

# Reigniting Your Health Care Practice

Recent times have unsettled even the most successful physician practices and health care organizations. Those that prosper will have leaned into the changes, integrating the necessary and the new to provide for their current and prospective patients.

While challenging, these circumstances have afforded health care organizations an opportunity to test the waters (or jump into the deep end) of new patient demands and behaviors. We anticipate some of these new behaviors will be permanent, so how can physician practices ensure the patient experience is strong – no matter how the care is delivered?

With broad and deep expertise in health care across all marketing and communications needs, Chartwell Agency can provide considerable insight and effectively implement strategies and tactics to reignite your efforts for short-term and long-ranging benefits to your practice.

## Practices are facing questions like:

- How can I treat patients, both in and outside of my physical locations?
- How do I ensure my practice communicates its value and importance to current and potential patients?
- What can I do to protect revenue streams in every potential scenario?
- How should my practice market our services while remaining sensitive to the current conditions?

## The Chartwell Agency Difference

Chartwell Agency is a diverse team with expertise in marketing, public relations, design, social/digital media, and more. Our health care practice team has considerable experience in developing and implementing initiatives that make an impact quickly for a broad range of practice types and specialties.

We recognize health care clients have little time to waste in reigniting their practices to meet patient needs and revenue goals. We take the unique, customized approach to stabilize pressure points and meet goals to grow the practice.

### Here are a few of Chartwell's most requested offerings for health care practices right now:

#### Recovery/Reignition Strategies.

- Audit pre-COVID marketing plan and messaging
- Provide/enhance internal training
- Create relevant messaging based on current/future circumstances
- Enhance and market telehealth initiatives
- Provide internal telehealth training
- Develop/implement enhanced marketing/communications plan
- Augment team with specialists and/or partners
- Update marketing efforts/campaigns
- Assess impact on revenue mix objectives
- Identify new areas of specialty and/or revenue opportunities

## Partnership Options

Whether your needs are immediate and temporary or longer-term in nature, Chartwell Agency is here to help.

**We're flexible** – it's one of the qualities for which we are known. There are many ways to structure the work and partnership; choose the one that is best suited for your organization and budget.

### Project basis

If you have a defined project, we can take that piece off your shoulders with a do-not-exceed budget, allowing you and your internal team to focus on your patients and other priorities.

### Retainer

A retainer allows Chartwell to dedicate a consistent level of support to you over a period of time, giving you flexibility and predictability.

### Hourly

We can provide extra hands and specialized expertise at any time and bill you on an hourly basis.

[Click here to connect with Chartwell Agency's health care team to learn more.](#)

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