



ChiroHealthUSA®

The Network That Works for Chiropractic!

Marketing Campaign for ChiroHealthUSA Providers

Dear Provider,

As a member of the ChiroHealthUSA Patient Discount Card program, you are authorized to use our marketing campaign to promote the program to your existing patients and prospects in your community. Only approved marketing materials may be used as there are restrictions on how discount medical plans may be promoted.



The marketing campaign consists of five components:

1. The ChiroHealthUSA Marketing Campaign Manual
2. The ChiroHealthUSA Poster Series
3. The ChiroHealthUSA Postcard Series
4. The ChiroHealthUSA Door Decal
5. The ChiroHealthUSA Print/Web Graphics

The poster series is designed to generate conversations with your patients and visitors about the value of the discount card.

The mailer is designed to introduce your office and the discount card program to residents in your community.

The combination of these two channels, internal display of the poster and external distribution to your community, provide you with a coordinated and complementary marketing campaign that is simple to implement and execute.

Each version is part of a seven-month marketing campaign with a different theme for each month.

This 1-2 marketing strategy is designed to maximize participation in the discount card program and provide with you a turn-key system for promotion.

This guide provides with you complete instructions on implementing the campaign in your office and links to recommended resources for support services.

Your ChiroHealthUSA Patient Discount Marketing System includes everything needed to execute the campaign in your office.

We are confident that utilization of these marketing assets will help you achieve your desired outcome, improve patient retention, increase patient referrals and attract new patients to your office.

As always, the CHUSA staff is available to assist you should have any questions.

Ray Foxworth

Founder and President
ChiroHealthUSA

ChiroHealthUSA.com
(888) 719.9990

Please Note: All supporting files for the Marketing Campaign for ChiroHealthUSA Providers are provided in Adobe PDF format. You will need Adobe Acrobat to open and implement the program. Adobe Acrobat Reader is available at no-cost and can be downloaded to your computer at:

chirohealthusa.com/marketing

The ChiroHealthUSA Posters

The CHUSA Posters are simple and quick to implement in your office.

There are seven themes and you can select which ones to use based in your practice's unique circumstances.

Included in your CHUSA marketing kit are two folders:

1. Posters with Bleeds
2. Posters with No Bleeds

When you are ready to print your poster, check with your printer to determine if they prefer the files with bleeds or without.

A "bleed" file allows the image to print edge to edge. While the non-bleed files do not have an extra image beyond the dimensions of the file.

You may choose to display the complete series in your office or select a theme and change the posters monthly.

You may print as many copies of the posters, at any size, that meet your requirements.

We recommend that you place the posters in high-visibility locations including reception areas, hallways and treatment rooms.

The high-impact posters will encourage conversations with your patients while reminding you and your staff to introduce the discount card program to your patients.

Specification:

Each poster size is 24 x 36 inches, the most common poster size.

You may print other SMALLER sizes in proportion to the file provided. Please consult with your print vendor.

For best results, order the posters with the bleed option on high-gloss paper stock.

You may provide the digital files to a local printer or perform a Google search to look for custom poster printers.

Your poster should be mounted on foam core board or framed. DO NOT tape or use push-pins to "hang" your posters.

Your local frame shop can mount the poster to the recommended foam core board with black edge option, including wood block hangers. This will give the illusion that the poster is floating on the wall.

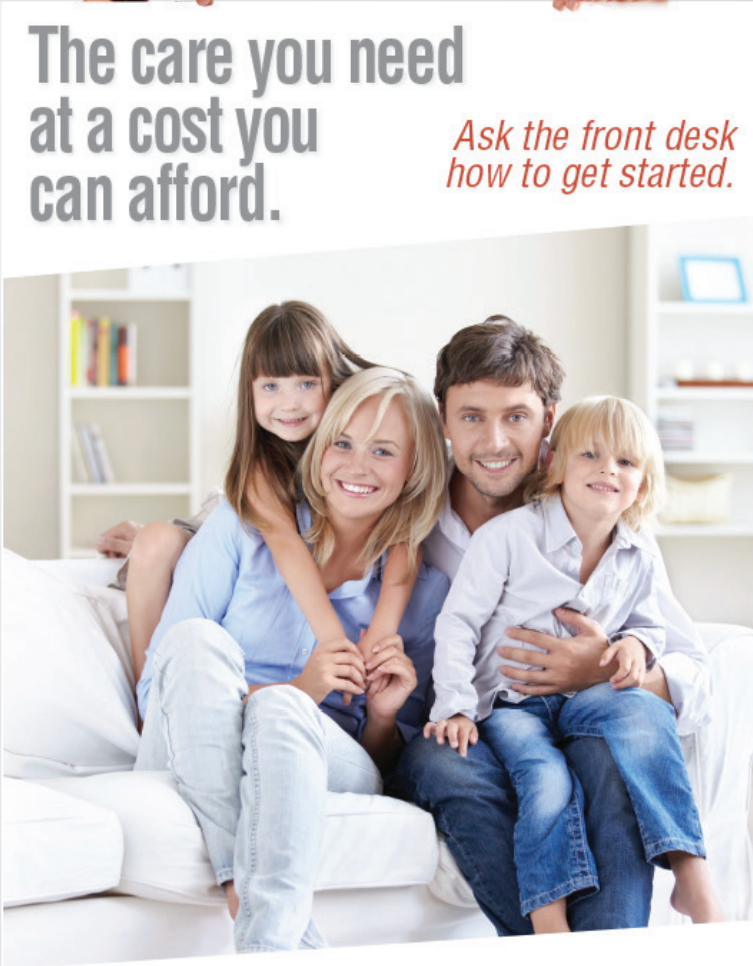
There are a wide-range of other displaying systems and framing options. If you decide to print them in smaller sizes, you may even use them as a stand-up in your front desk. Your printer can assist you.

You should select a system that is congruent with your interior decor and it should be simple to change the poster.

You may also print your CHUSA Poster Series on banners, which could be used for external screening events.

Another option is to print on "decal" material and place it on your office exterior window which could be backlit to be visible at night.


Most large format printers offer both options or you can contact local sign vendor or search on the internet.



**The care you need
at a cost you
can afford.**

*Ask the front desk
how to get started.*

WANT MORE INFO?
Ask at the front desk
or scan the code below.



ChiroHealthUSA
The Network That Works for Chiropractic!

THIS PLAN IS NOT INSURANCE. PLEASE SEE THE DISCLOSURE FOR DETAILS.

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*Ask the front desk
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Senior Active Lifestyle

The care you need
at a cost you
can afford.

*Ask the front desk
how to get started.*



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Care for All Ages

The care you need
at a cost you
can afford.

*Ask the front desk
how to get started.*



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Family Wellness

The care you need
at a cost you
can afford.

*Ask the front desk
how to get started.*



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Senior Wellness

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Health and Wellness

The care you need
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Military

The care you need
at a cost you
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*Ask the front desk
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Active Lifestyle

The ChiroHealthUSA Postcards

The CHUSA Postcard Series is based on the same themes as the poster series and each should be coordinated as an integrated marketing campaign.

In other words, if you display the primary theme poster in the office, you would mail the companion mailer version during the same promotional period.

Promoting the discount card program to your community can be impactful as you reach those who have little or no insurance for chiropractic care or who have high deductibles or co-payments.

Your CHUSA postcard campaign is designed to communicate the value of your practice and give residents an option on selecting their chiropractic and other services.

The postcards are designed using a format of 9 x 6 inches.

You may target your postcard to specific zip codes or carrier routes near your office. We recommend that you limit your mailer to those residents within a 15-minute drive of your office. Your printer can help you with procuring a mailing list segmented to your needs.

Each mailer is provided to you as a PDF document and is customized to your office when you enter the appropriate text where highlighted on the mailer including your practice name, address, and contact information.

After customizing your mailer, you may submit the file to any printer who offers direct mailing support. Not all printers do this so you will need to contact a local printer or search for a printer online.

You may submit or upload the postcard file, after you customize it with your practice information. The vendor will handle the rest.

The care you need

**The care you need
at a cost you can afford.**

Two ways to save on your health and wellness care from:

JOHN DOE CHIROPRACTIC CENTER

If you have insurance, you can still save on your non-covered services. If you don't have insurance, you can save on all of your out-of-pocket healthcare expenses.

- ✓ **Affordable low-cost discount membership plan**
- ✓ **Instant enrollment! Begin saving on your care immediately**
- ✓ **Family plans available**

CHPC4-15 **Call or visit our office to begin saving today!** **ChiroHealthUSA**
The Network That Works for Chiropractic

The ChiroHealthUSA Postcard Customization

Implementing the CHUSA Postcard Series is designed to create conversations and opportunities with your patients and visitors. The CHUSA Postcard Series is designed to attract new patients to your office.

Your CHUSA Postcard may be customized to your practice. Before submitting the PDF file to your selected vendor for printing and mailing, your postcard will need to be customized with your practice information.

Simply open the postcard of your choice with Adobe Acrobat and enter the appropriate text in the highlighted fields on both sides of the card.

After customizing your postcard, be sure to SAVE your file before sending it to your vendor.



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Call or visit our office to begin saving today! **ChiroHealthUSA**
The Network That Works for Chiropractic!

Type your practice name in the highlighted field.

In this area you should list:

- **Practice Name**
- **Address**
- **City, State Zip+4**
- **Telephone and/or Website**



The care you need at a cost you can afford.

Save money on your healthcare!

ChiroHealthUSA
The Network That Works for Chiropractic!

Call or visit our office to begin saving today!

JOHN DOE CHIROPRACTIC CENTER
12345 Any St., Suite 100
Anytown, AS 12345
(800) 555-55-55

Disclosures: This plan is NOT insurance.
The plan provides discounts only on chiropractic services by providers who have agreed to participate in the plan. The plan does not make payments directly to the providers of chiropractic services. The plan member is required and obligated to pay for all chiropractic services and equipment received under the plan but will receive a discount from those providers who have contracted with the discount medical plan organization. The plan is operated by Alliance Health-Card of Florida, Inc., 2711 North Haskell Avenue, Suite 800, Dallas, TX 75204-2999. You may call 1-888-719-9990 for more information or visit www.chirohealthusa.com for a list of providers. The plan includes a 30 day cancellation provision. Note to MA consumers: The plan is not insurance coverage and does not meet the minimum creditable coverage requirements under M.G.L. c. 111M and 956 CMR 5.00.

Note: If you prefer, you may have your vendor customize the mailer by providing them the appropriate information.



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Family Demographic Postcard



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Affordable low-cost discount membership plan

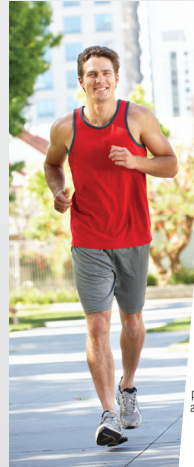
Instant enrollment! Begin saving on your care immediately

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Active Demographic Postcard



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Senior Demographic Postcard



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Military Demographic Postcard



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The ChiroHealthUSA Decal

You may also display and promote your ChiroHealthUSA Network Membership using our ChiroHealthUSA Provider Decal, available to our providers upon request.



Letter to Patients including ChirohealthUSA in the Practice's Financial Policy

Many of our providers have requested that we provide them with a letter for patients explaining the change in financial policy at their clinics to include ChiroHealthUSA. In the marketing resources, you will find a png image of a "Change in Financial Policy Announcement." You may paste this image directly onto your clinic letterhead and stretch it to fill the entire letter. Simply print the letters, sign them and mail them out to your patients. The disclosure information **MUST** be included at the bottom of this announcement as required under state and federal statute. Therefore, please do not edit the image in any way.





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