages
- 100% satisfaction guarantee

* Price does not include hosting or domain registration.



Refer a friend:

- we'll send you a \$50 gift card*
- your friend will receive \$50 off their first order*

* To receive your \$50 gift card you must be a current or past client of BAC Medical Marketing and your referral must be a brand new customer to BAC Medical Marketing (never ordered from BAC Medical Marketing before). Your referral must order over \$500 in services and they MUST mention this promotion BEFORE they order. If these criteria have been fulfilled please wait 15-30 days to receive your gift card.