

## Does your organization need impact?

### Ask yourself:

- Are your marketing dollars being used creatively?
- Are they creating the recognition you deserve?
- Are they clearly showing consumers you're different than the competition?
- Are you Coca Cola...or are you the generic brand?

## If you're the generic, your future is in jeopardy...

You're a commodity. And you already know where that's leading. You're at the mercy of every other player in the health care system.

Your challenge in these tough times is to tell your patients what you already know...that you're more than a commodity, you offer your patients something better, something that deserves a higher price tag.

The solution is Direct-To-Consumer (DTC) marketing, the new revolution in health care. But are you ready for it?

Whether you're a doctor, hospital, insurer, or medical device company, you can either market to consumers...and make yourself unique...or you can be left behind.

But maybe you already have marketing help... what makes Dr. Breen different?

### different?

- Dr. Breen is a physician. He knows medicine.
- Dr. Breen was a television medical reporter.



**Michael Breen M.D.**

- BA, Duke University magna cum laude
- MD, Albert Einstein Medical Center (Alpha Omega Alpha Society)
- Internship, Duke University Medical Center
- Student, Columbia University School of Journalism

## DR. MICHAEL BREEN

A S S O C I A T E S

## What we offer:

### PUBLIC RELATIONS

Getting mentioned in a TV, radio or print news story is worth 10 ads.

Dr. Breen knows how to pitch a story... and knows the media players.

### MARKETING

Not just marketing, IMPACT Marketing using print, radio, TV and direct mail...

That's what Dr. Breen did every day for 20 years, made medical stories interesting.

Now we'd like to do that for you.

### VIDEO NEWS RELEASES

We'll produce, shoot, and edit a 90-second news story that's then sent to TV stations regionally or nationally.

Many stations run the stories as news items.

### CRISIS MANAGEMENT

When disaster struck a hospital or medical company, Dr. Breen was the person on the other side of the phone.

Now he can be available 24/7 to be on your side.

### MEDIA TRAINING

How to carry yourself on camera. How to know what a reporter really wants so your practice or hospital can make the impression you desire.