



Capabilities Statement

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



COMPANY OVERVIEW

While every market is unique, healthcare providers often face similar challenges in their effort to attract both patients and quality staff. From driving patient volume to energizing physician recruitment; launching a new facility to building a stronger brand image; B63 Line powers networks, facilities, and practices with dynamic strategies for marketing, communications, and growth.

CORE COMPETENCIES

- Market Research
- Strategic Messaging
- Brand Awareness
- Print & Digital Design
- Staff Recruiting Support

UNIQUE COMPETENCIES

- Secret Shopping
- Competitive Investigative Analysis
- Copywriting and Content Creation
- Foundation Support and Fundraising
- Event Support

DESIGNATIONS

DUNS: 929687932

Cage Code: 67P65

NAICS: 541613, 541430, 541620, 541810, 541850, 541860, 541870, 541890, 541910

UNSPSC: 55120000, 80000000, 80100000, 80140000, 80160000, 81000000, 81160000, 82000000, 82100000, 82110000, 82120000, 82130000, 82140000, 83110000, 83120000, 86000000, 86130000, 90150000

PSC: AA21, AA22, AA23, AA26, AA27, AE11, AE12, AE13, AM11, R499

EIN: 26-3793703

WBENC: 2005127879

WOSB: 170516 (Third-Party Certified)

PAST PERFORMANCE

Berger Health Partners – Market research, branding, strategic messaging, advertising

Berger Health System – Secret shopper experience research, HR recruiting support, advertising, design

Kettering Health Network

– Physician recruitment, content development, mobile app, collateral development, design

Kettering Physician Network

– Market research, strategic messaging, branding, advertising, website

Presence Medical Group

– Staff augmentation, strategic messaging, design

Nationwide Children's Hospital

– Brand audit, market research, branding support

Wright State Physicians Group – Strategic messaging, content development, design

Bayer – Content development, event support, design, electronic presentation



RECOGNITION

• 2009-16 American Graphic Design Awards (x19); GDUSA

• 2013 Eclipse Integrity Award Finalist; BBB

• 2012 CFO of the Year Honoree; Dayton Business Journal

• 2010 Forty Under 40 Recipient; Dayton Business Journal

• 2010 Rookie Business of the Year; Dayton Business Journal



DIFFERENTIATORS

- Strategically focused creative solutions
- Value oriented for improved ROI
- On-call design and development services
- Fills capacity gaps within your workforce
- Offices in Ohio and Kentucky

DRIVES MARKETING. MOVES HEALTHCARE.

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