



Capabilities for Healthcare

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



DIGITAL STRATEGY AND CREATIVE SERVICES FOR DRIVING PATIENT VOLUME AND PHYSICIAN RECRUITMENT

COMPANY OVERVIEW

While every market is unique, healthcare providers often face similar challenges in their effort to increase volume and attract/retain quality staff. From driving patient growth to energizing physician recruitment, or improving the patient experience to launching a new facility, B63 Line powers networks, facilities, and service lines with expertise to implement marketing and communication strategies.

CORE COMPETENCIES

- Market Research
- Messaging and Copywriting
- Print & Digital Design
- Recruitment Marketing

DIFFERENTIATORS

- On-Call Creative Services
- Emphasizes Patient Experience
- For Physicians, Hospitals, and Networks
- Foundation Development/Fundraising

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

WBENC: 2005127879

WOSB: 170516 (Third-Party Certification; EDWOB)

EDGE Certified: 221473

PAST PERFORMANCE

Kettering Health Network – Market research for service line placement, supported physician recruitment, developed mobile app, and refined brand.



Presence Medical Group – Served as internal marketing staff, augmenting staff with strategic messaging, graphic design, and targeted campaigns.



Nationwide Children's Hospital – Conducted enterprise-wide audit of marketing and print collateral, identified cost savings, and support new brand launch.



Berger Health System – Conducted secret shopper research to measure patient experience, while supporting rebranding, recruiting, and advertising.



Wright State Physicians Group – Developed strategic messaging, designed organizational logo, and generated content to build brand awareness.



Bayer – Provided event support with brand integration, content development, and graphic design of digital presentation materials.



RECOGNITION

- 2018 Advocate of the Year; ORV Women's Business Council



- 2009-17 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



Legal entity: Baldwin Creative & Co., LLC
31 South Second St., Ste. 201, Miamisburg, OH 45342
937.490.4000 | www.b63line.com

