

Ignite growth for your hospital:

Onspire Health Marketing and APS
partner to advance rural health
in Kansas and Missouri

As a valued member of the APS Group Purchasing Organization, you have exclusive access to Onspire Health Marketing's proven strategies for growth in rural healthcare. Onspire, in partnership with APS, offers a tailored approach to marketing specifically designed for the unique challenges and opportunities facing Kansas and Missouri rural and critical access hospitals. We understand your needs and are committed to helping you thrive.

The Onspire and APS Advantage:

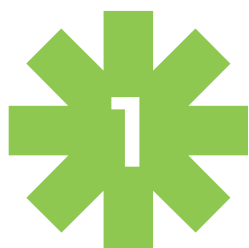
- **Strategic Partnership:** We leverage the collective strength and resources of both Onspire Health Marketing and APS to deliver exceptional value and streamlined support.
- **Deep Understanding of Rural Healthcare:** Onspire's specialized expertise is focused on the specific marketing needs of rural hospitals like yours, understanding the unique challenges you face and providing tailored solutions.
- **Data-Driven Results:** We employ data-driven strategies and provide ongoing performance tracking to ensure your marketing aligns with your key performance metrics.
- **Streamlined Process:** Through our partnership with APS, accessing and managing our services is seamless and efficient.



onspire[™] *
HEALTH MARKETING

The Onspire Health Marketing Solution for APS Members:

This comprehensive package helps you build a strong brand, attract more patients, and improve sustainable, long-term results.



Step 1: Strategic Partnership and Plan Development

We begin with a collaborative session with your leadership team to:

- Identify key service line opportunities for growth.
- Assess your current marketing efforts and opportunities for improvement.
- Develop a customized marketing plan with defined goals, timelines, and tactics, including a robust quarterly content plan.



Step 2: Strategic Marketing Implementation

- Organic Marketing: This includes landing page development for key programs, search-optimized blog posts throughout the year, and engaging social media content creation and scheduling.
- Paid Marketing: Boost your reach and engagement through targeted social media campaigns and a strong Google Review program for your locations and/or providers.



Step 3: Performance Management and Optimization

- Ongoing Performance Monitoring: We provide regular performance dashboard reports with your dedicated marketing manager and annual strategic reviews to ensure the health of your brand.

Pricing:

Contact us for detailed pricing information and to discuss a customized package tailored to your specific needs and budget. We offer flexible options to ensure the best marketing strategy for your hospital.

Ready to see how Onspire and APS can help your hospital thrive?
Schedule a free consultation at onspirehealthmarketing.com/APS