



# Marketing Assistance

## Atrium Helps You Market to New Patients

Atrium Medical Center offers you a number of tools to help you build your practice by marketing to potential patients. When you partner with us, you leverage the strength of the hospital's brand to build your patient base.

Learn more about each of these marketing opportunities in the Marketing Guide section of this binder. Or contact Donna C. Banks, physician relations manager at **(513) 705-4796** for more information.



### 1. HealthGrades® Patient Direct Connect

This online physician referral service helps patients research a physician. Atrium Medical Center has a contract with HealthGrades that is designed to drive highly qualified patients directly to your practice through premium placement on the HealthGrades web site, at no charge to you. Learn more on page 9 of the Marketing Guide.

### 2. CareFinders Physician Referral

CareFinders is the physician referral service for Atrium Medical Center and all of Premier Health Partners. By participating, you are in rotation for referrals, listed on the Atrium web site, eligible to have patients make appointments with your practice, and receive a monthly update outlining who has been referred to you. Learn more on page 9 of the Marketing Guide, or complete the CareFinders Physician Referral Questionnaire beginning on page 29.

### 3. Monthly Physician Newspaper Articles

Atrium has an agreement with the Middletown Journal and Hamilton Journal News to produce regular medical advice columns written by physicians. These articles appear on the papers' advice pages on the last Sunday of each month. They also are featured on Atrium's web and social media sites. To learn how you can participate, see page 14 in the Marketing Guide.

### 4. Physician Video Series

Atrium Medical Center is working with the local not-for-profit television station, TV Middletown, to produce a library of short health and wellness videos. These videos will feature medical staff from Atrium and will be aired on TV Middletown, as well as the Atrium and TV Middletown web and social media sites. Learn how you can participate on page 14 of the Marketing Guide.



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## 5. Atrium Speakers Bureau

Let Atrium help connect you with community groups looking for speakers on health issues. Sign up for the Speakers Bureau to give presentations to area civic, service and social groups, professional organizations, schools, churches and business/industry. You can specify the topics that you'd like to present, as well as the days/times that are best for your schedule. Sign up using the Speakers Bureau Form on page 35 of the Marketing Guide.

## 6. Community Events

Partner with Atrium Medical Center to reach potential patients at community events. Your practice can be part of hospital-sponsored events such as health fairs and screenings. Learn more by contacting Donna C. Banks, physician relations manager, at **(513) 705-4796**.

## 7. Physician-to-Physician Marketing

Atrium offers help building networking plans through its Business Development and Physicians Relations Office. Contact Donna C. Banks, physician relations manager, at **(513) 705-4796** to learn more.