



**COMMUNICATIONS Rx**

*A Prescription for Business Health*

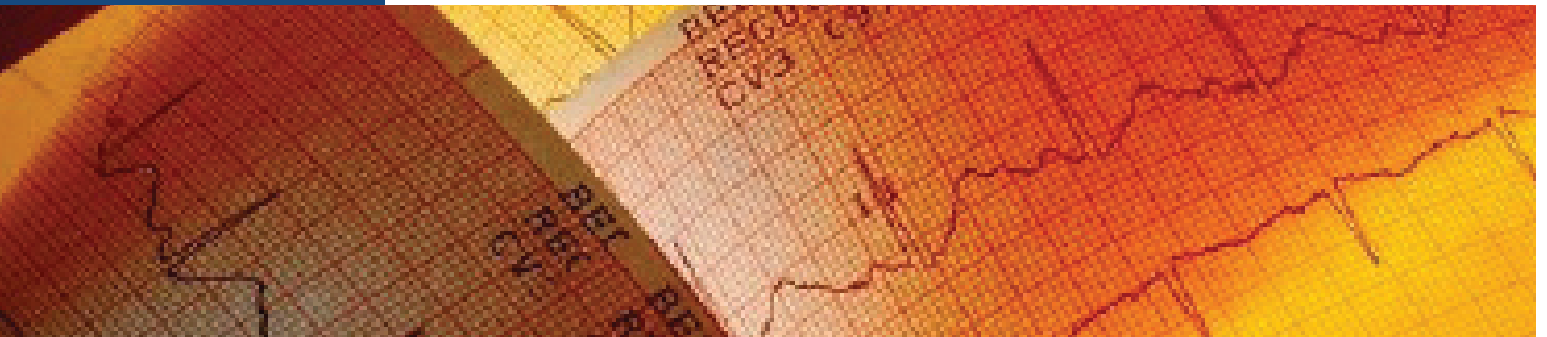
**MJ Lilly Associates** *Strategic Communications*

As a **healthcare provider**, do your communications effectively promote your doctors, services and programs?

Do you utilize customer-focused needs-based messaging to sell your **healthcare technology and services**?

Does your **medical technology** firm effectively communicate the value of your products?

With regulatory and market changes in **health insurance**, do you need to revise your marketing and communications?



**MJ Lilly Associates** can help you proceed with the right message and the right communications approach. We combine significant marketing and communications expertise with medical and healthcare industry knowledge to develop customer-focused, needs-based programs that build recognition and drive business results.

## Strategic Initiatives & Promotional Activities

We offer strategic services to more effectively position your business and inform your outreach strategies...

- *Positioning Strategies:* Articulate your organization's value proposition, delineate key strengths, and create a tagline as the basis for all marketing
- *Custom Messaging:* Develop messages directed to customer segments detailing how your organization serves their unique needs
- *Voice of the Customer Reports:* Interview customers and prospects to glean greater insights into what they want, think and need
- *Executive Platforms:* Develop thought leadership platforms to promote your management team on key issues that enhance your organization's reputation

...And we create marketing and communications to enhance awareness and drive business results.

- *Content Marketing:* Content ideation, development and distribution across all content forms including white papers, newsletters, blogs, videos, etc.
- *Digital Marketing and Collateral:* Produce brochures, product pieces, micosites, podcasts, infographics, and e-marketing
- *Websites:* Update your website to ensure a responsive design across platforms
- *Conferences and Seminars:* Curate topics and secure speaker panels for live events
- *Public Relations:* Pursue speaking platforms, social media and press-related opportunities to reach internal and external audiences
- *Corporate Responsibility:* Promote activities that demonstrate a commitment to the health system's triple aim: improving patient care, improving population health, and reducing costs



## Our Team is Dedicated to Your Success

At **MJ Lilly Associates**, we combine backgrounds in marketing, public relations, journalism, social media and graphic design to address your strategic communications and marketing objectives. Our many years of experience includes working with players across the health industry – from health providers and insurers, to pharmaceutical, health tech and non-profit organizations.

What does this mean for you? We deliver smart and creative communications for a wide range of healthcare customers and consumers. What's more, our experience earned from corporate, consulting and healthcare media positions gives us a unique perspective on the health industry landscape to provide strategic thinking and a focus on identifying opportunities that give you a competitive edge.

### Select Client Experience

AFAR	Henry Schein	Optum Consulting
Berlex	Hoffmann-La Roche	Organon
Bonlac	Inst. for Cancer Prevention	P&G
Centocor	IPro	Roche Diagnostics
CIBA	Lilly	Sam Sport
Contura	Mercator Genetics	Sanofi-aventis
Covance	New York-Presbyterian/	Schering
Dyax	Weill Cornell	Wyeth
Forest Laboratories		Zetoz

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### Talk to Us.

We welcome the opportunity to discuss your communications needs and how we can best assist you. Please visit our website or call:

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