



HEALTHCARE CONTENT DEVELOPMENT

With more than 60 healthcare clients, we know how to create consumer-friendly content that will make you and your doctors happy.

ATTRACT PATIENTS WITH *fantastic* CONTENT

It's not easy to create great content in a healthcare environment. Doctors are demanding, budgets are tight and resources are slim. It's also a daily challenge not to let confusing medical jargon and passive voice clutter your site. But we can help.

HOW CAN WE HELP YOU?

Our experience with more than 60 hospitals, academic medical centers and health insurance companies gives us a unique skillset to work with your executives, doctors, administrators and staff. We understand the challenges of working within a highly regulated workplace and have more than 10 years of experience doing so.

Many of our writers are healthcare journalists whose expertise translating complex medical and insurance jargon is invaluable. Patients are already in a state of high anxiety when contemplating their healthcare and financial situations. We make the information easier for them to understand and act upon. Working with your stakeholders, we create content that makes you and your doctors happy.

OUR APPROACH

Hospitals tend to be hierarchical organizations, with a structure that confounds marketers. Doctors, often with little marketing experience, frequently set the tone and pace of marketing projects. This approach can pose multiple challenges, particularly surrounding web content.

Since our team of project managers, writers and editors works in these situations every day, we understand how to approach doctors and administrators and gain stakeholder buy-in. Our goal is to educate everyone around the table and build consensus about your objectives so everyone feels comfortable moving forward.

We also understand the unique pressures that hospital marketers face as they navigate these complex relationships. We have our own methodology for working on content strategy within complex organizations like yours. We bring thoughtfulness and sensitivity to ensure a successful content strategy project.

HEALTHCARE CLIENTS

Here are some examples of hospitals, healthcare organizations and academic institutions we partner with to create outstanding, award-winning content:



Ready TO IMPROVE YOUR CONTENT? **CONTACT US TODAY.**



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