



THE ROBERTS GROUP

Smart. Creative. Strategy. For Health Care.

Experts in HOW people choose health care.





We are The Roberts Group. And we're here for one reason: to help your organization move forward. With nearly 30 years of experience in health care communications (and, not to brag, but more than a few prestigious awards), we have the tools and talent to build your brand, connect people to your services and providers, and help you pull away from the competition as the health care partner of choice.

What Can We Do for You?

Move market share.

It takes more than snappy slogans and glitzy graphics to move market share. It takes strong, meaningful communications that reach and resonate with key audiences. That's why our proven process of strategic, results-driven marketing works.

Every word, image, tool and tactic is aligned with research-based strategy with measurable outcomes. Our strategic creative does more than get noticed. It gets results.

Maximize your ROI.

Our deep understanding of the health care industry and its unique marketing variables can help you gain the competitive edge. We know the industry inside and out. In addition to years of helping our clients achieve their goals, all of our senior account executives have held leadership positions in hospitals, health systems or physician group practices.

Big-picture insights can make a big difference to your bottom line. So can the smart solutions and fresh ideas from our seasoned team of designers and copywriters — working together to get you more mileage out of every marketing dollar.

Get the job done on time, on budget.

Today, everyone is being asked to do more with less. We're here to help. Think of us as an extension of your staff and a part of your team. We can tackle projects of any size — from big campaigns to those small details that seem to slip through the cracks — with no retainer fee (we provide project estimates). We'll help you complete jobs on deadline and within allocated resources.

Our clients know they can rely on the experience and expertise of The Roberts Group, and so can you. Call **(866) 549-6848** or visit our Web site at **www.TheRobertsGroup.com** to see how we can help your organization today.



Our Strategic Capabilities

Simply put, we offer all the services you need to build your brand:

- **Market assessments** – including data reviews, interviews and other tools to let you know where you stand so you can best position your brand.
- **Quantitative and qualitative research** to measure perceptions and ascertain attitudes of key internal and external audiences.
- **Brands, audits, architecture and positioning statements** to clearly outline who you are, where you've been and where you want to go.
- **Marketing communications plans** for any focus, including internal communication, organization, branding, service-line specific, medical practice, recruitment and fund development.
- **Public relations** – including strategy, copywriting, plan development and execution.
- **Issue management/crisis communication** – with a proven process to develop successful strategy, identify audience, craft messages, and plan and execute effective tactics.
- **Social media** to reach your audience by tapping into avenues such as Facebook, Twitter and YouTube.

Our Creative Capabilities

- **New media strategies and tactics** – including Web sites, micro sites, Web banner ads, podcasts, vodcasts and more.
- **Broadcast** – including TV and radio scripts, storyboards, production, and media planning and placement.
- **Multimedia** – including video and DVD.
- **Print services** from creative concepts, photography and production to media planning and placement.
- **Direct mail** – including creative concepts, production, list procurement, printing and mail fulfillment.
- **Out-of-home** – including all types of billboards – standard, Trivision and digital – bus boards, event signage and more.
- **Collateral** – including brochures, annual reports, sales kits, presentations, displays, specialty items and more.
- **Media planning and placement** for broadcast, print, out-of-home and Web.
- **Event planning** – including trade shows, groundbreakings, news conferences, open houses and more.
- **Corporate identity** – including logos, center/service naming, graphic standards and more.



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