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Marketing Best Practices
Tips, Tricks, and How-to’s from your Marketing team

Seasonal Promotions Calendar
These are the seasonal messages we normally focus on throughout the year:
January – Flu Shots/Flu, Winter Visitors, Tourists, College Back to School, Medical discount programs
February – Flu, Winter Visitors, Spring Physicals
March – Flu, Winter Visitors, Spring Physicals, Injury treatment, Spring Allergies, Tourists/Spring Training, College Mid-Terms & Spring Break
April – Sports Physicals, Camp Physicals
May – Sports Physicals, Camp Physicals, Summer Injuries
June – Sports Physicals, Camp Physicals, Summer Injuries & Safety, Back to School
July – Sports Physicals, Camp Physicals, Summer Injuries & Safety, Back to School
August – Sports Physicals, Back to School, Colleges Start
September – Sports Physicals, Flu Shots/Flu, Health/Benefits Fairs, Fall allergies
October – Flu Shots/Flu, Benefits Fairs, ER Diversion
November – Flu Shots/Flu, Winter Visitors, PCP Partnerships, Tourists, Holiday travel
December – Flu Shots/Flu, Winter Visitors, PCP Partnerships, Tourists, College Finals, Holiday travel
Year-Round: Occ. Med., Online check-in, General Urgent Care, Extended Services

Targeted Audiences
Women and families (especially ages 18-49) with Children (Infants to Teens)
Residents living and/or working in close proximity to our clinics
Employers, Employees, Business Professionals, Chambers, Retail
Medical Community – PCP’s, ER’s, Retail Clinics, Pharmacies, Specialists
Schools – Nurses, Athletic Directors, Principals, Students/Athletes
College and High School Students
Daycares – Staff, Kids, Families
Seniors/Active Adults

Determining Effective Opportunities
-Who is the target audience for this event / sponsorship, and is it in line with our targeted audiences?
-What is the circulation or reach?
-What is the cost in relation to the reach?
-What message is being promoted and which media type is most fitting?

Collateral / Promo Items

Collateral
Where to order collateral: www.nextcareonlineprinting.com
What is available: Rack cards, Magnets, Advantage / ValueCare Brochures, Laminated Posters, Bags and MORE

<table>
<thead>
<tr>
<th>Item</th>
<th>Price/item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magnet (4x4)</td>
<td>$0.15</td>
</tr>
<tr>
<td>Rack Cards (All - 2 Sided)</td>
<td>$0.14</td>
</tr>
<tr>
<td>Plastic Bag</td>
<td>$0.22</td>
</tr>
<tr>
<td>Coloring Bookmark</td>
<td>$0.05</td>
</tr>
<tr>
<td>Blood Pressure Card</td>
<td>$0.06</td>
</tr>
<tr>
<td>Logo Sticker (Price Per Sticker)</td>
<td>$0.10</td>
</tr>
<tr>
<td>Half Sheet Calendar (School &amp; Calendar year)</td>
<td>$1.10</td>
</tr>
<tr>
<td>11x17 Laminates (ER vs. UC / School Nurse)</td>
<td>$2.50</td>
</tr>
</tbody>
</table>
Promo Items

Who can help me get promos for an event: Area Operations Manager or Kassandra both have access to Towsleys website and are able to order supplies

How do I get them: When you register for an event your AOM or Kassandra will be able to help coordinate all of the materials needed for the event - Please try to allow at least one month notice if you want to attend an event; between check requests, ordering promo items, and gathering the collateral it takes time to plan each event

What items do we have available: Bandage Dispensers, Pens, Color Changing Pencils, Cyber Wipes, Lip Balm, Koozies, Chip Clips, Cups, Hand Sanitizer, and Tote Bags

Why do we use promo items: Promo items are a great way to draw people’s attention and get our information into potential new patients’ hands for NextCare brand awareness

<table>
<thead>
<tr>
<th>Item</th>
<th>Price/box</th>
<th>Qty/box</th>
<th>Price/item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click pen (new style)</td>
<td>$70.00</td>
<td>250</td>
<td>$0.28</td>
</tr>
<tr>
<td>Color changing pencils</td>
<td>$32.00</td>
<td>100</td>
<td>$0.32</td>
</tr>
<tr>
<td>Bandage dispenser</td>
<td>$147.50</td>
<td>250</td>
<td>$0.59</td>
</tr>
<tr>
<td>Cyber wipes</td>
<td>$65.00</td>
<td>100</td>
<td>$0.65</td>
</tr>
<tr>
<td>Lip balm</td>
<td>$67.00</td>
<td>100</td>
<td>$0.67</td>
</tr>
<tr>
<td>Koozie</td>
<td>$67.00</td>
<td>100</td>
<td>$0.67</td>
</tr>
<tr>
<td>Magnetic chip clip</td>
<td>$175.00</td>
<td>250</td>
<td>$0.70</td>
</tr>
<tr>
<td>Color changing cups</td>
<td>$78.00</td>
<td>100</td>
<td>$0.78</td>
</tr>
<tr>
<td>Hand sanitizer</td>
<td>$94.00</td>
<td>100</td>
<td>$0.94</td>
</tr>
<tr>
<td>Grocery tote bag</td>
<td>$70.00</td>
<td>50</td>
<td>$1.40</td>
</tr>
<tr>
<td>Sunscreen stick</td>
<td>$180.00</td>
<td>100</td>
<td>$1.80</td>
</tr>
<tr>
<td>Reusable ice pack</td>
<td>$199.00</td>
<td>100</td>
<td>$1.99</td>
</tr>
</tbody>
</table>

How much Collateral / Promo Items do I order for Events:

What is the number of expected attendees? The key to ordering the right amount of supplies for each event is being aware of the expected attendance (vendors should be able to provide this information). Keep in mind actual attendance and/or attendees we are able to reach is usually lower than the total amount expected.

Rack Cards & Magnets are great items to place in the hand of attendees along with 1 promo item. Timeframe of when the events take place and demographics of the expected attendees should all be considered when choosing appropriate rack cards and promo items.

Rack Cards
Ex: Expected Attendance #500 (order #100-200 rack cards #100-200 magnets)
Ex: Expected Attendance #5,000 (order #750 rack cards #500 magnets)
Event: October – Flu Vouchers / July – Sports Physical Rack Cards

Promo Items
Ex: Expected Attendance #1,500 (order #250 Bandage Dispensers #250 Chip Clips #500 Pens)
Ex: Expected Attendance #200 (order #250 Pens #100 Lip Balm)
Event: School Health Fair – Bandage Dispensers/Pencils
Event: Employee Health Fair – Pens/Cyber Wipes

*These are just examples each event is unique and may require more or less.
*The spinning wheel is extremely popular to use at events especially if the expected attendance is over #500.
*Please ask Kassandra if you have any questions when placing orders.

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Frequently Asked Questions about Promo Items:
Can we hand out items to patients in the clinic? Promo items are fun and everyone usually loves a free goodie; however, it’s best to use them to try and direct new patients into our clinics vs. giving them to patients ALREADY in our clinics who are likely to use NextCare without receiving a promo. The cost of giving promos away to existing patients in our clinics would be extraordinarily high. Existing patients are most likely to tell friends about the extremely high quality and compassionate care they received at NextCare as it is, which is the best marketing we could ask for (by word of mouth).

How does NextCare decide what to give away? We think a good promo item has these characteristics:
-It has a long shelf life, is actually useful and serves a purpose
-Can be used by multiple targeted demographics (kids, seniors, teachers, coaches, business professionals, etc.)
-It is cost-effective (preferably at or below $1)
-It is in line with the NextCare brand

Events
Researching Events
-City website event calendars
-Ask around: business contacts, other vendors at events, people in the community.
-Ask Kassandra: we may have participated before or are already scheduled to attend!

Types of Events to Look Out For
-Community Health Fair or Expo: these are usually in the morning or early afternoon, and people go with the intent of learning more about their health options.
-Community/Family/Sporting Events: you can search Town websites, news websites, etc.
- If the event has over 2,000 people, we may be interested in providing a First Aid sponsorship for the event.
- Little League Teams: Opening game days or registration days + Sponsorship opportunities (First Aid Kits with our info, our banner at the games, etc.)
- Community Agency hosted events: I.e. YMCA, Boys and Girls Club, non-profits
- Universities and Community Colleges
- Hispanic Events: these are often hosted by radio stations or Hispanic organizations
- RV Park/ Senior Centers: Winter Visitors who do not have a PCP are a large part of the population at these - Applicable months are typically November- March
- Schools & Daycares- More and more schools are offering health fairs. We can also partner with daycares through presentations or providing info to parents about our services.

Deciding on if/ how to participate in an Event
Ask event coordinator for:
- # of people attending
- Location of event: make sure it’s within 5-7 miles of a clinic (or we are seeing patients from that area)
- What’s included in the cost (we may be able to negotiate)
  - Booth? Goodie bag inclusions of promo items?
  - On-site banners or preliminary print promotions?
  > Where will the vendor booth be in relation to main attractions? (If event attendees are not forced to somehow walk by your booth, they usually avoid vendors as they are wrapped up in activities.)
  > Where is the food? It’s good to be by food =)
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Graphic Design

Graphic Design-Related Items
NextCare’s graphic designer is responsible for visually communicating the company’s messages and brand to various audiences using images, words, and ideas.

Some of the items the graphic designer creates include billboards, magazine and newsletter ads, online banner ads, clinic signage, brochures, flyers, business cards, event displays, banners, and more.

Making a Graphic Design Request – Specifications to Include
Providing the following information up front when submitting a graphic design request will streamline the process, make the piece more effective and save on company resources:
- Mechanical Specifications:
  > File type required for submission? (pdf, png, jpg, eps, psd, tiff, gif)
  > Resolution requirements (72 dpi, 180dpi, etc. – 300dpi resolution is best for print materials)
  > Requested Size? (i.e. 8.5x11 or 1/4 page ad at 4.75” x 5.25” or 2-sided half page flyer, etc.)
  > Orientation? (horizontal, vertical)
  > Color Specifications? (4-color, 2-color, Black & White, etc.)
- Targeted Audience? (Moms, Families, Professionals, Kids, Physicians, Clinic Patients, College Students, Seniors, Other)
- How the Piece Will be Used or Distributed? (Sign, Flyer, Event Collateral, Clinic Distribution, Other)
- Specific Images To Be Used? (i.e. school-related image, family, kids, etc.)
- Offer or Primary Message? ($25 sports physicals, WAHOO, Occupational Medicine, flu shots, etc.)
- Specific Copy (or verbiage) To Be Included?
- Deadline or When Piece is Needed?
- Contact Info for Where to Send Final Piece?

Graphic Design Applications Currently Used
Adobe: Illustrator, Photoshop, inDesign
Microsoft Office Macintosh Version
Adobe Web-based Applications: Flash, Dreamweaver, Fireworks, Video Premiere and Aftereffects

Sales Calls, Sources, & Best Practices

Sales Goals and Expectations
• Four to five hours of sales calls a week:
  Scheduled meetings, Drop-in meetings, Phone calls, E-mails, Events
• Weekly areas of focus:
  - Unless otherwise directed by AOM, managers should focus on accounts most likely to drive immediate business to their clinic and/or accounts in industries seasonally relevant to the business (e.g., schools in the Fall, RV parks during snowbird season, PCPs before and during cold and flu season)
Types of Sales Calls
• Referrals:
  PCPs, Pharmacies, Schools, Hotels, Retailers, Apartments, Chambers of Commerce
• Advantage and ValueCare:
  Retailers, Schools, Chambers of Commerce
• Occupational Medicine:
  Businesses, Associations

Lead Sources
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- Referral Tracker
- Other prospective leads identified by AOM or Manager

**Best Practices – Successful Sales Calling**

- **Introduction**
  - Introduce yourself, NextCare (or other brand) and why you are visiting the prospective account
  - Ask to speak to the manager of the business; get their name and title
  - Ask them if they are familiar with NextCare and our services
  - Thank them for their referrals/business if they are already a customer of NextCare

- **Needs Assessment**
  - Depending on the purpose of the call, determine how NextCare might be able to help their organization/company by asking questions; for example:
    > At a PCP office, ask whether they ever have full schedules and can’t schedule a same-day visits for sick patients
    > At a school, ask the nurse whether they ever have sick students who don’t have PCPs and need to see a provider immediately
    > At a business (for occ med), ask how they handle on-the-job injuries, whether they currently work with an occ med provider:
      - Are they happy with the service they receive?
      - Are the wait times acceptable?
      - Does the provider offer all of the services they require?

- **Value Proposition**
  - Once you’ve established the need, provide them with the NextCare value proposition:
    > PCP Office: “We are often fully booked, but I am concerned about referring to another provider and losing my patient”
      - NextCare can fax patient’s records to the PCP
    > School: “Our kids don’t have a PCP can’t afford health insurance.” – sports physical coupons, Advantage and ValueCare, flu shot coupons
    > Hotel: “We occasionally have a sick or injured patient and are always looking for ways to make their stays more comfortable at times like these.” -- WAHOO
    > Retailer: “Most of my employees don’t have health insurance, so they aren’t likely to go see a doctor unless they are really sick or hurt.” -- Advantage or ValueCare, WAHOO
    > Pharmacy: “We refer to a number of urgent care providers” – NextCare pharmacy referral lists.
    > Occupational Medicine: “Concentra only has one clinic with late-night hours.” Hours of operation.

- **Review of materials**
  - Review the marketing collateral materials with the prospect and cover any other NextCare benefits not already discussed

- **Close**
  - Thank the prospect for their time and remind them again how NextCare can help them.
  - If appropriate, schedule a follow-up visit.
  - Follow-up – Keeping NextCare top of mind
    - For all prospects that become active accounts, follow-up visits should be scheduled quarterly, at minimum, to thank them for their business and remind them of our services.
    - For established accounts and accounts you are trying to win, consider taking them goody bags, delivering breakfast or lunch for the staff as follow-ups and other types of “thank-yous” for the business.
    - For established accounts, follow-ups should be used to build a relationship between you and the client and provide a go-to source for the client when they have questions or problems
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Social Media

We want our social media pages to serve as a major outlet for marketing our services, accomplishments, initiatives and our worth to the communities in which we operate. Please use your best judgment when taking photos. We do not want submission of private activities.

We also want our social media pages to serve as a place where our followers can interact with our company and spread the word about our services, accomplishments and initiatives to their families and friends.

Again, we encourage team members to contribute social media content as often as possible.

Interesting Social Media Topics

- Information about upcoming events where NextCare or other brands will have a significant presence
- Clinic Grand Openings
- Health tips from providers
- Employee recognition (awards)
- Community accomplishments
  - Clinic wins “Best of” award from local newspaper
  - Clinic receives trophy or plaque for supporting community event/charity

What to Submit for Social Media:

- Photos taken by a digital camera or high-quality mobile phone
- Please feature company staff in your photos
  - Photos featuring our team talking to event attendees will be more interesting to our social media
- Date of event
- Location of event (Name of venue, city, state)
- Nearest clinic(s)
- Reason(s) for our participation in the event

Please CC your Area Operations Manager on all of your social media submissions so he/she is aware.

Email Marketing

Email marketing presents more opportunities for our business and drives a better return on investment. With email marketing, our business can create deeper relationships with a wider audience at a fraction of the cost of traditional media.

When deciding whether or not to request an email blasts please consider:

- **Why are we sending this email?** Is this content something our audience really wants? Or is it only important to send out an email. The more our communication goals align with what our community wants the better our engagement will be.
- **What’s in it for them?** Is the content timely and important to our subscribers? If so, we will get higher open and click through rates.
- **Have we sent an email blast in the past 30 days?** Overloading our audience with email blasts will result in high unsubscribe rates and fewer engagements.
Do we have a compelling subject line? The subject line is one of the most important parts of any email. Our subject line needs to be something subscribers won’t just ignore or delete.

Making an Email Blast Request – Specifications to Include:
- What is the name and email for the contact person to receive test emails and if questions should arise?
- Is this email for a scheduled event?
- If for an event, what is the event
- When is the event
- What is your target date or range to have this email blast sent? (Please allow 5 business days to schedule)
- What clinic(s) would you like this email to go to?
- What subject line would you like for your email?
- Are there any links or attachments you want to include in the email?
- Is there any imagery you like included in the email blast?
- Include the text that you would like to comprise the body of the email.