



Advertising

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EVR Healthcare Marketing

DELIVERING
SUCCESSFUL
OUTCOMES

A large, stylized 'EVR' logo in a light blue color, centered within a large, multi-layered circular graphic that resembles a globe or a series of concentric rings.

Healthcare Marketing is Changing. Are You?

EVR answers the call of a healthcare marketplace that demands an agency to be truly full service and fully accountable.

We're an integrated marketing agency in Manchester, NH with a particular flair for healthcare marketing. We have a deep grasp of the marketplace in New Hampshire and how to position our clients to stand out in the marketplace.

What does it mean to be full service in today's healthcare climate?

We partner with clients from initial concept to final measurement. We create and implement comprehensive campaigns and provide clients with the skill sets and bandwidth they need. We understand what makes brands admired and coveted in the healthcare market, and have a deep roster of strategists and experts in planning, creative, digital and content to make that happen.

Our execution is thorough. We don't just create campaigns that are clever, powerful and digitally sophisticated, we fully understand the channels to deliver the message and have the industry savvy and know-how to create a vibrant and effective market presence.

The marketplace is changing. Healthcare reform, shifting demographics, competitive alliances, quality measures, physician practice marketing, value-based pricing and transparency have created new challenges for marketers. You need a partner that grasps these changes and has the ability to craft strategies to meet them while staying true to your mission.

Good healthcare marketing starts with an expert agency that knows how to help you create and share your message. We make sure you are heard.

Let's talk.

“EVR has helped us develop a brand that truly reflects our core values and desired positioning in the marketplace. They are thorough in their research, thoughtful in their strategy and skillful in campaign planning and measurement. Their creative work captures the true brand essence of our hospital and cuts through the clutter. I consider EVR to be one of CMC's most valued partners.”

Alex Walker

Executive Vice President
Operations and Strategy Development
Catholic Medical Center, Manchester, NH

Located in the
historic millyard district
of Manchester, NH



“ EVR’s campaign strategy to promote our affiliation with the Mayo Clinic Care Network has been extremely well planned and engages our market through a variety of channels. They have displayed an advanced command of new digital online strategies to complement their established pedigree in design and traditional advertising. ”

Melissa Sears

*Vice President of Strategic Planning and Marketing
Sparrow Health System, East Lansing, MI*

EVR Services

Relationships are everything. That’s what makes our approach to healthcare marketing so successful.

We have a staff that is deep, talented and accessible, ensuring all your needs are met. You need an agency you can trust to deliver the services you want, but it’s more than that. You need a partner you can count on and enjoy. We get that.

- Market Research
- Brand Strategy / Corporate Positioning
- Marketing Communications / Campaign Planning
- Advertising (Broadcast, Outdoor, Print, Digital)
- Creative Concepts / Graphic Design
- Television, Video / Radio Production
- Brand Identity
- Copywriting
- Web Design / Development
- Social Media
- PPC / SEO / Digital Marketing
- Public Relations
- Media Buying / Management
- Account Management

DARTMOUTH-HITCHCOCK MEDICAL CENTER

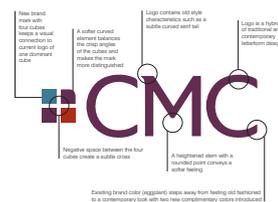
EVR led a comprehensive brand strategy project for Dartmouth-Hitchcock Medical Center including review and revitalization of brand architecture, values, competitive positioning, logo re-design and tactical plans.

CATHOLIC MEDICAL CENTER

EVR created a new brand identity for CMC and launched a series of ongoing marketing campaigns to promote the master brand, the New England Heart and Vascular Institute, Urgent Care, Primary Care and a variety of other service lines.



At the heart of health, numbers count.



1st First in New England to use state-of-the-art cardiovascular technologies including the WATCHMAN™ LAAO Device

When you want the best in heart and vascular care, choose a center with extensive experience in leading edge procedures and outstanding patient care. Our numbers tell the story. We treat thousands of patients each year with compassionate care and recognized expertise. **Excellence you can count on.**

CMC New England Heart & Vascular Institute
CATHOLIC MEDICAL CENTER
866.879.0619 CountOnCMC.org
MANCHESTER BERLIN COLEBROOK DERRY LANCASTER NASHUA PETERBOROUGH PUNDMOUTH WOLFEBORO

1

Ortho Campaign: "From Injury to Gold"

A notable highlight of resulting marketing communications was the launch of a high profile campaign for Orthopaedics and Sports Medicine featuring 2010 Olympic gold medal freestyle skier Hannah Kearney. Kearney, who grew up in the Upper Valley, had successful knee surgery and rehab at DHMC before those Olympics. EVR created a campaign that included television, billboard, national print ads, transit, digital initiatives and live appearances.

2

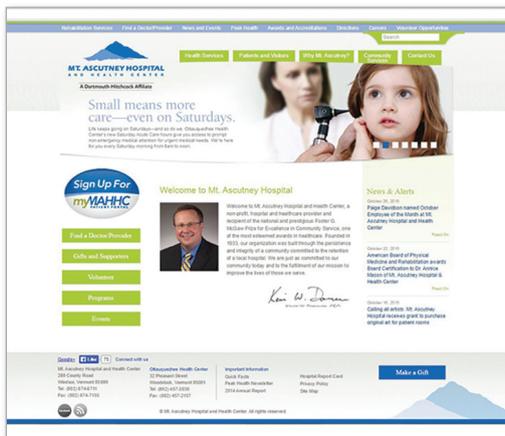
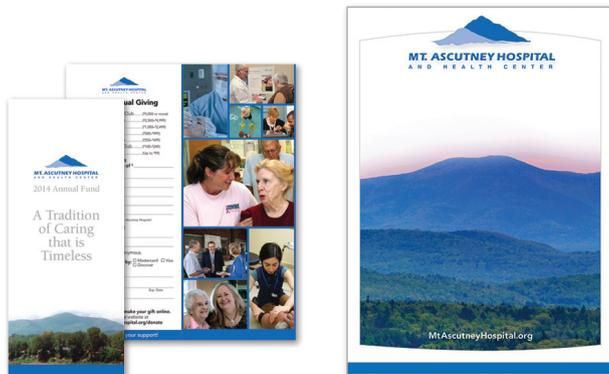
Brand Development: "Heart"

The "Heart" concept speaks to CMC's core values and provides a clear and consistent direction for campaign communications. It embodies the CMC legacy brand attributes of caring and compassion and supports more aspirational attributes such as surgical excellence, quality of care and innovation. Ideally suited to the CMC brand, it offers three creative messaging angles: essential, emotive and cardiac care.



MT. ASCUTNEY HOSPITAL

EVR was tasked with helping Mt. Ascutney build a strong, well-defined brand that differentiated it in the mindset of the marketplace and created a platform for increased awareness and brand equity.



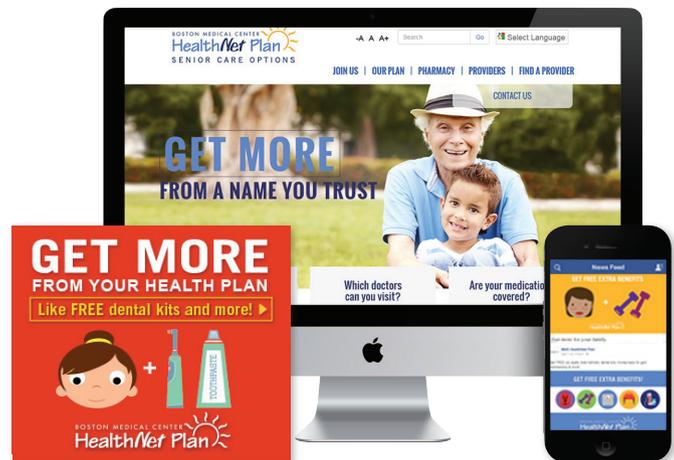
3

Brand Development: “Small Means More”

EVR developed the “small means more” concept, positioning the hospital’s size as a positive in terms of the overall quality of the healthcare experience. We introduced positive associations with the concept of “small,” such as more time with doctors and nurses, more time for conversation and more access to surgical and specialized care—all within the confines of “your” local community hospital.

BMC HEALTHNET PLAN

When EVR began its work with Boston Medical Center HealthNet Plan, the Medicaid provider had very low brand presence in the Greater Boston area. The campaign we created resonated with its core audience and reached them through targeted media channels.



4

Targeted Campaign: “Get More”

EVR created a marketing campaign targeting BMCHP’s identified demographic of females ages 18-34 across multiple platforms, including programmatic and Facebook ads, radio, transit and billboard, print and laundromat signage in the Greater Boston area.