

HEALTHCARE CONSUMERS ARE EXHIBITING
shopping behaviors
IN LINE WITH OTHER SERVICES

**NONPROFIT
PARTNERS**
Marketing for good.



PATIENTS WANT CONVENIENCE
How are you offering it?



PATIENTS WANT FLEXIBILITY
How are you offering it?



PATIENTS LIKE TRANSPARENCY
How are you offering it?

IT IS TIME TO CONSIDER HOW YOU CAN
make meaningful tweaks
TO BETTER ALIGN WITH CONSUMER NEEDS