CIGC Wellness Center Marketing Plan
August 31, 2020

Objective:

The CIGC Wellness Center is an extension of offerings from The Center for Innovative GYN Care surgery practice. This new entity is designed to provide women who are researching, preparing or recovering from GYN surgery a holistic approach to health and wellness. The service providers will work in conjunction with the physician team at CIGC to provide a whole being approach to healing. All patients begin their experience with the Wellness Center with a consultation with Dr. Danilyants. She will assess their needs and produce a personalized wellness plan with the Wellness Center service providers.

Audience:

For the soft launch on September 15th and until the business is established, CIGC will primarily market to its known audience of patients and prospects in our database within the 50-mile radius of the Rockville, MD office location. Gradually, we will increase the outreach to unknown and/or casually engaged prospects within the CIGC community. This will include paid advertisements through social media, Google and digital display ads and potentially paid advertising spots on radio or digitally streaming platforms.

Tactics

Branding

A secondary brand that marries with the parent brand for CIGC will be developed and launched with the opening of the Wellness Center. The brand will be part of a "family of products" for CIGC and will offer the opportunity for growth and expansion with the potential for different locations in the future. The new Wellness Center brand will also include options with and without the tagline "An Integrative Approach to Treating Endometriosis, Fibroids and Pelvic Pain.

Website

The CIGC Wellness Center website will be integrated into the existing CIGC website. This microsite will have three phases of launch. Phase one includes the branding launch and URL. Phase two will include the providers and their bios along with options to make telehealth appointments. Phase three will be the final launch phase and includes the addition of in person appointments with the providers.

Email campaign

A targeted email blast will be sent to the CIGC database announcing the opening of the Wellness Center and inviting patients to make an appointment for a consultation with Dr. Danilyants. The email series will feature one primary service area followed by a listing of the remaining services. An example of this would include a dedicated email for the physical therapists that includes details related to the services that they are willing to provide, a patient testimonial and a clear call to action for the audience to make an appointment.
The email series will run bi-weekly throughout the months of September and October until each service has been featured. Because the providers are not CIGC staff, care will be made to direct

viewers through the purchasing funnel related to CIGC Wellness Center and not the individual providers web pages.

Display ads
Digital display ads will be developed and run through the Google Network for the Wellness Center. We will work to develop a strategy that includes the contextual keyword targeting option applicable to the Wellness Center's offerings. Based on the success of the initial launch, options will be provided for display ads as part of a paid advertising strategy with varied media outlets.

Google ads
Google ads will be developed based on keyword targeting for condition and treatment along with options for nonsurgical treatment and services provided. This AdWords campaign will be integrated into the CIGC ad campaigns and managed by the digital advertising specialist.

Social Media Ads
Paid social media ads will be launched for the Wellness Center driving viewers to the Wellness Center landing page where they will be able to learn more about the center's offerings, providers and services. This paid campaign is designed to both build awareness for the brand and drive conversions to consultations.

Brochure
A patient-focused brochure will be developed for the Wellness Center and feature the integrative approach offered by CIGC, the services and details related to the treatment plan. As the providers are not CIGC employees, we will not plan on featuring each provider in the printed materials.

One pager
The one-page handout will be available in both print and digital formats for potential patients to take with them as they are leaving their appointments and to download off of the website. The one-pager will provide a high-level overview of the Wellness Center offerings and services.

Community Outreach
Attempts will be made to reach out to the local community in Maryland as a support system and to raise awareness for the Wellness Center. Local nonprofits and community programs will be identified as potential partnership opportunities for positioning the Wellness Center as a safe community for women experiencing GYN conditions. Marketing will work with the Director of Education and Community Outreach on developing a strategy for this audience.

Public Relations
A press release will be developed announcing the launch of the Wellness Center and the services provided. Attention will be made to not direct the press to the service providers, but to promote Dr. Danilyants as the CIGC spokesperson for the Wellness Center. Media will be contacted through the public relations firm in an attempt to secure coverage in varied outlets.

Reputation Management
Google My Business, Yelp and other applicable review sites will be established to manage the reputation for the Wellness Center. We will not manage the reputation for the individual providers but for the Wellness Center overall.

Video Production
Additional promotional items such as video elements will be evaluated and implemented on an ongoing basis.

Measures for Success
Success for this plan will be measured by the individual and campaign level elements in 30-day increments for the first 90 days post launch. Ongoing evaluation and restructuring of the campaigns will be necessary in order to account for the launch of the new branding and the response from the market. Reporting will be provided monthly to the leadership team on the success of each campaign element and funding reallocated to support campaign successes.