

BARD ADVERTISING'S 5-STEPS TO ACHIEVING YOUR GREATEST POTENTIAL

Minneapolis, MN—February 21, 2008—The growth of specialty care facilities (ambulatory surgery centers, diagnostic imaging centers, specialty care clinics and practices) will continue to experience rapid growth through 2020. Why?

BARD Advertising discovered during their recent research study that the rapidly aging U.S. population with longer life expectancies is, and will be, creating epidemics (obesity, diabetes and arthritis) that strain the present healthcare system. Couple this with Americans wanting to have a choice in the quality of their care, and you have the free market economy acting rationally by breaking through a relatively regulated industry. This results in a trend toward specialty medicine, as it proves to be more economical, efficient and exceeds expectations for both the patient and physician.

“As market forces emerge, the demand for specialty cardiovascular, orthopedic, ophthalmology, cosmetic treatments and surgical procedures are emerging as the fastest growing specialty care practices.”

David St. Germain, BARD Advertising, Inc.

U.S. healthcare is expected to become a \$2.9 trillion industry in 2010, with annual average increases of 7%. Specialty medical practices are going to be facing competitive forces that they have rarely experienced in such a regulated marketplace. Therefore, specialty medical practices will need to approach their practices in a more strategic fashion.

As BARD shares in one of a series of white papers, there are 5-steps to achieving the greatest potential for your medical practice: Situational Analysis, Segmentation, Target Marketing, Marketing Strategy and Promotion.

On BARD's website www.bardadvertising.com, medical professionals are invited to complete a Medical Practice Assessment and receive a complimentary white paper *Have You Dialed Up Your Marketing Efforts To Achieve Your Greatest Potential?* The paper highlights how physicians can take advantage of the emerging opportunities that are coming to light for Specialty Care Practices, now and into the future.



BARD ADVERTISING

A MARKETING COMMUNICATIONS AGENCY



ABOUT BARD ADVERTISING

BARD believes in partnering with their clients to gain a comprehensive understanding of their goals and objectives. It is this understanding that enables them to create strategic marketing solutions that initiate and produce results.

BARD is an experienced branding agency that ties brand identity with that of a specialty medical practice, within today's healthcare environment. From client discovery, to recommendation, to implementation, BARD identifies a competitive advantage to position a medical practice for immediate success and future growth.

BARD Advertising, your exclusive partner for results!