



# The Complete Guide to the Women's Health Service Line Marketing

*HCPRO Inc., Mary Anne L. Graf*

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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

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## **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



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#### **Guadalupe Ramsey:**

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#### **Mark Malek:**

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#### **Kevin Pennell:**

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