

Marketing for health

Marketing for Health

- Healthcare services
- Market assessment of all key services and products
- Marketing fitness assessment of your company and division
- Market research
- Strategic marketing planning
- Advertising and promotional activities
- Trade function planning
- Planning for raising sponsorship
- Advertising campaigns

Our Company Benefits

- Expertise in designing strategies and promoting health facilities
- Expertise in generating advertising strategies
- A unique blend of planning and research skills
- Expertise and experience in marketing health providers
- An objective, fresh, pragmatic approach
- National and regional experience in health projects
- Demonstrated expertise in designing market research methodology
- Computerised systems for database design and data analysis
- Extensive experience in designing and positioning statements
- Proven track record in a variety of healthcare marketing initiatives
- Hunter and national expertise in marketing healthcare products

Managing Director

Maria Charlton B Com MBA FAMI CPM

- Proven track record in healthcare marketing
- Regional and national experience in healthcare marketing
- Experienced in international, national and 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

Regional Research Projects

- Community Market Research for Lingard Hospital
- NIB Health Fund
- Doctor Research of a Lithotripter for the Hunter
- 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 a 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
- Focus groups for services to seniors

Communications and Advertising

- Hunter Area Health Research
- Cessnock Health Information
- Lingard Private Hospital
- Alpha Health
- Sunnybank Private Hospital
- Ipswich Private Hospital
- Hunter Rehabilitation Services
- Intracare Retirement Services
- Greenacre Private Hospital
- Illawarra Private Hospital
- Berkeley Vale Private Hospital
- Greenoaks Private Hospital

Marketing Audits

- Illawarra Private Hospital
- Sunnybank Private Hospital
- Ipswich Private Hospital
- Greenacre Private Hospital
- Lingard Hospital
- Greenoaks Private Hospital
- Illawarra Public Hospital

