

## YOUR BRAND'S PATH TO POINT OF CARE MARKETING SUCCESS

Point of care marketers are tasked with creating content and tools that support BOTH care teams AND patients while they build critically important relationships.

Here's how to successfully accomplish this goal:

### 1 USE AN OMNICHANNEL APPROACH

The patient journey is far from linear. That's why it's important to reach patients at the moments that matter, in different locations, and during different condition stages.

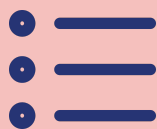
This can be in doctors' offices, hospitals, pharmacies, and community clinics, across TV, condition guides, posters, digital ads, wallboards, discharge kits, and more.



### 2 CHOOSE A CREDIBLE CONTENT PARTNER

Ensure your media partner has content that gives your brand authority and complements your brand's message. Ask yourself, "Does this content resonate with my target?"

*Tip: Work with award-winning content partners.*



### 3 CREATE CONTENT THAT RESONATES

Use plain language, shorten blocks of text, incorporate headlines and bulleted lists, explain key concepts, use sequential flow, include personal stories, and use Q&A formats.

### 4 DESIGN FOR VARIOUS AUDIENCES

Use visuals wisely, use high contrast and legible text, use representative images, utilize step-by-step guides, develop interactive materials, and utilize captions and transcripts.

### 5 DISTRIBUTE AND MARKET YOUR HIGH-QUALITY CONTENT

Place your content in highly-targeted locations to reach the right patient at the right time.

Make sure your materials are integrated within the patient journey and supported by providers and the broader care team.



Get in touch to explore WebMD Point of Care solutions.  
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