

stryker



Marketing your practice

Guide for ASCs

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Guide **overview**

Opening or expanding an ambulatory surgery center is challenging. Competition can be intense, resources are limited and getting the word out about your new service is critical for success.

Stryker provides this guide so you can deploy your own marketing efforts to drive visibility within your community and utilization of your services. Included are recommended steps to make it easy for prospective patients and referring physicians to find you. From establishing a digital presence to hosting an opening event, this guide is meant to empower you with the tools to market and grow your own practice.



Getting started:

steps to market and
grow your practice

When opening or expanding a surgery center, visibility is key. For most patients, nearly all searches for healthcare begin online. Prospective patients will search the web for services near them, read doctor biographies and compare reviews. It is essential to have and actively manage a robust digital and community presence.

Website

Your most valuable communication tool is your website. Invest in one that is easy to navigate, clearly outlines your services and makes it simple for patients to make appointments. Increasingly, patients expect the flexibility and convenience of scheduling appointments online, rather than calling.

Ensure essential information is highly visible—including office hours, address and contact information.

For prospective patients to learn more about providers and areas of specialization, make sure you include a professional photo and biography for each physician. Include information like educational background, specialty procedures offered, board certifications, memberships, presentations and/or publications. Providers may also choose to personalize their bios by including interests or hobbies. Including, for example, that a physician is an avid runner may be appealing for a prospective patient who also runs and has an injury requiring surgery. A personal connection to a physician may help drive a potential patient's choice.

If budget allows, consider adding profile videos for each provider. Video is a top performer online, and video biographies showcase a physician's personality and mannerisms much more effectively than a still photograph alone. The videos should be posted on the ASC website and can also be used effectively on social media. Stick with a consistent format for your videos—using the same graphics, logo treatment, length and similar questions for each provider video. If outsourcing to a vendor for filming or production, use the same one for all videos. This may result in a volume discount.

Photography

Choose one photographer and a consistent backdrop for every head shot. Most communities have photographers with inexpensive options for simple headshots. Some photographers will come to your business and take every provider's photo in one session, while others have studios for appointments.

Investing in consistency will pay off when the photos are displayed together on your website and in your ASC for easy recognition upon check-in. The photos can also be used in marketing tools, news releases, social media posts or referring provider directories.

Social media

Another effective, low- to no-cost way to promote your ASC is via social media. Unless you choose to advertise, all you have to invest is time and effort to monitor channels and maintain engagement. Not all social media channels, however, will be compatible with your goals.

When choosing which channels to pursue, consider the audience you are trying to reach.

- LinkedIn is a professional platform for networking and thought leadership. **It can be used to reach referring providers.**
- Facebook users range in age, but tend to be a little older than other social media platforms. **This platform can help you connect with prospective patients.**

Other channels may also be a fit, but these two are usually the best places to start. If you choose to utilize other channels, be sure to evaluate how much time and effort you can put into creating engaging content.

Business listings

Google is the most popular search engine in the world. Creating and verifying your Google business listing makes it easy for consumers to discover, learn about and contact your practice.

To properly optimize your listing, however, you need to verify with Google that you are the proper owner. This process is frequently updated, so it is wise to check the latest guidelines online and follow the steps outlined. Once you have this created, you will be able to respond to any reviews posted—a critical step in managing your practice reputation.

Physician finder and rating services

Reputation management is important for both your practice and your individual providers. You will need to carefully monitor and update third-party physician finder and ratings services as part of your reputation efforts.

These include healthgrades.com, doximity.com, vitals.com and doctor.webmd.com, among others. The services generally publish practice and credential information and frequently include reviews from patients. To make any changes to biographical or credential information, physicians or their designees must enter their national provider index number (NPI).

A good practice is to conduct an online search for each ASC physician, identifying all listings on these services. Physicians generally have the option to update their information and add more robust content to their listings, which often adds valuable context.

Community connections

The value of relationships can never be underestimated. Physicians can help grow their business through networking and building community connections. Here are a few ways to get started:

- Join your local chamber of commerce.
- Join and actively participate in local school functions, churches or community groups, such as Rotary Clubs, Jaycees or similar organizations.

- Consider supporting or sponsoring aligned community activities, such as athletic teams or local festivals.
- If a provider has privileges at area hospitals, he or she may offer to serve on the organization's speakers' bureau. There, they may give presentations on specific health topics to community groups as needed, or serve as an expert for media inquiries.
- If possible, coordinate meet-and-greet sessions with referring provider groups to make peer-to-peer connections and help drive referrals.
- Send a thank you note to medical professionals who refer a patient.

Getting started checklist

- Gather or write brief profiles for every physician
- Take professional headshot photos
- Add profiles, photos and videos, if applicable, to website
- Choose social media channels and create a strategy for posting
- Create and verify your Google business listing
- Find, update and monitor all physician listings on third-party 'find a physician' or 'physician rating' services
- Join the local chamber of commerce or local community groups
- Consider community sponsorships or event participation (Ex: exhibitor booth at neighborhood festival)
- Consider serving as a community speaker or expert news source
- Push announcements on social channels, websites, any internal channels and to area media via news releases



Public relations suggestions for opening a new ASC

Public relations (PR) is the practice of intentionally managing the release and spread of information between an organization and the public to positively affect public perception. Public relations relies on unpaid strategies to generate public awareness. One important strategy is pursuing earned media—or getting media to cover a story from your ASC based on their interest and not through paid advertising. PR is a highly effective, credible method of earning free media coverage and building community trust, but it also has challenges.

Securing media placements in broadcast, print or digital channels can take time and results are never guaranteed. Reporters and producers are flooded with news tips daily, from fast-breaking reports on accidents, fires or other natural disasters, to evergreen human interest stories.

Since hard-hitting news will always take precedence, it can take weeks or months for a media outlet to cover a story about a new medical procedure or advancement. Once secured, however, this coverage is a great way to organically gain visibility for a service or individual healthcare provider.

While public relations practitioners are available for hire to assist with securing media coverage, there are some simple ways to gain coverage in your local market.

Developing **goals**, **objectives** and **strategies**

To begin any communications effort, think of your end goal. What does success ultimately look like? What is the outcome you want to achieve?

Your chances of achieving your goals are greater when you carefully think through how you will measure success and outline your communications path—deliberately outlining your goals, objectives and strategies.

Goals are general statements that express broad desired results, and supporting **objectives** are specific statements that express results as measurable outcomes. **Strategies** outline how you will achieve your goal and objectives.

Sample goal

The goal is to build patient, provider, colleague and overall community awareness of our new ambulatory surgery center.

Sample objectives

- To attract (INSERT NUMBER HERE) new patients to utilize the services of the new ASC by (INSERT DATE HERE).
- To encourage (INSERT NUMBER HERE) referring providers to recommend the new ASC to their patients by (INSERT DATE HERE).

Sample strategies

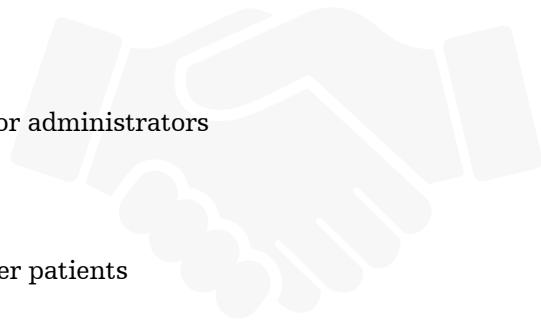
- **Develop strategic messaging.** Craft key messages focused on the patient benefits of the new ASC.
- **Generate excitement and support for the project from external stakeholders.** Host targeted informational meetings with referring provider groups and community leaders to share the news of the new ASC opening and build support and excitement.
 - **Sneak peek tours.** Further generate support and enthusiasm with providers and community VIPs by offering tours in advance of the grand opening.
 - **Targeted provider outreach.** Pursue informal partnership with provider groups most likely to generate referrals to the new ASC.

Stakeholder considerations

For your communications to be effective and achieve your goals, you must also identify who needs to be included when you distribute the information. This step can also be called identifying your target audiences or stakeholders—individuals with an interest in your news.

Stakeholder examples

- ASC leaders (Ex: administrators, board members, medical council members, etc.)
- Potential referring providers
- Referring practice office staff leaders or administrators
- Internal colleagues
- Area hospital leaders (if appropriate)
- Critical Access Hospitals who may refer patients
- Media
- Area chamber of commerce, local business partnerships, Rotary Clubs, etc.
- Centers for Medicare and Medicaid Services (CMS)
- Current patients
- Potential patients
- Payers—insurance providers
- City-elected officials
- County officials
- Other elected officials
- State hospital association
- County medical society
- Government agencies
- General public and area residents



Media outreach

Your next step is to create a media outreach plan to garner positive earned media throughout the process of opening your ASC—from the project’s announcement, the construction process, project milestones, pre-opening and grand opening events. Because resources will vary, you may choose to keep this simple and just issue a news release and/or media advisory prior to any opening events and actual opening date, or you can reach out to additional stakeholders through options like advance tours, a media briefing event and more.

For ease in organization, you may find it easier to break down your communications tactics into phases—pre-announcement, announcement and post-announcement. Examples of potential materials needed by phase follow:



Communications tactics



Phase I: Pre-announcement materials

- Strategic communication plan with deliverables
- Media strategy and target media list
- Spokesperson(s)—ASC leaders, physician champion
- Media prep
- Media briefing and tour plan
- Stakeholder list and meeting plan
- Run of show for media event

Phase II: Announcement materials

- Talking points—specific to stakeholder audiences
- Internal communication documents (Ex: email to colleagues; email to board members)
- Provider letters/emails
- Develop internal invitation list for media event (ASC leaders, city leaders, chamber of commerce, etc.)
- PowerPoint presentation
- Signage (including signs offering directions to an event)
- Social media post
- Media alert or advisory
- News release (should also be posted on website)
- Fact sheet
- Q & A for media or community inquiries
- Media kit (news release, speakers list, fact sheet, photos or renderings)

Phase III: Post-announcement materials

- Website content update
- Social media strategy and content
- Videos—construction updates, interviews with leaders and physicians
- Media strategy—editorial calendar
 - Identifying who and where to pitch your story
- Community engagement plan
 - Includes outreach/speaking opportunities, sponsorship plans, participation in community events, etc.
- Sneak peek VIP invitation and invite list
- Grand opening events plan and ribbon cutting
- Community open house plans
- Provider promotions
- Other collateral promotional materials—direct mail, marketing brochure, etc.

Announcement options

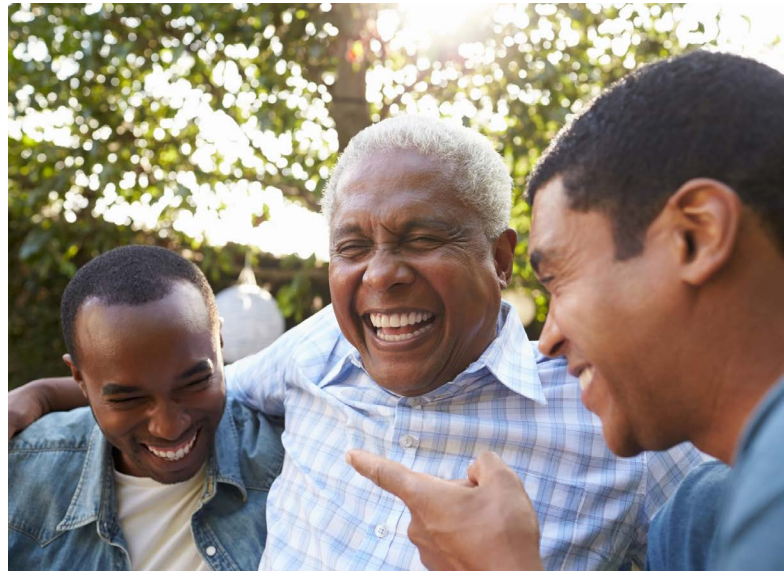
News briefing

Prepare a media briefing and possible media tour of the new ASC. The event could include prepared remarks by leadership, key physicians, design/construction partners and community leaders, as well as photo opportunities and a tour. Ensure media kits and design renderings are available.

Video

If possible, film video—or hire a videographer to film video—to provide to media outlets to use for their packages. This could be used as an initial announcement or as a follow-up post opening, suitable for several audiences and on different platforms. Some ideas include:

- Use animated project renderings of the new ASC and surrounding area to create exciting content.
- Incorporate interviews with executives, providers, nurses and potentially prospective patients to demonstrate support for the project.
- Create video content that can be customized for different activities, including a media briefing/announcement, internal announcement and on digital/social media.



Sample news release for opening a new ASC

YOUR ASC LOGO HERE

Media Contact:
[Name Here]
[Title Here]
[ASC]
[phone]
[email]

For Immediate Release

New Outpatient Surgery Center to open in [insert community] on [insert date]

Add subhead here unique to local ASC or specialty showcased

[Insert ASC city, state here] – [INSERT DATE OF RELEASE HERE] – Community members in need of outpatient surgery have a new option for convenient, accessible and safe care. [INSERT NAME OF ASC], partnering with Stryker as a supplier of technology and products, will open a state-of-the-art surgery center at [INSERT ADDRESS AND CITY HERE] on [INSERT DATE HERE].

The [NEW/REMODELED] facility features comfortable amenities and advanced technology, including robotic assistance, for minimally invasive procedures. Patients benefit from this same-day surgery alternative by avoiding hospital stays, allowing them to recover at home, saving time and getting home for recovery quicker. Compared to most hospitals, scheduling is more predictable, and patients have increased access to the doctor for better communication.

PLACEHOLDER QUOTE FOR CUSTOMIZATION HERE “This new facility and equipment allow us to provide patients with an improved surgical experience,” said [INSERT SPOKESPERSON HERE]. “Our specialists in orthopaedics, sports medicine, spine and ENT (ear, nose and throat) are leaders in complex and minimally invasive solutions. We are eager to serve our community [OR ADD GEOGRAPHIC SERVICE AREA – EX: CENTRAL TEXAS] as a surgical center of excellence.” IF CENTER FOCUSES ON ONE SPECIALTY (EX: ORTHO), ADD DETAIL HERE (EX: LIST COMMON PROCEDURES, AREAS OF SPECIALIZATION AND/OR LIST PHYSICIANS WITH LINKS TO BIOS).

PLACEHOLDER QUOTE FOR CUSTOMIZATION HERE “Our partnership with Stryker brings our patients the latest technology and innovative, leading-edge treatments,” said [INSERT PHYSICIAN LEADER HERE]. “This new center offers our patients specialized care, convenience and safety – delivering peace of mind and confidence in their care.”

The new ASC [INSERT NAME] will be open [DAILY? MONDAY-FRIDAY] from [INSERT HOURS HERE]. For more information, visit [ADD LINK TO LANDING PAGE FOR THIS ASC LOCATION] or call [INSERT PHONE NUMBER HERE].

#

About [NAME OF ASC]

[Information to come]

About Stryker

Stryker is one of the world’s leading medical technology companies and, together with its customers, is driven to make healthcare better. The company offers innovative products and services in Orthopaedics, Medical and Surgical, and Neurotechnology and Spine that help improve patient and hospital outcomes. More information is available at www.stryker.com.



Social media recommendations

Local engagement tactics



Building a following on social media can be difficult. Grassroots efforts can help increase your audience locally.

Consider any of these engagement tactics to grow your social media following:

- Follow other local businesses from your ASC social media accounts
- Tag other businesses, when applicable, in social media posts
- Use location tags for when individuals are searching social media content near you
- Share positive reviews or recommendations on your page to generate conversations and encourage others to leave positive reviews
- Share photos and updates about ongoing happenings in the building as well as highlighting staff in social content
- Take part in local community events and post photos on social media
- Encourage staff and customers to follow your social media accounts



Building an online presence

Creating content

Content creation on an ongoing basis is incredibly crucial to maintaining and engaging social audiences. However, it can also be difficult to produce unique content frequently and consistently. To make it easier on yourself, try to focus on categories related to your practice and create content related to those.

Your posts could include health and wellness tips, information about your individual providers, highlights of your surgical specialties or community sponsorships—if applicable. Aim for a mix of self-promotional posts and those that showcase your expertise without pushing your services.

Make sure to keep content published on a regular basis. While you don't need to post every day, you should publish a few posts a week to make sure your posts continue to display on your audiences' social media newsfeeds and remain relevant and visible to your audiences.

Lastly, visual content is important for every social media platform. When creating a post, make sure to use high-quality images or videos whenever possible.

Effective monitoring

The best way to effectively manage and monitor your social media presence is to make it part of your daily routine. By following this strategy and developing your content ahead of time, monitoring will be easier. Be sure to check all platform feeds at least once a day. Using a platform tool such as Hootsuite will make it easy to monitor feeds by putting them into one dashboard.

Set up Google Alerts specific to keyword topics you want to develop content around. Adding articles and posts to a library will spur ideas for new content for your channels.

Managing your reputation



Responding to comments and reviews

It is important to monitor your channels and review sites daily so you can respond to anyone who commented or left a review. Engagement is key to building your following and consumer awareness. Be professional, but conversational. Sometimes simply saying “thank you for your comment” is enough to drive engagement.

It is also extremely important to respond to any negative comments posted to your page, Google Business listing or physician rating service website. The key is to respond as quickly as possible to negate the situation. Always post a public response and then take the conversation offline. No matter what is said online, keep a professional tone and do not provide any additional fuel for further commentary.

- Be professional even if the comment is unwarranted and unfair. Ignoring comments can often make situations worse.
- Take the conversation offline as quickly as possible. This can be handled by simply saying, “Thank you for alerting us to this situation. Please send us a direct message with your contact information so that we can help resolve your issue.”
- Once offline, ensure someone follows up with the commenter. Regardless if the person’s grievance is handled to his or her satisfaction, you don’t want another comment saying no one contacted them.
- Do not delete the negative comment, unless it is offensive. There is a fine line when deciding to delete a comment, but rule of thumb is only delete if the comment uses explicit language or is derogatory.



Best **practices**

Management tools

There are a number of free tools that allow for efficient content management and monitoring of multiple platforms. Some recommendations follow:

Facebook Business Manager

Facebook Business Manager is a valuable tool to utilize when managing a business page. This is a free tool that is easy to set up and allows businesses to keep pages separate from individual accounts. Multiple people can have access to the page manager for ease of use and content creation. All functions of managing the page are the same within the Facebook Business Manager. Facebook Business Manager also includes Ads Manager, which is the best way to monitor and run advertising campaigns on the platform.

Hootsuite

Hootsuite is a management platform that will allow you to publish content across all platforms. The free version does include basic analytics. The interface is user-friendly and multiple tabs allow you to easily customize your dashboard. If you require a broader platform and more analytics, the Pro version gives you more flexibility at a modest investment.

Canva

Canva is a free and easy graphic design tool to create visually effective images and infographics. Canva offers a multitude of templates and designs to utilize, along with free icons and graphics to incorporate quickly into final images.

Pixabay

Need a stock image? Pixabay provides royalty-free images by search. Simply search what you are looking for and utilize the photos in social media content.

Sample social media post for opening a new ASC

Our new outpatient surgery center is now open! This facility and state-of-the-art equipment will allow us to provide patients with an improved surgical experience here in [location]. We look forward to serving the [location] community.



Grand opening or ribbon-cutting planning

Event planning checklist



- Select a date and time.
- Secure speakers from ASC leadership or providers, as well as community leaders—if appropriate.
- Create a guest list, including any media you'd like to attend.
- Notify guests using email, direct mail or social media.
- Create talking points for all ASC speakers.
- Create a run of show or schedule for the event.
- Hire a photographer or designate an associate to take photos.
- Write a media advisory that includes date, time and information about why the event is happening.
- Distribute the advisory to the media professionals you identified.
- Create a Facebook Event to let the public know about the event—if appropriate.
- Draft a social media announcement to distribute on all your channels.
- Decide if you will offer a tour. If so, make a plan and prepare someone to serve as the guide.

Sample event run of show

(INSERT DATE HERE)

(INSERT LOCATION HERE – BE SPECIFIC. EX:
ADDRESS, MAIN ENTRANCE LOBBY, ETC.)

9:45 a.m. Media and speakers arrive.

10:00 a.m. News conference begins.

- **Lead administrator:** Welcome and general overview.
- **Physician leader:** Emphasize benefits of new ASC to patients. This may include design or equipment functions that improve care, safety or staff efficiency features, minimally invasive procedures for faster recovery times, etc.
- **Community leader (may be mayor, city council member or representative of chamber of commerce):** Comment on significance of new service to community, expanded healthcare options, welcome to neighborhood.

10:30 a.m. Begin tours of ASC.

Conduct on-site interviews with leaders

Community open house option



You may also want to connect with community members directly during an open house event. If you are interested in this option, many of the event checklist items still apply.

Plan to have your ASC open to the public for a few hours, starting with short remarks from leadership. Providers and ASC leadership should be onsite to help answer questions and introduce themselves to the community. Display photos or videos that will help community members understand more about the ASC. You may also offer limited tours—consider a demo area or one surgical suite for viewing. Lastly, plan to serve light refreshments.

Sample event talking points



- (INSERT ASC NAME HERE) is excited to open a new outpatient surgery option for the greater (INSERT COMMUNITY/CITY NAME) area on (INSERT DATE).
- Partnering with Stryker as a supplier of technology and products, (INSERT ASC NAME HERE) will feature comfortable amenities and advanced technology, including capabilities for minimally invasive procedures.
- Patients will benefit from this same-day-surgery alternative by avoiding hospital stays, allowing them to recover at home, and saving time and getting home for recovery quicker.
- Compared to most hospitals, scheduling with ASCs is more predictable, and patients have increased access to their doctors for better communication.
- Opening this new ASC confirms our commitment to our community and to offering the highest standards of care and safety.
- The center will include (INSERT NUMBER) surgical suites with the latest safety features.

Questions to prepare for media inquiries

- **What factors led (insert ASC name here) to decide to open this new service?**
Include examples of area population growth and/or increased market need for specialized services. Include language similar to, “We are excited to respond to the needs of our patients, providers and the community to offer these services.”
- **How might this new ASC impact surgical volumes at (insert health system, hospital here)?**
Include language similar to “With rapid population growth in our community, along with the increase in requests for more outpatient surgical options, we believe there will be little impact to (insert hospital here).”
- **Why are you opening this new ASC? Aren’t the same services available elsewhere?**
Include language similar to, “We are seeing increases in our patient volumes and have been experiencing strong growth in (insert service area here) over the past few years. With these increased volumes, combined with the area’s population growth, the time was right to respond to community need.”
- **Is opening this new ASC a reaction to frustrations with surgery conditions at (local hospital, healthcare system, etc.)?**
Include language like, “We are opening our new ASC to provide (NAME OF AREA) residents another option for outpatient surgical procedures. We greatly respect (HOSPITAL NAME) and their work in the community.”
- **How much did this new ASC cost and how was it financed?**
Include language similar to, “The project is anticipated to cost \$(AMOUNT) and will be covered by (add detail here about terms). This investment includes the cost of construction, medical equipment and furnishings.”
- **What services will be offered at the new ASC?**
Give examples of the services offered by the practice, highlighting any specialties that set the practice apart from others in the area.
- **How does this impact staffing? Will you hire additional physicians or clinical staff?**
Include language similar to, “We anticipate approximately X positions will be added—including nurses, techs and other specialized clinical staff.” Add details on physician staffing.
- **How will success be measured with this new service?**
Include language similar to, “Real success will be measured by playing a role in the quality of life of the many individuals who entrust their care to us. Another measure of success will come from referrals. If the number of referrals from physicians grows over time, it is a vote of confidence that we are performing an essential service for their patients.”

Sample Media Kit Elements:

- Event News Release
- Speaker Contact Sheet
- Fact Sheet

Sample event news release

Media Contact:

[Name Here]

[Title Here]

[Name of ASC]

[phone]

[email]

For Immediate Release

(INSERT ASC NAME HERE) to host grand opening event on (INSERT DATE HERE)

(INSERT CITY, STATE, DATE HERE) – On (INSERT DATE HERE), (INSERT ASC NAME HERE) will celebrate the grand opening of their new facility with a ribbon-cutting event and open house.

CONTINUE DETAILS HERE

- Outline the reasons for opening the ASC
- Highlight the benefits it will bring to the community
- Add quotes from ASC leaders, and potentially a community leader if applicable and one is available.

The new ASC [insert name] will be open [daily? Monday-Friday] from [insert hours here]. For more information, visit [add link to landing page for this ASC location] or call [insert phone number here].

About [NAME OF ASC]

[Information to come]

About Stryker

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Speaker contact sheet/backgrounder information

- Add a headshot of the speaker from your ASC, using the professional headshots used for your website to maintain consistency.
- Add your speaker’s name, full title, certifications and contact information.
- Add a short biography, with information about the speaker’s current position, educational background and perhaps some personal information—if the speaker is comfortable. This could be about their family, hobbies or reasons for pursuing medicine.
- Highlight topics your speaker is prepared to present on for community groups, with a short explanation of what could be covered.



JOHN DOE

Full title, certifications

▶ In addition to setting corporate strategies and overseeing the operations for the agency, John is actively involved with our clients and supporting their business growth. He is an advocate for clients and brands and is always challenging his team to find a better way and provide solutions to our clients. His approach to business and perspective of integrating sales, operations, finance and marketing is strategic and provides both short-term results and long-term value for clients.

Contact information

Sample fact sheet

Overview

Include background information on the ASC, the procedures that will be performed there, number of providers and support staff, and overall cost of project.

Location

The (INSERT ASC NAME HERE) is located on X acres at (INSERT ADDRESS, CITY, STATE HERE).

Design Features

- X-square-foot ambulatory surgery center
- (INSERT NUMBER) surgical suites
- (INSERT NUMBER) dedicated suites for (SPECIFIC PROCEDURES)
- Leading-edge technology
- (LIST HERE)
- Comfortable waiting room for patients' families

Timeline

Construction has begun, with an anticipated opening date of (INCLUDE DATE HERE).


Project Team

- Architects – (LIST NAME(S) AND BASE LOCATION)
- Construction firm – (LIST NAME(S) AND BASE LOCATION)

Floor Plan


(ADD A PHOTO OF THE FLOOR PLAN)

Sample content for event social media post



 **<<ASC NAME>>**
Yesterday at 8:50 AM · 🌐




Our new outpatient surgery center is now open! This facility and state-of-the-art equipment will allow us to provide patients with an improved surgical experience here in [location]. We look forward to serving the [location] community.

Our partner in technology. **stryker**



<<WEBSITE>>
World-class care, down the street.
Call us today.

  19 1 Comment 3 Shares

 Like  Comment  Share

Sample message for referring providers customizable by audience

From: (ASC LEADER NAME HERE)

To: NAME

Subject: New ambulatory surgical option coming soon

Dear NAME,

Today I am proud to announce we will be opening our new, state-of-the-art ambulatory surgery center on (INSERT DATE HERE). Staffed by world-class physicians, (INSERT ASC NAME HERE) will bring a valued outpatient surgery option to our community.

Located at (INSERT ADDRESS, CITY HERE), the new ASC will offer (INSERT NUMBER HERE) advanced surgical suites dedicated for (INSERT PROCEDURE INFORMATION HERE) procedures, as well as (ADD DETAILS HERE) with features including (ADD DETAILS HERE).

Opening this new ASC helps fulfill our community commitment by ensuring a higher level of quality healthcare in this growing market area. We are excited to answer the call from our patients, providers and the community to offer these services.

Construction is underway and we anticipate opening the new service on (INSERT DATE HERE). Please look for more information as the date grows near.

I hope you are as excited as I am to open this new service and will take the time to share the good news with your friends and family members. If you are interested in learning more about how our services may benefit your patients, please contact (INSERT NAME) at (INCLUDE EMAIL ADDRESS AND/OR PHONE NUMBER).

OPTION FOR THE LETTER: We are also inviting you to preview the facility at a VIP event prior to the public opening. If you would like to be added to this invitation list, please click here (INCLUDE LINK TO EVENT REGISTRATION). Thank you for your consideration.



Additional **resources**

The practices, suggestions and tactics outlined in this guide are meant to be a starting place to help in marketing your ASC.

Stryker recognizes marketing your ASC is an ongoing activity. Beyond the options outlined in this guide, there are many more strategies that may be effective in achieving your goals in your market. Depending on the resources you have available, executing all strategies outlined in this Marketing Your Practice Guide for ASCs may not be feasible. When needed, professional resources are available in most communities for additional assistance.

If you need a quote for professional public relations or marketing assistance, your Stryker contact can advise you on whether a Stryker-preferred partner firm can assist you.

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