

# Carillion Specialty Practice Marketing Packages

Growing Successful Practices

Updated 4/12/12

Practice Marketing Packages Monthly Professional Fee	Min Term	A \$3,795	B \$2,795	C \$1,995	D \$995	E \$695
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<b>New Patient Lead Generation: Guaranteed</b>	4 mo.	7	5	3	1	0
Fee discount for annual term	12 mo.	12.0%	10.0%	8.0%	5.0%	0.0%

SEO: Search Engine Optimization						
Keyword optimization: Maintain	Words	30	20	15	10	NA
Blogging: Keyword rich posts	Posts	4	3	2	NA	NA
Sales promotion updates		4	3	1	NA	NA

Email Marketing: Campaign Development						
Eblast dbase maintenance and analysis	4 mo.	2	1	0	NA	NA
Design and copywriting		√	√	√	NA	NA
Upload and monitor: Evaluate offers/results		√	√	NA	NA	NA
Collect and enter patient email addresses	Up To	70	40	20	NA	NA

Social Media						
Social Media Monitoring: FB, Twitter, Yelp	Response	√	√	√	NA	NA
Social Media Marketing? FB Campaigns		√	√	NA	NA	NA

Patient Satisfaction						
Design, deploy satisfaction survey	Web/Print	√	√	√	NA	NA
Liaison with staff to survey all patients	Weekly	√	√	NA	NA	NA
Survey Collection management	Daily	√	√	NA	NA	NA
Reports: Analytics	Monthly	√	√	NA	NA	NA
Patient testimonial management		√	NA	NA	NA	NA
Create testimonial archive		√	NA	NA	NA	NA
Collect video / audio testimonials		√	NA	NA	NA	NA
Patient advocacy: Response management		√	NA	NA	NA	NA

Current Patient Marketing						
Campaign to existing patients	Email	3	2	1	NA	NA
Personal Link Development: Birthdays	Print	√	√	NA	NA	NA

Marketing						
Annual marketing strategy-planning	Days	3	2	1	NA	NA
Inegrated media plan		1	0.5	NA	NA	NA
Print ads / traditional media management		0.5	NA	NA	NA	NA
Sales promotion marketing		1	NA	NA	NA	NA

PR Media Communications						
PR News Releases		2	1	NA	NA	NA
Media Interview management		√	√	NA	NA	NA
Crisis media communicaitons		√	NA	NA	NA	NA

Production Services						
Web media production		√	√	√	√	√
Print media production		√	√	√	√	√
Broadcast production		√	√	√	√	NA
Sales promotion marketing		√	√	√	√	NA
Environmental graphics		√	√	√	√	NA

Field Liaison Professional Services						
Manhattan Sales Calls	Days	3	2	1	NA	NA
Burroughs Sales Calls		1	0.5	NA	NA	NA
Outside of Burroughs		0.5	NA	NA	NA	NA
Case managers		1	NA	NA	NA	NA

Event & Consumer Marketing						
Screenings	Days	1	0.5	NA	NA	NA
Events		1	NA	NA	NA	NA
Hospital / Community Events		0.5	NA	NA	NA	NA

\* Terms: Invoices due payable by the 15th of every month.  
 \* Guaranteed Results: If Carillion fails to deliver the minimum patient leads in any given term, then they will extend patient development efforts at no charge until they have met the minimum number of patient leads promised.  
 \* All production and media costs are estimated in advance and billed separate from the professional fee.