

BARD ADVERTISING HAS THE CURE FOR “ME-TOO” MARKETING, ENABLING MEDICAL PRACTICES TO THRIVE AND PROSPER

Minneapolis, MN—October 2007—U.S. healthcare is expected to become a \$2.9 trillion industry in 2010, with annual average increases of 7%. A rapidly aging population, longer life expectancies and Americans wanting to have a choice in the quality of their care, are just a handful of reasons for the most recent growth in specialty care clinics, ambulatory surgery centers and retail clinics.

BARD Advertising discovered during their recent research study, that 62% of specialty care practice physicians shared that they expected their marketing expenditures to increase; with 58% citing that their present marketing efforts are poor to moderately effective for today’s competitive marketplace.

Consumers today are more empowered than ever before, when it comes to engaging themselves in active, explicit dialogues with physicians in order to discern the competence, integrity, reputation and quality delivery of practicing specialty care physicians.

In one of a series of white papers created by BARD Advertising, they introduce the following four steps for building a thriving medical practice community:

1. Create a strong brand story
2. Create a need for collaboration among patients
3. Create identifiable brand elements
4. Create a unique patient service culture

On its website www.bardadvertising.com, medical professionals are invited to complete a **Medical Practice Assessment** and receive a complimentary white paper *Medical Practice Brand Differentiation*, on how physicians can take advantages of the emerging opportunities that are coming to light for Specialty Care Practices, now and into the future.

“With the fierce competition of today and the discerning consumers of tomorrow, BARD Advertising has packaged unique services for the Specialty Care physician to seize the opportunity for growth as a differentiated branded practice?”
David St. Germain, BARD Advertising, Inc.



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!