

INTEGRATED MARKETING COMMUNICATIONS

This truly is the age of “self-managed marketing.” Today’s healthcare consumers are more technologically savvy than ever before. They want the information they seek to be delivered quickly and in a way that facilitates their encounters with the healthcare system. They are looking for customization and personalization of information to fit their specific needs. Choice of media is paramount, whether it’s in the form of blogs, podcasts, online videos, e-mail, or other formats. Progressive healthcare systems are incorporating new media into their traditional marketing arsenal to capture consumers as they search for answers to their specific healthcare problems.

PBHBS assists clients with marketing communications strategies that make the best of both traditional and new media. We assure that marketing communications are always on strategy. We also act as your agent and negotiate for you with a variety of vendors to achieve smart and cost-effective communications. We will assure that the marketing campaign is appropriately executed and that you get the best value for your production and your media buys.

***TO LEARN MORE, CALL PATRICK T. BUCKLEY, MPA AT (262) 408-5549, OR EMAIL
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