

Put Our Healthcare Marketing Experience to Work for You



We Bring Our Understanding of Your Industry to Every Project

Eason Communications has created successful marketing campaigns for a wide variety of healthcare companies, including hospitals, equipment makers, IT providers, physicians' practices, clinics, assisted living facilities and insurance providers. To learn about our cost-effective marketing services, visit our Web site at www.easoncom.com or call us at (415) 242-5244.

Eason Communications Creates:

- News releases and media relations that promote your services or products
- Newsletters that sell through interesting articles
- Brochures that target specific market segments
- Direct-mail campaigns with measurable results
- Ads that promote the unique benefits of your organization
- Web sites and e-mail promotions that attract prospects

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Please see the following page for case histories.

Eason Communications' Selected Case Histories

Seton Medical Center

Assignment: Promote hospital's orthopedic services

Strategy & tactics: After researching the hospital's minimally invasive approach to orthopedic care, we wrote and designed newsletters for 5,000 referring physicians and their patients, developed and promoted physician seminars featuring cutting-edge medical devices, conducted media training and launched a public relations campaign that produced extensive print and broadcast coverage, including the CBS Evening News show. The net effect was to brand Seton as a leading West Coast orthopedic center.

University of California at San Francisco

Assignment: Create awareness of UCSF's world-class dermatology program

Strategy & tactics: Using a combination of public relations and direct-mail programs, we publicized the School of Dermatology's unique methods of treating cancers and numerous other skin diseases, including surgical techniques that preserved healthy tissue and patient appearances. We also helped the client generate major donations to purchase the latest medical equipment.

Con-Cise Contact Lens Co.

Assignment: Create a communications program targeting eyecare practitioners

Strategy & tactics: We published a quarterly newsletter that was distributed to eyecare practices which featured the company's products, special promotions and training seminars. The distribution list also included trade publications and resulted in favorable articles read by customers

Hitachi Genetic Systems

Assignment: Brand and launch an Hitachi genetics testing subsidiary

Strategy & tactics: We devised a name and logo (MiraiBio) for this global medical and genetic equipment company, created a suite of brochures for its extensive product lines, media trained senior corporate executives, developed an advertising campaign and conducted a comprehensive public relations program that produced widespread product publicity.

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DERMATOLOGY HORIZONS
 UNIVERSITY OF CALIFORNIA SAN FRANCISCO - DEPARTMENT OF DERMATOLOGY

COMMON CANCERS ON THE RISE
 Basic Squamous Cell Carcinomas Can Be Treated

LASER CLINIC TREATS AT SPEED OF LIGHT
 Rapid-Pulse Devices Are Safe, Effective — and Expensive

Working women
 Continue to bring a prime...
 The rapid pulse of a laser can treat long areas with minimal heating.

Family Health
 Despite the demand...

Seton Orthopedic Practices
 Spring 2003

Women and Back Pain

Guidelines on Resuming Physical Activity in Middle

Back pain and injury are on the rise among women. The high-risk group are working women, housewives, athletes, pregnant women and those carrying small children.

Working women
 Continue to bring a prime...
 The rapid pulse of a laser can treat long areas with minimal heating.

Family Health
 Despite the demand...

Con-Cise Insurance Administration

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Eason Communications LLC

Your Marketing Team

(415) 242-5244

425 Market Street, Suite 2200
 San Francisco, CA 94105
www.easoncom.com