**About Us**

We are a medical practice – Greenwith Medical Group There are 4 – 5 core businesses within the practice.. The main ones are Medical and Dental

* Medical – Greenwith Family Health
* Dental – Greenwith Family Dental
* Physiotherapy (we say “Physio”)

These are sub tenants so work as their own business within the medical practice – but still an important part of our operation and should be given reasonable mentions

* Podiatry
* Psychology
* Dieticians

**Overview Thoughts....**

The surgery is essentially new! It was a very successful practice, but the previous owners closed it down, and it was empty for 6 months – which is when we re-opened.

Our core issue is that all the previous patients have all moved on to other Doctors..

Our # 1 job is to get them all back!

This is not easy, as people like to stick with a Doctor they know and trust. SO – To get them back, they have to feel like they ‘know us’ when they see our marketing collateral.

We have active competitors not too far from our location ☹

We completely renovated the old surgery so now it is light, bright and airy!

We are a very FAMILY FRIENDLY practice, and love kids of all ages.

Health care is a very personal thing.. And patients MUST feel very comfortable with their Doctor / Dentist etc.. So we would like to use our own people / teams in the marketing as much as possible (but not 100% of the time... so stock photo’s will be fine also)

Our local area is full of families.. So this is clearly our target market.

Our #1 target are the females of the household – Mum’s / Wives and Grandmothers.. Get them.. and they will bring the husbands and children!

Our marketing material needs to be mindful of the following words we think applies to us..

* New and Modern, yet not “trendy” and definitely not 1990’s boring
* We are safe / family oriented / non threatening
* We are light bright and airy
* We have a good number of female Doctors.. So appeal to the female demographic – but also have male Doctors
* The brochures must feel warm and friendly.. like our potential (and current) patients already know us. We are happy to have our own images applied to these communications so patients know the “real people” behind the practice

**What we need**

Marketing Collateral

* Tri Fold brochure 100% dedicated to Greenwith Family Health – the Medical side.. other brochures will follow after the Medical one