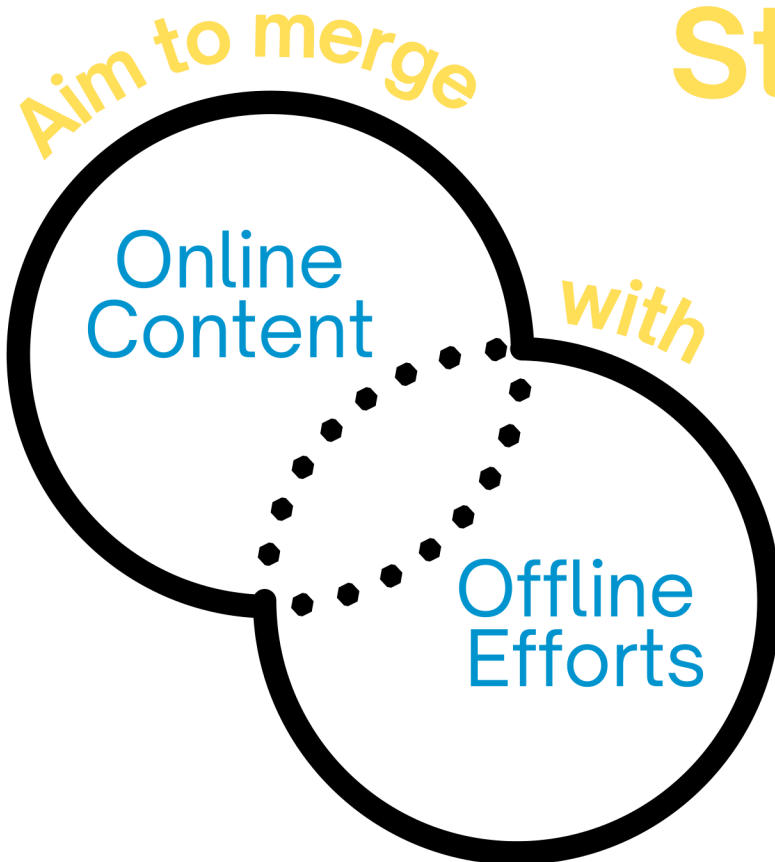


# Integrated Marketing Plans

HEALTHCARE  
EDITION

Style. Tone. Branding.



## Make it make sense:

- consider your audience
- use tools they can navigate
- offer opt-in and opt-out opportunities

The **goal** is to make the comprehensive care experience **consistent**, and to give patients **confidence** in your relationship.