

# PATIENT OUTREACH

## DRIVE PATIENT VOLUME WHERE IT'S NEEDED

Groundswell Health provides trusted, credible and effective marketing strategies and content so that health care consumers find, seek out and connect with the valuable health care services your facility offers. Our goal is to help you increase revenue from strategically prioritized service lines.

Groundswell Health partners with hospitals and health systems to ensure consumers and patients recognize the high-value service lines and resources your facility provides.



From digital ads to traditional media, we create the right message for the right audience in the right place.



We build targeted messaging to key audiences, building profiles that help drive volume.



We reach patients before other traditional referral patterns influence their choices in order to build an ongoing relationship that resonates.



We create compelling, results-oriented content that combines a deep understanding of the health care industry's complexity, trends and politics with the ability to synthesize and simplify message and deploy across multiple channels.

Groundswell Health is a full-service marketing and strategic communications firm that understands the industry in which you operate. We have worked in and for hospitals and health care institutions as marketing, communications, advocacy and public policy professionals. Let us use our experience and insight to position your hospital for success.

## CONTACT

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