

The power of print:

# Marketing Solutions for Healthcare

## Healthy Marketing Options

We know the healthcare field is complex, but healthcare marketing doesn't have to be. Here are two print solutions for current healthcare trends!

### Show You Care

Online retailers (like Amazon) have raised the expectations for services of all kinds. So how do you win over consumers now? Smith + Jones, consultants to the healthcare industry recommend that you show you care.

Print, more than digital, can evoke an emotional response. Use special printing and finishing options to convey your unique values and the experience clients can expect. What's more, people love something created just for them. Many assume that a personalized printed piece—even a simple postcard—takes a lot of time and effort to create. In reality, printed personalization is easier than you might think.

### Be the Expert

Because healthcare can be intimidating, consumers want an expert to help guide their choices. Smith + Jones point out that helpful content is needed, especially for elective procedures. Interestingly, surveys have found that printed information is more trusted than online content, and often provides greater comprehension and understanding (*Two Sides, 2018*).

Because of this, brochures, booklets, and folders can share targeted information with patients and clients that they can take home and refer to again and again.

Another way to establish your expertise and keep your name top-of-mind is to use flyers and posters to create wellness guides full of useful advice, or even table tents with quick tips.

Let us help give clients a personal healthcare experience through the power of print!



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