

Vein Center Marketing Solutions

www.veincentermarketing.com

(912) 898-9958

- **Develop a Thriving Office Vein Center**
- **Create a Premier Image**
- **Optimize Name Recognition**
- **Attract New Patients**
- **Increase Practice Revenue**

Vein Center Marketing Packages

We are able to offer special packages at a fraction of the cost and time it would take to develop this on your own. This would require a graphics designer, website hosting company, a practice development consultant, expensive stock images, a print shop and countless hours. We have put this all together for you and can customize a package to fit your needs and budget.

Starter Program \$2495 (no website)

Practice Brochures We design a customized brochure from existing templates to market your own vein center. Printing of your customized brochures is only included in the standard/comprehensive packages. Don't settle for generic varicose vein brochures that have your practice name stamped on the back. Market your vein center practice to the thousands of patients and families that pass through your waiting room annually. These should also be mailed to referring physicians and targeted patients.

Business Cards We will design a business card template so your *vein center* stands out from other components of your vascular practice. Establish name recognition and create the image of a freestanding office vein center. Printing of the business cards is only included in the standard/comprehensive packages.

Print Ready Ads Choose two print-ready newspaper, billboard, phonebook or magazine ads from our selection of professional templates. We'll customize them and tell you how to get them placed most efficiently to greatly increase your vein center referrals.

Radio Ad Review an actual successful vein center audio file and several written ad options and you'll be a phone call away from reaching thousands of patients daily. We'll provide you with the information on how to select a station in your region with the most targeted audience and very useful information on radio advertising in general.

- Business Plan** We provide a 15-page detailed business and clinical implementation document that offers comprehensive step-by-step instructions for all aspects of setting up, marketing and operating a successful vein center. This invaluable document includes everything from the logistics of scheduling consultations, vascular lab tests, procedures, billing and collections to effective and affordable strategies for marketing to referring physicians and patients.
- Coding Guide** This is perhaps the most important of all our vein center office forms. This is an informative summary of ICD-9 and CPT coding, office vs. hospital reimbursement, and insurance company criteria for coverage and reimbursement of endovenous procedures.
- Customized Poster** Why use other company's posters to market your practice? We'll customize an existing template to create a professional 2' x 3' vein center poster with your practice and doctors' names. This can be used to market your vein center to the thousands of patients and families who pass through your waiting room or that of your supporting colleagues. This is available on a CD so you can print (at almost any local print shop or Kinko's) as many as you need for your waiting and examination rooms, etc.
- Educational Books** We provide you with detailed, illustrated, educational pamphlets for your patients and referring physicians. They provide a great summary of the etiology, diagnosis, treatment options and risks of spider veins, varicose veins and venous insufficiency. Available on CD for you to simply modify.
- PowerPoint Talks** You'll be prepared for Medicine Grand Rounds or the Junior League with separate professional PowerPoint Presentations for both patients and referring physicians. These are available on CD so you can simply modify the talk as you see fit. Grow your practice by holding office seminars and giving Grand Rounds.
- Leg Model Images** Choose up to three professional leg model images from dozens of choices for your marketing campaign. You are free to utilize these images for any of your brochures, ads, posters etc. These images can easily cost \$200 each when purchased online.
- Vein Center Forms** You'll receive over a dozen critical forms for effectively operating your office-based vein center: consent, H&P, operative notes and records, letters to insurance co., medial necessity documentation, gift certificates, etc. These are offered on a CD so you can simply copy and modify them as you see fit.

Standard Program \$5995

- Website Design** Your vein center must have a detailed and professional website to grow and compete in this competitive market. You simply choose from one of several professional templates and we'll modify this to fit your individual practice. You provide the biographical information and images unique to your practice and we'll do the rest to get your website up and running.
- Practice Brochures** We customize 2000 brochures from existing templates to market your own vein center. Don't settle for generic varicose vein brochures that have your practice name stamped on the back. Market your vein center practice to the thousands of patients and families that pass thru your waiting room annually. These should also be mailed to referring physicians and targeted patients.
- Business Cards** We will also deliver 1000 business cards so your *vein center* stands out from other components of your vascular practice. Establish name recognition and create the image of a freestanding office vein center.
- Print Ready Ads** Choose three print-ready newspaper, billboard, and phonebook or magazine ads from our selection of professional templates. We'll customize them and tell you how to get them placed most efficiently to greatly increase your vein center referrals.
- Radio Ad** Review an actual successful vein center audio file and several written ad options and you'll be a phone call away from reaching thousands of patients daily. We'll provide you with the information on how to select a station in your region with the most targeted audience and very useful information on radio advertising in general.
- Technical Support** We are available to assist you with your marketing materials and vein center operations via email and telephone for questions that will arise during implementation. Our goal is customer satisfaction and we want to ensure the success of your vein center.
- Business Plan** We provide a 15-page detailed business and clinical implementation document that offers comprehensive step-by-step instructions for all aspects of setting up, marketing and operating a successful vein center. This invaluable document includes everything from the logistics of scheduling consultations, vascular lab tests, procedures, billing and collections to effective and affordable strategies for marketing to referring physicians and patients.
- Coding Guide** This is perhaps the most important of all our vein center office forms. This is an informative summary of ICD-9 and CPT coding, office vs.

hospital reimbursement, and insurance company criteria for coverage and reimbursement of endovenous procedures.

- Customized Poster** Why use other company's posters to market your practice? We'll customize an existing template to create a professional 2' x 3' vein center poster with your practice and doctors' names. This can be used to market your vein center to the thousands of patients and families who pass through your waiting room or that of your supporting colleagues. This is available on a CD so you can print (at almost any local print shop or Kinko's) as many as you need for your waiting and examination rooms, etc.
- Educational Books** We provide you with detailed, illustrated, educational pamphlets for your patients and referring physicians. They provide a great summary of the etiology, diagnosis, treatment options and risks of spider veins, varicose veins and venous insufficiency. Available on CD for you to simply modify.
- PowerPoint Talks** You'll be prepared for Medicine Grand Rounds or the Junior League with separate professional PowerPoint Presentations for both patients and referring physicians. These are available on CD so you can simply modify the talk as you see fit. Grow your practice by holding office seminars and giving Grand Rounds.
- Leg Model Images** Choose up to four professional leg model images from dozens of choices for your marketing campaign. You are free to utilize these images for any of your brochures, ads, posters etc. These images can easily cost \$200 each when purchased online.
- Vein Center Forms** You'll receive over a dozen critical forms for effectively operating your office-based vein center: consent, H&P, operative notes and records, letters to insurance co., medial necessity documentation, gift certificates, etc. These are offered on a CD so you can simply copy and modify them as you see fit.

Comprehensive Program \$9995

- Website Design** We'll custom design your 8-10 page website to your specifications. This is ideal if you have unique design ideas and want to design your own site. You provide us with the images, layout and text you prefer and we'll do the rest to get your website up and running.
- Practice Brochures** We customize and deliver 5000 brochures from existing templates or from your unique specification to market your own vein center. Don't settle for generic varicose vein brochures that have your practice name stamped on the back. Market your vein center practice to the thousands of patients and families that pass thru your waiting room annually. These should also be mailed to referring physicians and targeted patients.
- Business Cards** We will also deliver 5000 business cards so your vein center stands out from other components of your vascular practice. Establish name recognition and create the image of a freestanding office vein center.
- Print Ready Ads** Create five print-ready newspaper, billboard, phonebook or magazine ads. You can choose from our existing professional templates or design unique ads. We'll tell you how to get them placed most efficiently to greatly increase your vein center referrals.
- Radio Ad** Review an actual successful vein center audio file and several written ad options and you'll be ready to market your practice with one phone call to your most popular radio station.
- Technical Support** We are available to assist you with your marketing materials and vein center operations via email and telephone for questions that will arise during implementation. Our goal is customer satisfaction and we want to ensure the success of your vein center.
- Business Plan** We provide a 15-page detailed business and clinical implementation document that offers comprehensive step-by-step instructions for all aspects of setting up, marketing and operating a successful vein center. This invaluable document includes everything from the logistics of scheduling consultations, vascular lab tests, procedures, billing and collections to effective and affordable strategies for marketing to referring physicians and patients.
- Coding Guide** This is perhaps the most important of all our vein center office forms. This is an informative summary of ICD-9 and CPT coding, office vs. hospital reimbursement, and insurance company criteria for coverage and reimbursement of endovenous procedures.

- Customized Poster** Why use other company's posters to market your practice? We'll customize an existing template to create a professional 2' x 3' vein center poster with your practice and doctors' names. This can be used to market your vein center to the thousands of patients and families who pass through your waiting room or that of your supporting colleagues. This is available on a CD so you can print (at almost any local print shop or Kinko's) as many as you need for your waiting and examination rooms, etc. In addition, we'll have one printed and mailed to your practice.
- Educational Books** We provide you with detailed, illustrated, educational pamphlets for your patients and referring physicians. They provide a great summary of the etiology, diagnosis, treatment options and risks of spider veins, varicose veins and venous insufficiency. Available on CD for you to simply modify.
- PowerPoint Talks** You'll be prepared for Medicine Grand Rounds or the Junior League with separate professional PowerPoint Presentations for both patients and referring physicians. These are available on CD so you can simply modify the talk as you see fit. Grow your practice by holding office seminars and giving Grand Rounds.
- Leg Model Images** Choose up to five professional leg model images from dozens of choices for your marketing campaign. You are free to utilize these images for any of your brochures, ads, posters etc. These images can easily cost \$200 each when purchased online.
- Vein Center Forms** You'll receive over a dozen critical forms for effectively operating your office-based vein center: consent, H&P, operative notes and records, letters to insurance co., medial necessity documentation, gift certificates, etc. These are offered on a CD so you can simply copy and modify them as you see fit.

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Summary of Marketing/Practice Development Programs

	<u>Starter Program</u>	<u>Standard Program</u>	<u>Comprehensive Program</u>
Website Design	none	template design	complete customization
Practice Brochures	template	2000 template	5000 custom
Business Cards	template	1000 template	1000 custom
Print Ready Ads	2 (template)	3 (template)	5 (custom)
Radio Ads	samples	samples	custom
Customized Poster	template	template	custom/printed
Leg Model Images	3	4	5
Technical Support	no	phone/e-mail	phone/e-mail
Business Plan	yes	yes	yes
Coding Guide	yes	yes	yes
Vein Center Forms	yes	yes	yes
Education Program	CD	CD	CD
Price	\$2495	\$5995	\$9995

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A La Carte Pricing Sheet

Leg Model Images

1 for \$ 75
3 for \$ 200

Choose from dozens of choices of Professional leg model images for your marketing campaign. You are free to utilize these images for any of your brochures, ads, posters etc. They are high resolution (approx. 300 dpi). These images can easily cost \$200 each when purchased online.

Education Program

\$250

This informative booklet includes PowerPoint Presentations directed to both patients and referring physicians. This also includes Patient Education Booklets on the etiology, diagnosis, treatment options and complications associated with varicose vein treatments. These are available on CD so you can simply modify them as you see fit. Grow your practice by holding office seminars and giving Grand Rounds.

Vein Center Forms

\$ 250

You'll receive over a dozen critical forms for effectively operating your office-based vein center: consent, H&P, operative notes and records, letters to insurance co., medial necessity documentation, CPT and ICD-9 coding, gift certificates, etc. These are offered on a CD so you can simply copy and modify them as you see fit.

Education Program + Vein Center Forms

Buy both CDs for a reduced price of \$ 450

Customized Poster

\$ 250 on CD
\$ 375 printed,
delivered

Why use other company's posters to market your practice? We'll customize an existing template to create a professional 2' x 3' vein center poster with your practice and doctors' names. This can be used to market your vein center to the thousands of patients and families who pass through your waiting room yearly. This is available on a CD so you can print (any local print shop or Kinko's) as many as you need for your waiting and examination rooms.

Customized Print Ready Ads

1 for \$ 200 on CD
2 for \$ 350 on CD

Create print-ready newspaper, billboard, phonebook or magazine ads. You can choose from our existing professional templates or design unique ads. We'll tell you how to get them placed most efficiently to greatly increase your vein center referrals

Website Design

\$ 2495

Template Design

Your vein center must have a detailed and professional website to grow and compete in this competitive market. You simply choose from one of several professional **10-page templates** and we'll modify this to fit your individual practice. You provide the biographical information and images unique to your practice and we'll do the rest to get your website up and running.

\$ 3995

Custom Design

We'll custom design your 8-10 page website to your specifications. This is ideal if you have unique design ideas and want to design your own site. You provide us with the images, layout and text you prefer and we'll do the rest to get your website up and running.

Logo Design

\$ 500

Let our graphic designers create an optimal logo for your practice and you will substantially increase your practice name recognition.

Practice Brochures & Business Cards

\$ 1995

We customize and print brochures and matching business cards from existing **templates** to market your vein center. Don't settle for generic varicose vein brochures that have your practice name stamped on the back. Market your vein center practice to the thousands of patients and families that pass thru your waiting room annually. You provide your practice logo, address, telephone numbers, web address, physician names and 1 image unique to your practice. The trifold brochures would be printed on 8 ½ x 11, 100 lb. glossy paper. You would receive 2000 brochures and 1000 matching business cards. Shipping is not included and usually is approximately \$ 50.00.

Onsite Practice Development

Trust our Practice Consultant with major restructuring of your practice when necessary. Rick Buchsbaum, CPA, MBA specializes in developing vein centers and access centers and has set up dozens of medical and surgical practices. **Call for pricing.**

Search Engine Optimization

Improve the ranking of your site with professional site optimization from a national hosting company. **Call for pricing.**