



# THINK BIGGER



# MEDMARKETLINK®

Digital Healthcare Marketing & Patient Education

## How MedMarketLink Works

Growing a medical practice requires more than practicing good medicine.  
**It takes thinking bigger.**

We promise this: If you think bigger and let us do the rest, we guarantee success.

MedMarketLink is the world's only digital marketing and patient education program with a guarantee. Features:

- Bigger than sales and advertising – it's **online patient education**.
- Content marketing that puts practices at the **top of internet search engines**.
- A suite of **31 marketing services** included, from website development to online reputation management to press relations to digital marketing disciplines.
- **25+ years** of experience.
- **Guaranteed 15%-30% increase** in new patients.

## Why MedMarketLink Works

In the internet age, most people search for health information first, healthcare providers second. Every day eight million Americans browse online for health topics – 8 times as often as they search for doctors.

Forget advertising. Embrace search engines and content marketing instead. MedMarketLink's seasoned medical writers and healthcare marketers generate original, high-quality, patient-centric content. And they know how to promote it across multiple internet channels to bring people to your website and, ultimately, to your practice.

That's how we get practices to the top of search engines – and the top of their game.



**To grow patient volume,  
medical practices have  
to think bigger.**

Bigger than just a website.

Bigger than a brochure.

Bigger than social media.

If providers want to grow bigger and more competitive, then they need to think beyond typical marketing tactics.

Vanguard's MedMarketLink program has proven to increase patient volume by 15%-30% or we work for free. (We've never had to work for free.)

## Our Guarantee

**15%-30% increase in new patients in one year. Or we work for free.**



MedMarketLink.com  
303-382-2999  
info@vanguardcommunications.net



# MEDAMORPHOSIS™

Beyond Consulting: Curing Practice Pain Points

## MedAmorphosis Practice Improvement

Growing bigger also involves relieving the common pain points of medical practice: inordinate phone bottlenecks, cumbersome patient intake workflows, poor patient communications, and billing processes, to name a few.

Most patient complaints center around a practice's customer service, not medical care. In today's world of patient satisfaction scores and online ratings, no practice can risk poor performance.

Our MedAmorphosis practice improvement program diagnoses the issues, provides thoughtful and practical remediation recommendations, guides the development of new processes, and trains staff to improve efficiencies and patient satisfaction.



## Free Practice Improvement Resources

Our blog offers a wealth of information about practice improvement and healthcare marketing. Vanguard's on-staff Medical Advisor Neil H. Baum, MD offers wisdom from more than 40 years of private practice. Plus, you'll find articles and videos from Vanguard's expert healthcare marketing practitioners on how to use blogs, social media and search to market a specialty practice. Sign up for our newsletter, too.

Get wired at [TheWiredPractice.com](http://TheWiredPractice.com)



**Growing your practice isn't just about great medical care.**

**96%**

Complaints about doctors in online reviews that fault customer service, not medical care.

**53%**

Fault poor communication

**35%**

Fault long wait times

### IN 5-STAR PATIENT REVIEWS:

**40%**

Praise the doctor's bedside manner

**28%**

Gush about friendly staff

**24%**

Commend good communication

Research by Vanguard Communications  
[vanguardcommunications.net/patient-complaints](http://vanguardcommunications.net/patient-complaints)

MedAmorphosis.net  
303-382-2999

[info@vanguardcommunications.net](mailto:info@vanguardcommunications.net)

## **We know how to grow.**

After a quarter-century working with medical practices, we haven't quite seen everything yet. But we're getting closer.

Vanguard constantly researches, tests and measures outcomes of every strategy and tactic. The one thing we do know is there are two fundamental ways to grow practice volume and revenue:

- Patient education.
- Practice improvement.

That's it. A simple, ethical program of providing patients the honest, credible and reliable information they need to make the best healthcare decisions – including wisely choosing providers. And a culture of thoughtful customer service to retain patients, drive referrals and inspire positive reviews.

Think bigger. Grow bigger. It works every time. Guaranteed.

**CALL US NOW**

**VISIT OUR WEBSITE**

**15%-30% more patients. Guaranteed.**

