A practical guide for selling to the largest employer in the U.S.
...ranked 5th in buying promotional products with over $1.5 billion spend.
HEALTHCARE: THE LARGEST EMPLOYER IN THE U.S.

The Healthcare Industry is the largest employer in the U.S. with over 18 million people in the industry. This industry is growing due to the increasing aging population. It’s a highly competitive market and businesses in this industry are always looking for ways to differentiate themselves from each other. This makes promotional products a great avenue to get the word out about their practice. As a whole, it’s ranked 5th in buying promotional products with over $1.5 billion spend.

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Recruitment of Physicians

Due to the competitive nature of the healthcare industry, it is important for clinics to differentiate themselves and stay top of mind. Promotional products are effective at health trade shows and career fairs to communicate organization’s values, culture and attract potential candidates.

Case Study

Gift Shops

A local hospital was looking for ways to bring on additional revenue and increase their brand awareness. We suggested adding the Apollo 17 oz Double Wall Stainless Vacuum Bottle to their gift shop with a vibrant full-color contour decoration instead of their current plastic water bottles. The hospital put the tumblers in the gift shop window for people to see when walking by and they ended up bringing in 30% more traffic to the shop. They now have a program in place to purchase the tumblers every quarter.

National Heart Month

February - Even though the topic of heart health is a year-round discussion, American Heart Month is a time when the issue is brought to the forefront. It is a chance to reach out to communities and raise awareness of heart health and promote the importance of good nutrition and exercise. Many organizations, including hospitals and clinics, host fundraising events and give away promotional products to encourage testing and lifestyle changes.

Getting In

Most hospitals have their own marketing department that handles promotional product purchases. Get in touch with their director of marketing and find their pain points in advertising. Promotional products are a very inexpensive way to get the word out and maximize impressions.
Patient Retention

Increasingly, healthcare providers are implementing patient retention marketing strategies to engage their existing patients and encourage them to visit more frequently. Practical high perceived value promotional products such as Ello or Zulu drinkware products improve patient experience and satisfaction.

### Hospitals & Independent Practitioners

**Medical and Surgical Hospitals**
- Psychiatric Hospitals
- Specialty Hospitals
- Blood and Organ Banks
- Emergency Care Centers
- Mental Health Facilities
- Medical Supply Facilities
- Pharmaceuticals
Networking with Other Businesses

Urgent care centers reach out to other businesses to network at the local level. They do this at chamber of commerce events, grand openings, and other organized events. These centers use a variety of promotional material to network other employers to use their services for urgent care, occupational medicine, drug tests, flu shots, and worker’s comp. Wellness kits, such as the Cold & Flu Deluxe Kit, help get the word out about who to contact for care.

National Blood Donor Month

January - In January we observe National Blood Donor Month. Due to the winter months and weather conditions, donations decline and demand increases. Blood donation companies use specific marketing campaigns to get people to come in and give blood. These places frequently use promotional products as giveaways at blood drives to get people in the door like the Full-Color Bottle Holder which features a vibrant colorful decoration option.

It is amazing what you can create with a blank canvas. Sublimated products allow you to use unlimited colors to showcase your brand.

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Large handle opening allows for hands-free carrying!

Nurses Week

May 6th-12th - Nurses are an integral part of the healthcare industry. They are often the person that has the most interaction with patients and helps put them at ease. In May, we celebrate Nurses Week. This is a great time for organizations to say thank you to the nurses in their company. Award them with gifts that they will use every day like the Ello 18 oz Riley Stainless Bottle or the Easy Carry Zippered Lunch Bag.
### Urgent Care & Nursing Centers

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<th>Ambulance Services</th>
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<td>Outpatient Care Centers</td>
<td>Medical Couriers</td>
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<td>Medical and Diagnostic Laboratories</td>
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**SG-FDP**
- **Sling Grip**
- **Set-Up Charge:** $50.00 (G)
- Available in 18 different colors!

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**GALAXY**
- **Galaxy White Pen w/ Colored Gripper & Accents**
- **Set-Up Charge:** $15.00 (A) per color

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**GBH21-FDP**
- **Cold & Flu Deluxe Kit**
- **Set-Up Charge:** $50.00 (G)

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**SSHS**
- **Stick Spray Hand Sanitizer**
- **Set-Up Charge:** $50.00 (G)

- Available in 3 colors: Black, Blue, and Green
January
National Intravenous Nurse Day
January 25th
National Blood Donor Month
National Volunteer Blood Donor Month
Cervical Health Awareness Month
National Glaucoma Awareness Month
Thyroid Awareness Month
National Birth Defects Prevention Month

February
National Women Physicians Day
February 3rd
National Wear Red Day for Women's Heart Health
February 3rd
World Cancer Day
February 4th
National Donor Day
February 14th
Patient Recognition Week
February 1st-7th
Alzheimer's and Dementia Staff Education Week
February 14th-21st
National Heart Month
National Cancer Prevention Month
International Prenatal Infection Prevention Month
AMD/Low Vision Awareness Month
National Children's Dental Health Month

March
Registered Dietitian Nutritionist Day
March 8th
World Oral Health Day
March 20th
Patient Safety Awareness Week
March 12th-18th
National Poison Prevention Week
March 18th-24th
National Physicians Week
March 25th-31st
National Doctors Day
March 30th
National Nutrition Month
National Kidney Month
National Developmental Disabilities Awareness Month
National Save Your Vision Month

April
World Health Day
April 7th
National Public Health Week
First full week
World Health Worker Week
April 2nd-8th
Stress Awareness Month
National Autism Awareness Month
National Cancer Control Month
National Parkinson's Awareness Month
National Occupational Therapy Month

May
Nurses Week
May 6th-12th
National Hospital Week
May 7th-13th
National Nursing Home Week
May 14th-20th
National American Stroke Month
National Mental Health Month
National Asthma and Allergy Awareness Month
Arthritis Awareness Month
Hepatitis Awareness Month
National Physical Fitness and Sports Month
Employee Health and Fitness Month
Healthy Vision Month

June
Cancer Survivors Day
June 4th
National Migraine Awareness Week
June 1st-7th
National Running Day
1st Wednesday
National Nurse Assistants Week
Second full week
Men’s Health Month
National Safety Month
Cataract Awareness Month
July
National Parents' Day
July 23rd
Eye Injury Prevention Month

August
Health Unit Coordinators Day
August 23rd
National Health Center Week
August 13th-19th
National Wellness Month
National Water Quality Month
Children's Eye Health and Safety Month
Medic Alert Awareness Month

September
World Heart Day
September 29th
National Women's Health & Fitness Day
Last Wednesday
Healthy Aging Month
National Cholesterol Education Month
National Alcohol & Drug Addiction Recovery Month
National Ovarian Cancer Awareness Month
National Prostate Cancer Awareness Month
Leukemia, Lymphoma and Myeloma Awareness Month
National Childhood Obesity Awareness Month
National Traumatic Brain Injury Awareness Month

October
World Mental Health Day
October 10th
National Primary Care Week
October 2nd-6th
National Healthcare Quality Week
October 15th-21st
National Health Education Week
October 16th-20th
National Dental Hygiene Month
National Breast Cancer Awareness Month
National Chiropractic Month
National Physical Therapy Month
American Pharmacists Month

November
Home Care Aide Week
November 12th-18th
World Antibiotic Awareness Week
November 19th-23rd
National Alzheimer's Disease Awareness Month
American Diabetes Month
Lung Cancer Awareness Month
National Home Care & Hospice Month
Stomach Cancer Awareness Month
National Family Caregivers Month

December
World AIDS Day
December 1st
National Hand Washing Awareness Week
December 3rd-9th
National Influenza Vaccination Week
December 4th-11th
Community Outreach

With an ever growing elderly population, the home health care segment is growing. Care providers are looking for ways to stand out and market their services. These businesses use promotional products for referral and recruitment gifts to find new patients and their families. Care providers can use high perceived value functional promotional products like the Mini Lantern with Carabiner Clip or utilize a promotional pen like the Wolverine Metallic Pen with Gripper to spread the word about their service.

Pens have a CPI of less than 1/10 of a cent per impression.

GOLIGHT
Mini Lantern with Carabiner Clip
Set-Up Charge: $50.00 (G) per color

<table>
<thead>
<tr>
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Pens have a CPI of less than 1/10 of a cent per impression.

WOLVERINE
Wolverine Metallic Pen w/ Gripper
Set-Up Charge: $15.00 (A) per color

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GOLIGHT
Mini Lantern with Carabiner Clip
Set-Up Charge: $50.00 (G) per color

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Durable, flexible and soft, this is great for company events and also makes a great giveaway for healthcare trade shows.

STRAW2GO
Silicone Straw in Round Case
Set-Up Charge: $50.00 (G)
Personalization: $1.25 (G) ea.

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National Home Care & Hospice Month

November - National Home Care and Hospice Month is observed November. This event recognizes the carelessness of professionals who make a difference in the lives of the people they serve on a daily basis. Use promotional products to award these individuals with products that they can use such as the Straw 2 Go or the 14 oz Kona Joe Ceramic Mug.
Hospice & Home Health

- In-Home Senior Care
- Home health care services
- Residential developmental handicap facilities
- Community care facilities for the elderly

**150DORCY-FDP**
55 Lumen LED Dorcy Waterproof Floating Flashlight
Set-Up Charge: $50.00 (G) per color

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**KONAOECOLORS**
14 oz Kona Joe Ceramic Mug
Set-Up Charge: $50.00 (G) per color

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Available in 14 sports themed templates or go totally custom!

**1718JERSEYPROMO-FDP**
17” x 18” Microfiber Jersey Rally Towel
Set-Up Charge: $50.00 (G)

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<td>$4.40</td>
<td>$4.30</td>
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</table>
Pet Adoptions

Animal shelters often team up with vets and pet stores to help find good homes for cats and dogs. They will include coupons to get the animals spayed or neutered with the local vets. The vet does this to help bring on new customers. The pet stores will purchase promotional products that feature their branding to increase their reach. They purchase items like the Flying Disc as a giveaway to people that come in to see the animals. It’s a great way for companies to co-brand and create an experience for the new pet owners.

Pet Care Loyalty

People love their pets and treat them like one of their children. That’s why veterinary clinics and groomers use promotional products to create loyalty. Themed branded products are a great way to generate lasting impressions and keep customers coming back. Items like the 42” Auto Open Folding Umbrella make for a great promotion for vet clinics, because the weather does not care if your pet has to go outside for a walk.
**Veterinary Clinics**

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**USA22TRITANBOWL-FDP**
22 oz Made in the USA Tritan Bowl
Set-Up Charge: $50.00 (G)

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<td>$8.50</td>
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<tr>
<td>1,008</td>
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**KWS**
Key West Sunglasses
Set-Up Charge: $50.00 (G) per location

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**GBJ20-FDP**
Outdoor Adventure Kit
Set-Up Charge: $50.00 (G)

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**DSBP**
Drawstring Backpack
Set-Up Charge: $50.00 (G)
Four Color Process Transfer: $2.20 (G) ea

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**HYPE**
Hype Drawstring Backpack
Set-Up Charge: $50.00 (G)
Four Color Process Transfer: $2.20 (G) ea

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National Wellness Month

August - The month of August focuses on self-care, managing stress, and promoting healthy routines. It’s a time to relax and promote well living. Spas and Yoga studios can brand lunch bags like the Adventure Lunch Bag to giveaway to clients and promote eating and feeling well. They can decorate the bag with greetings like “Namaste” and include their company branding and contact information to increase loyalty.

Case Study

Weight Watchers Groups

A Weight Watchers group was looking for ways to retain their customers. They found that many people would join for a few days and not come back. We suggested a loyalty mailer that members would receive when joining and on a monthly basis. Inside would include different recipes to try at home, a branded Sling Grip XL phone/tablet holder to help take selfies while they shed pounds, and a questionnaire about how they can improve. They observed that members stayed enrolled 40% longer in just two months and received many great ways to drive loyalty and retain members with the questionnaire.

National Nutrition Month

March - Staying fit and healthy is in everyone’s best interest. National Nutrition Month is observed in March every year. This event sparks all types of promotions throughout the month from 4k runs to nutrition programs in schools. Promote taking charge of your life with promotional products that encourage having a healthy lifestyle such as the reusable Pogo 32 oz Tritan Water Bottle.
**ODIN**
20 oz Odin Vacuum Insulated Tumbler
Set-Up Charge: $50.00 (G)

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Laser Engraving: $1.00 (G) ea.

Full Color Contour Printing:
$1.00 (G) ea. (1 or 2 sides);

**CUBIE**
Cubie Lip Moisturizer
Set-Up Charge: $50.00 (G)

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**SLEEK-CLASSIC**
Sleek Classic Super Glide Pen
Set-Up Charge: $15.00 (A)

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**EARBUDDY**
Earbuds in Case
Set-Up Charge: $50.00 (G)
Four Color Process Transfer: $0.30 (G) ea.

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**EFAK-FDP**
Essential First Aid Kit
Set-Up Charge: $50.00 (G)

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Acupuncture Offices  
Homeopaths  
Psychologists  
Social Workers  
Marriage Counselors  
Dermatologists  
Nutritionists & Dietitians  
Physical Therapists  
Chiropractic and Osteopathic  
Massage Therapists  
Yoga Studios  
Martial Arts Studios  
Electromagnetic Therapists  
Hypnotherapists
Care Packages

After purchasing your new pair of glasses, you need to take care of them. How would you do this without having a care package to go along with your purchase? Optometrists use promotional products to provide useful tools to protect their product while also advertising to the buyer every time they use the tool. Products such as the Dye Sublimated Microfiber Cleaning Cloth make a great giveaway with every purchase. It’s a well received item with capabilities of being decorated in full-color, which is great for any brand.

Dye Sublimated Microfiber Cleaning Cloth

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Flap Tin Mints - Sugar Free Mini Peppermints

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Eco Carry Tote

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Super Glide Pen with Light Up Logo and Tip

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National Dental Hygiene Month

October - Having a healthy mouth leads to a healthy life. October brings us National Dental Hygiene Month. This event helps remind us to have a happy smile and to make sure to visit the dentist for cleanings and checkups. Dentists market to parents through school programs to bring in new patients and with care packages after the visit. Promotional products make an excellent vehicle for delivering the message with items like the Eco Carry Tote or the Business Travel Kit.