

HEALTH MARKETING



MAP Marketing has regional and national expertise and experience in marketing health services including branding, positioning, market research, strategic market planning, market audits, stakeholder promotions and market evaluation

Services

- Market assessment of all key services & products
- Marketing fitness assessment
- Market research
- Strategic marketing planning
- Communication strategies & initiatives
- Trade function planning
- Advertising campaigns

Benefits

- Extensive experience in designing positioning statements
- Expertise in designing market strategies & plans
- Expertise in planning, designing & implementing advertising campaigns
- Proven track record in health services market research
- National and regional experience market project management
- Extensive expertise installing marketing systems

Maria Charlton B Com MBA FAMI CPM

- Experienced in international, national & regional research projects
- Holds a Bachelor of Commerce
- Has a Masters in Business Administration
- Holds user licence for Porter's Marketing Analysis
- Holds user licence for Organisational Fitness Assessment
- Expertise in installing marketing systems & processes

Research & Auditing Projects

- Feasibility of QA Systems for GP's
- Community Market Research for Lingard Hospital
- NIB Health Fund Internal Communications
- Doctor Research of a Lithotripter
- Doctor, Patient and Staff Research for Greenacre Private Hospital
- Doctor, Patient and Staff Research for Illawarra Private Hospital
- Doctor, Patient Research for a New Hospital for Erina
- Doctor, Patient and Staff Research for Rehabilitation Hospital for North Ryde
- Doctor, Patient and Occupancy Assessment of a Rehabilitation Hospital for Berkeley Vale
- Management and Marketing Assessment of Intracare Retirement Services
- Market Assessment of Rehabilitation Services for the Hunter
- Market Assessment of a New Retirement Complex for Bathurst

- Market Auditing Research of the Quality of Private Hospitals
- Hunter Area Health Research
- Greenoaks Private Hospital Marketing Audit

Advertising & Communications

- Cessnock Health Information
- Lingard Private Hospital
- Sunnybank Private Hospital
- Ipswich Private Hospital
- Hunter Rehabilitation Services
- Greenacre Private Hospital
- Illawarra Private Hospital
- Berkeley Vale Private Hospital
- Illawarra Private Hospital
- Sunnybank Private Hospital
- Ipswich Private Hospital
- Greenacre Private Hospital
- Lingard Hospital
- Greenoaks Private Hospital
- Illawarra Public Hospital