



HEALTH CARE MARKETING + COMMUNICATIONS

We're your prescription for success.

Let us help your health care organization stand out as a trusted resource and grow.

A healthy business creates a healthy community. From hospitals and health care systems to medical device manufacturers and mental health counseling centers, let us help you tell your story, strengthen your reputation, stand out from the competition and grow your business so you can heal and help others.

Our expertise includes:

- Content creation for print + digital publications, web sites + patient information sheets
- Traditional + digital advertising
- Fundraising + donor communications
- Graphic design + creative
- Practice group marketing
- Internal/external communications
- Executive/CEO communications
- Awareness + public services campaigns
- Special events

www.mc500marketing.com/healthcare

representative experience

- Provided copywriting/editing for internal publications for employees and professional staff and created patient resource materials for the 7th largest pediatric hospital in the nation
- Assisted in **communications strategy** for a medical device manufacturer's national public affairs campaign
- Developed **marketing strategies** for a regional mental health counseling clinic seeking to grow new business and connect with new referral sources
- Served as **managing editor** of Wisconsin Nurses magazine, a Gannett publication
- Created **digital fundraising strategies + content** for national health-care nonprofit organizations including Susan G. Komen Race for the Cure, National MS Society + Arthritis Foundation
- Led **internal and crisis communications** efforts on behalf of a hospital system's management during contentious union negotiations
- Served as communications strategist for a pediatric hospital's Chief Nurse Executive



about us

MC500's team is led by Co-Founders & Principals Jennifer Bridgman + Brian Hoffman, who each bring more than 20 years' experience leading marketing, communications and public relations strategies that drive results. Our team of marketing and communications professionals have worked in-house and as consultants to some of the nation's most respected for-profit and non-profit health care organizations, medical device manufacturers and mission-driven causes.

CONTACT US

From our joint headquarters in Washington, D.C. and San Antonio, Texas, MC500 Marketing + Media provides full-service marketing, communications, PR + media services to business clients around the world.

www.mc500marketing.com