



Drives Digital. Moves People.

# Capabilities for Healthcare

DIGITAL & CONTENT MARKETING | BRANDING | MARKETING & SALES ALIGNMENT



**COMPANY OVERVIEW** The healthcare, medical equipment and nursing home industries are constantly changing, especially the way physicians, suppliers and facilities research and connect online. With all of the digital marketing channels available, it means re-evaluating the way you implement your entire healthcare digital marketing strategy to connect with your audiences. While every

market is unique, healthcare companies often faces similar challenges attracting providers, physicians, facilities and customers. With a heavy emphasis on market research, B63 Line develops content strategies that reveal core value propositions to support effective branding and digital solutions, ensuring long term success.

## CORE COMPETENCIES

- Digital Marketing Assessments
- Digital Media Planning
- Responsive Website Design
- Content/Copywriting (Web/Print/Email Marketing)
- Social Media Marketing
- Internal/Physician Communications
- Sales Support Campaigns
- Market Research

## UNIQUE COMPETENCIES

- Corporate Communications
- Event Marketing
- C-Level Thought Leadership Branding
- Data Synthesis
- Sales/Marketing Audits
- Community Engagement

## DIFFERENTIATORS

- Data-Driven Creative Approach
- Experienced On-Demand Exec-Level Team (CFO, CMO, CRO)
- Drives Brand Messages Deeper Into Sales and Social Channels
- Product/Service Commercialization Expertise
- Gap-Fill Digital Marketing Workforce

## PAST PERFORMANCE

### Bayer

Content development, event support, campaign design, electronic sales presentation.



### Kettering Health Network

Market research for service line placement, physician recruitment, mobile app development and brand refinement.



### Presence Medical Group

Served as internal marketing team, content marketing strategy and execution, graphic design and targeted campaign development.



### Nationwide Children's Hospital

Conducted enterprise-wide audit of digital marketing and print marketing efforts to determine cost savings and to launch a new brand identity.



### Wright State Physician's Group

Develop strategic messaging for digital channels, create digital and print campaign elements, and graphic design.



### Berger Health System

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



## DESIGNATIONS

**DUNS:** 929687932

**Cage Code:** 67P65

**NAICS:** 323111, 323115, 323117, 511130, 511210, 518210, 541370, 541430, 541511, 541519, 541611, 541613, 541620, 541690, 541715, 541720, 541810, 541850, 541860, 541870, 541890, 541910, 561410, 711510

**UNSPSC:** 80000000, 81160000, 82000000, 83110000, 83120000, 86000000, 90150000

**WBENC:** 2005127879

**WOSB:** 170516 (Third-Party Certification; EDWOSB)

**EDGE Certified:** 221473

## RECOGNITION

• 2019 Bronze Hermes; American Advertising Federation



• 2009-18 American Graphic Design Awards (x24); GDUSA



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



• 2013 Eclipse Integrity Award Finalist; Better Business Bureau

• 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



Credit Card Payments Accepted

Legal entity: Baldwin Creative & Co., LLC

31 South Second St., Ste. 201, Miamisburg, OH 45342

937.490.4000 | www.b63line.com

Judy Brinegar | jbrinegar@b63line.com

