



Advancing Rural Health: Strategy-First Marketing

Strategy-first marketing support for rural and critical access hospitals

Like you, we are committed to creating healthier communities. We understand managing healthcare in rural communities is a unique challenge – one that requires hospital and clinic executives to stay a step ahead by improving patient experiences, delivering better outcomes and optimizing revenue opportunities. Sustaining your presence in local healthcare also frequently requires new positioning and new ways of engaging consumers in relationships for health.

At Dobies Health Marketing, we formed **dhmstudio+** to help your rural health organization in building awareness, deepening connections between your brand and the local community, shaping new programs, and forming community partnerships to sustain your presence in local healthcare.



Your marketing partner

We partner with you to develop competitive market strategies and creative advertising campaigns that build a healthy brand. We bring you the benefit of fully integrated marketing, plus access to a team of healthcare marketing experts at a flat-rate fee to address your most pressing needs. With **dhmstudio+**, it is like having your own fully staffed marketing department of strategists, writers, designers and media buyers. We share strategic guidance for your organizational vision, offer real-time recommendations that connect operations with communications, and produce engaging creative material to connect your brand with your local community.

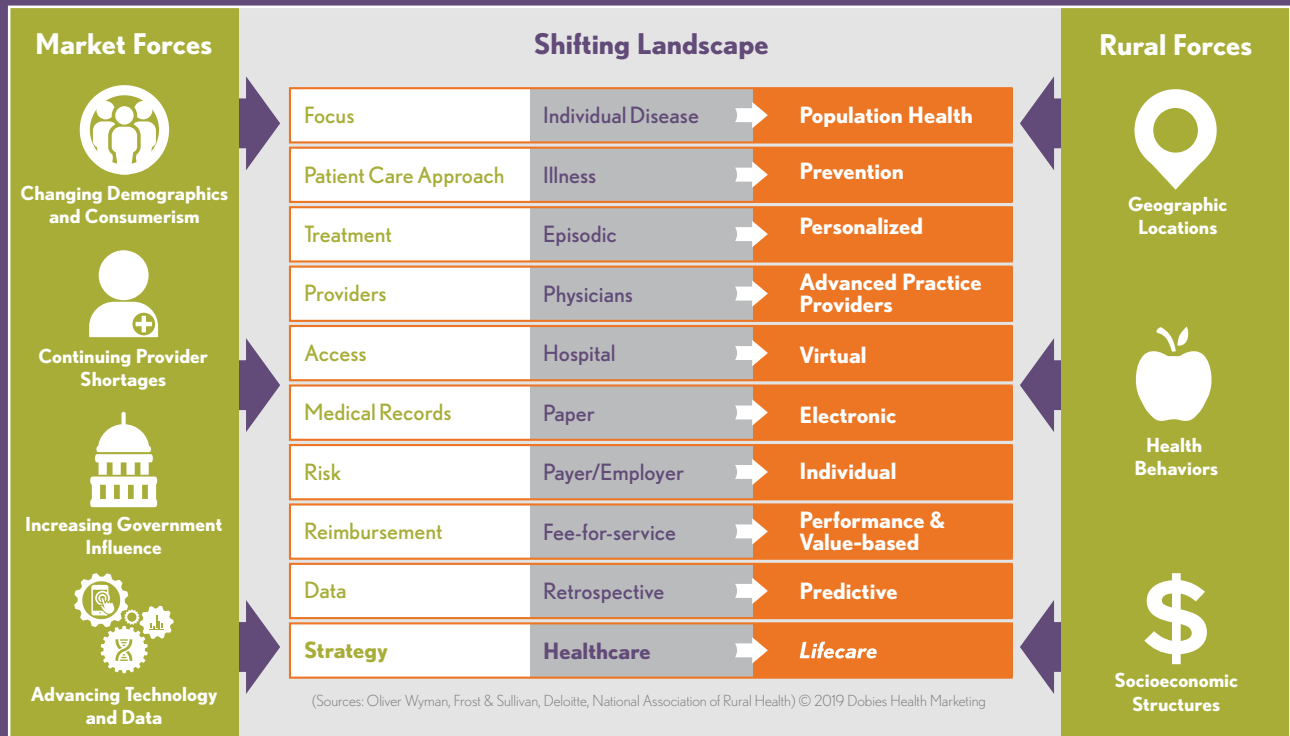
Connected to community

With more than three decades of healthcare marketing experience, we have the expertise to create a healthier brand for your organization. **dhmstudio+**, a division of Dobies, focuses exclusively on the unique marketing needs of rural and critical access hospitals and clinics, bringing you the strategic expertise you need to address the dramatically changing health landscape.



Advancing rural health

The changing landscape of rural health creates the need for transformational healthcare. Rural hospitals face unique challenges, from provider shortages that limit consumer access to restricted resources. Elevating local health is critical to building a strong foundation for your community's future. We understand the shifting healthcare landscape, and within it, we see new opportunities to create healthier communities.



At **dhmstudio+** we partner with you to embrace the future of healthcare as a consumer-centric industry. As you strengthen your commitment to keeping people healthy for life, you will increase your overall impact today and for generations to come. We are here to support you every step of the way.

If you are ready to engage with your consumers through dedicated marketing support, contact us to discuss advancing rural health in your community.

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About Us

Healthcare marketing, branding and advertising – it's not just what we do, it's all we do. Since 1992, Dobies Health Marketing has offered highly specialized expertise for hospitals and healthcare organizations of all types and sizes. We combine strategic thinking with creative communication to create healthier brands.

Learn more at dobies.com.

Contact us today to learn more:

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