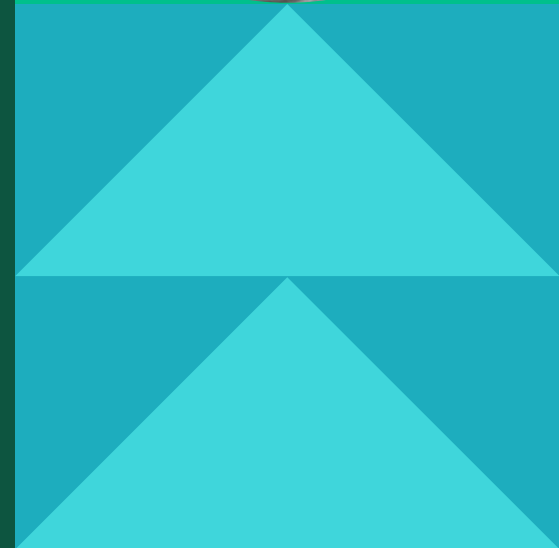# The Post-Acute Problem Solvers

healthcraft
creative solutions

Dynamic post-acute focused marketing and analytics designed to:

- **Communicate value**
- **Facilitate action**
- **Drive results**

How we can help

Brand Positioning

Value proposition

Key messaging

Logo/imagery

Traditional & Digital Marketing

Social media

Website enhancement

Campaign development

Market Analytics

Opportunity assessment

Competitive analysis

Healthcraft Storyteller

Brand Positioning

Whether you have an established brand or are just getting started, we can develop strategies and resources to help you achieve sustainable success.

Development or Refinement:

- Key messaging
- Value proposition
- Mission and vision
- SWOT analysis
- Customer profiles

Essential Asset Creation:

- Logo/imagery
- Brand guidelines
- Compliance monitoring

Traditional & Digital Marketing

Determining the best way to leverage your brand and market data can be daunting. We'll create a road map for success along with the assets to achieve it.

Campaign Development

Outcomes-Driven Collateral

Community Outreach

- Support for direct to consumer sales

Digital Footprint Management

- In-depth opportunity audit
- Website enhancement
- Reputation support

Social Media Management

- Monthly content, graphics and posting
- Daily monitoring
- Ad placement
- Platform identification and expansion
- Platform-specific training
- Monthly analytics report and strategy sessions

Market Analytics

With *Market Mover*®, our proprietary analytics program, we can help craft a strategy that connects you to the wants and needs of the local community.

Opportunity Assessment

- Market overview
- Referral patterns
- Provider patient breakdown
- *Healthcraft Storyteller*

Guided recommendations

- Comprehensive consultative report
- One-on-one strategy sessions

Collaborative sales planning

- Targeted plan development to address market needs
- KPI creation and tracking
- Community/physical plant assessment

Customer Relationship Management (CRM)

- Customized dashboards and management tools
- Census and occupancy impact analysis
- Fully manage or consult