

Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency

MEDICAL

Guanine



Advertising

Strategic and Creative  
Services for Marketing  
Communications

## Healthcare Marketing Is Evolving. Are You?

**EVR answers the call of a healthcare marketplace that demands an agency to be truly full service and fully accountable.**

It's important to know the healthcare industry, and we do. We are a constant in this ever-changing marketplace, able to work with clients to adapt to change and deliver successful results. We're an integrated marketing agency in Manchester, NH with a particular flair for healthcare marketing.

### What does it mean to be full service in today's healthcare climate?

**We partner with clients from initial concept to final measurement.** We create and implement comprehensive campaigns and provide clients with the skill sets and bandwidth they need. We understand what makes healthcare brands admired and coveted in the healthcare market and have a deep roster of strategists and experts in planning, creative, digital and content to make that happen.

**Our execution is thorough.** We don't just create campaigns that are clever, powerful and digitally sophisticated; we fully understand the channels to deliver the message and have the industry savvy and know-how to create a vibrant and effective market presence.

**Healthcare brands must deliver an experience** that transcends typical consumer relationships. They balance the perception of compassion and technology while assuring a sense of competence that adheres to a carefully crafted tone in both language and visuals. As brands mature and evolve, a dedicated focus on triggers and tonality will protect brand legacy while positioning them for success in today's changing marketplace.

Good healthcare marketing starts with an expert agency that knows how to help you create and share your message. We make sure you are seen and heard.

Let's talk.

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### OUR SERVICES:

- Brand strategy
- Service line planning
- Creative services
- Campaign creation & execution
- Digital and traditional media
- Website management
- Content marketing
- Social media
- Reputation management

### CASE STUDIES:



Bassett Healthcare Network

**ST LAWRENCE HEALTH**  
An Affiliate of Rochester Regional Health

