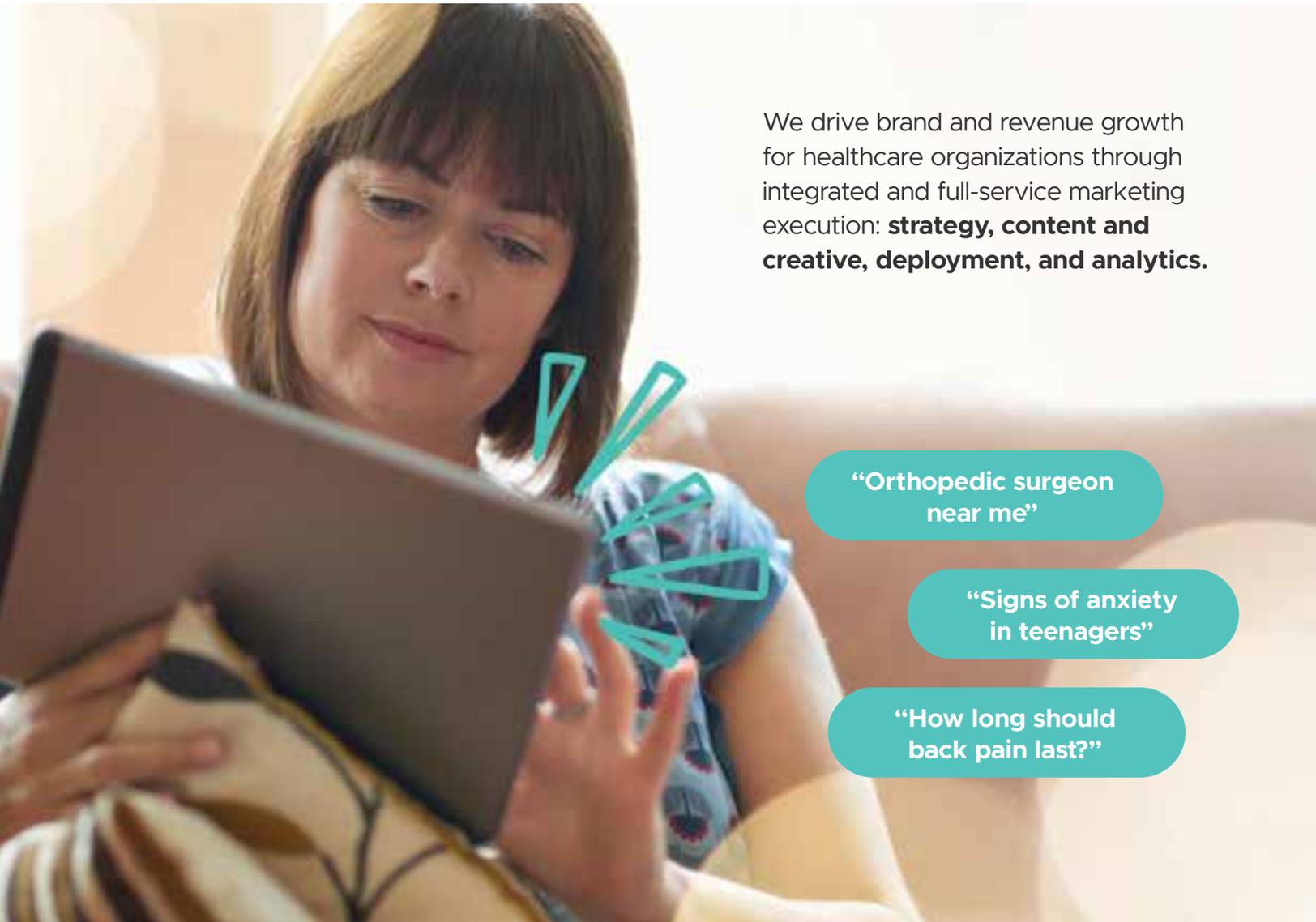


The Marketing Agency Built for Healthcare



We drive brand and revenue growth for healthcare organizations through integrated and full-service marketing execution: **strategy, content and creative, deployment, and analytics.**

“Orthopedic surgeon near me”

“Signs of anxiety in teenagers”

“How long should back pain last?”

Your trusted partner for patient growth.

We deliver results with our deep understanding of the healthcare consumer fused with innovative and integrated healthcare marketing strategies.

From strategy and execution to optimization, we offer:

- ✦ Full-service digital campaign management
- ✦ Brand and creative development
- ✦ Content marketing and social strategies
- ✦ Print publishing and direct mail execution



100% healthcare

All our time, energy and experimentation are focused on one industry: healthcare.

Healthcare consumers

Build brand awareness, increase booked appointments, and inspire action or behavior change.

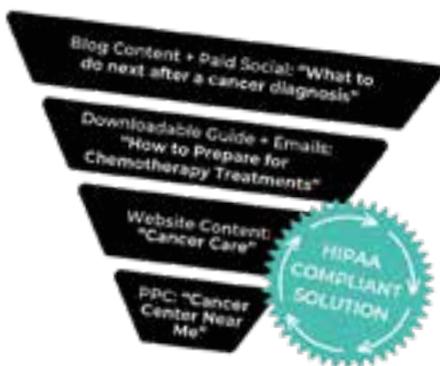
Healthcare providers

Grow referrals, improve talent acquisition and boost brand reputation within the industry.

You need a partner who understands the patient.

When you work with True North, you'll be executing smarter and more effective campaigns that efficiently drive lead volumes.

- ✦ We're **HIPAA-compliant** and lead the way in innovative security solutions.
- ✦ We proactively solved for **HHS guidance** on tracking tech.
- ✦ We focus on **first-party data**, not retargeting.



Be top of mind and top of page.

It's all about brand awareness paired with presence at the moment of need.

Full funnel

Strategy needs to span the top, middle and bottom of the funnel.

Cross-channel

Messaging needs to bridge channels and be optimized accordingly.

For over 30 years, we've helped healthcare marketers engage their communities with successful campaigns across a wide range of service lines:



**CARDIOLOGY
CAMPAIGNS**



**ORTHOPEDICS
CAMPAIGNS**



**WOMEN'S
CAMPAIGNS**

We help your organization drive clear results.



Hospitals

Build brand awareness and service line volumes for health systems, children's hospitals, specialty providers and more by being top of mind and top of page.



Outpatient providers

Drive patient volumes for outpatient imaging, urgent care, dental practices and more through precise digital advertising and SEO.



Healthcare payors

Drive member acquisition and wellness priorities by engaging members with content designed to inspire action or behavior change.

Fully managed tactics that span awareness to conversion

Audio and video streaming

Boost digital strategy performance by driving increased brand awareness with a broader audience on Spotify, Pandora and YouTube.

Blogs and content hubs

Balance creativity, brand and performance objectives with full-service healthcare content marketing.

Custom publishing

Engage with healthcare consumers in a way specifically tailored to their demographic needs with our fully custom print publications.

Direct mail

Connect consumers to new providers and locations, invite community members to in-person events or encourage screenings with custom print marketing strategies.

Display advertising

Build brand awareness through ad placement on websites your target consumer uses.

Downloadable assets

Create resources that are worthy of being gated and add value beyond a campaign landing page.

Email marketing

Leverage owned audiences and marketing automation platforms

for both lead generation and lead nurturing purposes.

Paid search

Engage and convert high-intent consumer search volume with a turnkey execution of a sophisticated keyword-bid philosophy.

Paid social

Generate strategic targeting of your ideal patient profile on Facebook and Instagram to drive leads for priority service lines.

Quizzes

Offer a similar experience to health risk assessments with short-and-sweet knowledge tests that require less complexity and involve no PHI risks.

SEO performance

Ensure content that performs well organically as a complement to a paid strategy.

Supporting assets

Develop full-service landing pages, ad copy, graphic design and more for a turnkey digital campaign.

Website content

Directly define and explain conditions and services with website content that provides an appropriate next step.

Dashboard analytics

Our goal is to make you empowered to share your success and drive ongoing optimizations.

✦ Custom-built, personalized dashboards

✦ Real-time access to performance reporting

✦ Regular discussions to share data and learnings



Why clients hire us

ALL HEALTHCARE

30 years of experience in this space with an exclusive focus on healthcare

MISSION DRIVEN

Tight-knit team of healthcare marketing experts passionate about your community

INTEGRATED SOLUTIONS

Comprehensive scope of marketing services, not single-point solutions

PERSONALIZED PARTNERSHIPS

Eager to work with your tools, people and tech stack



“The customer service at True North has been phenomenal. Definitely 5/5 stars!”



Stacy Covitz

Vice President, Marketing and Public Relations
Methodist Health System

“True North is a true partner. They understand healthcare.”



Annie Bonzer

Director of Marketing and Public Relations
Altru Health System

“True North has been my trusted partner for nearly 20 years.”



Laura Shea

Chief Marketing Officer
Humboldt General Hospital



We support healthcare marketing teams, large and small

For over 30 years, we've helped healthcare marketers engage their communities.



**LET'S
CONNECT**

Set up an intro call by visiting

TRUENORTHCUSTOM.COM

TRUE NORTH
CUSTOM