HEALTHCARE

Virtual And Live Event Marketing Guide & Calendar

If you're ready to grow your fee-based caseload, LeadingResponse is ready to help get you there. Now is the time to plan for 2023 and find solutions that turn highly motivated and prequalified prospects into patients for your practice. And we have the solutions to do just that.

LeadingResponse

Q1

Creating Connections, Forged by Data and Insight.

Our multichannel solutions have generated over $117 billion in revenue for our clients.

January

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Dates: New Year's Day 1/1, Dr. Martin Luther King, Jr., Day 1/16

Wherever they are, we find them. Our extensive Consumer Database Platform, combined with our partnerships with Google and Meta enable us to consistently deliver results, activate growth, and impact positive change. We connect consumers to experts at exactly the right time help is needed.

February

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Dates: Valentine's Day 2/14, Presidents Day 2/20, Ash Wednesday 2/22

Dinner seminars are proven to be successful. After the past two years, consumers are ready to engage. Face-to-face interactions. Building relationships. In-person events have proven successful for decades. Get in front of the right audience, at the right time, with the right message.

March

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Dates: St. Patrick's Day 3/17

Reach consumers anytime, anywhere. Take advantage of our Hybrid Solution – combining live seminar events and webinars. This solution combination brings overall higher attendance rates and superior customer service as prospective patients can engage in the manner they prefer - whether it is at a local restaurant or in the comfort of their own home.

April

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Dates: Passover 4/5-4/13, Easter 4/9, Tax Day 4/15 NFL Draft 4/27

People today want to choose how, where, and when to connect. At their desk. At home. On the move. Reach them with webinars. Our webinar solution, WebinarConnect, makes it easy. Just pick a date and a time and we handle the rest. Customizable landing pages, branded content, and our multichannel targeting puts the right prospects in front of you, at the right time, in the right place.

May

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Dates: Mother's Day 5/14, Memorial Day 5/29

Meet prospective patients face-to-face. One-on-one appointments, either in-person or online, can solidify your practice as the right fit for their needs. Targeted ads with incentives put the right prospective patients directly on your calendar. Seamlessly. All you need to do is choose the appointment dates and times – we do the rest.

June

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Dates: Father's Day 6/18, Juneteenth 6/19

Providers need a solution that helps grow their practice. Manage, track, and rebook your marketing campaigns from one single location. That's where our client portal, Hub, comes in.

Driven by Data. Guided by Experts.

Our solutions have resulted in more than 6.4 million qualified appointments.

✖ No Events ✔ Good Event Dates ❗ Caution Call Us

When reviewing dates, be aware of major sporting events

Q3

July

Dates: Independence Day 7/4

Put your services directly into their hands. Connect with consumers wherever they are. Over 26. That's how many years LeadingResponse has been promoting and growing clients for our customers through direct mail. When experience matters, we've got your back.

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August

Enjoy faster results & lower acquisition costs. We've cracked the code to generating high-quality, motivated prospective patients – consistently. Our marketing solutions are custom designed to put you in front of your ideal audience.

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September

Dates: Labor Day 9/4, Rosh Hashanah 9/15-9/17, Yom Kippur 9/24-9/25

Let our seminar event experience work for you. We connect 1.9 million consumers each year. We merge technology and direct mail to streamline the client acquisition process. RSVPs, customized event pages, flexible pricing, and event formats are success driven.

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We Are the Experts In Consumer Engagement

LeadingResponse has millions of prospects in our pre-retiree and retiree database, and we have over three thousand satisfied clients across the U.S.

Q4

October Calendar

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November Calendar

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December Calendar

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October

Dates: Columbus Day & Indigenous People's Day 10/9, Halloween 10/31

Amplify customer acquisition with webinars. It's a seamless branded experience for your prospective patients. Record the webinar once, and prospects can access it at any time, any place, and on any device they choose. It's simple. It's powerful. It turns a webinar into a customer acquisition force working 24/7.

November

Dates: All Saints Day 11/1, Veterans Day 11/11 (observed 11/10), Thanksgiving Day 11/23

We bring consumers and healthcare professionals together. You need a medical marketing partner that understands your business inside and out. With over 26 years of industry experience, you can trust LeadingResponse to help you grow your fee-based caseload.

December

Dates: Hanukkah 12/7-12/15, Christmas Day 12/25, Kwanzaa 12/26-1/1, New Year's Eve 12/31

2024 is a new year, with new opportunities. Plan your marketing strategy now to realize new levels of success in the coming year. Reach a broader audience with LeadingResponse at your side.

Now is the time to activate growth for your healthcare practice.

Our solutions are uniquely designed to help you realize new levels of success.

✖ No Events	✔ Good Event Dates	❗ Caution Call Us

When reviewing dates, be aware of major sporting events

2023 New Patient Acquisition Goal Worksheet

Now is the time to focus on moving forward, engage with new patients, and grow your practice. Our marketing solutions are proven successful. Let us help position you for long-term success.

Find out what success means for your practice. Use this worksheet to calculate how many new patients your campaigns must generate to meet your 2023 production goals. When you're done, get in touch with your marketing consultant to discuss rollout of your plan and steps to make it happen.

Doctor: _____

Practice:_____

Seminar Date(s): _____

Location(s): _____

Gross Attendees: Event 1 _____   Event 2 _____   Event 3 _____   Event 4 _____

Net Attendees: Event 1 _____   Event 2 _____   Event 3 _____   Event 4 _____

Net Generated Appointments: Event 1 _____   Event 2 _____   Event 3 _____   Event 4 _____

Office Appointments: _____

Patients Acquired: _____

Revenue Generated: _____
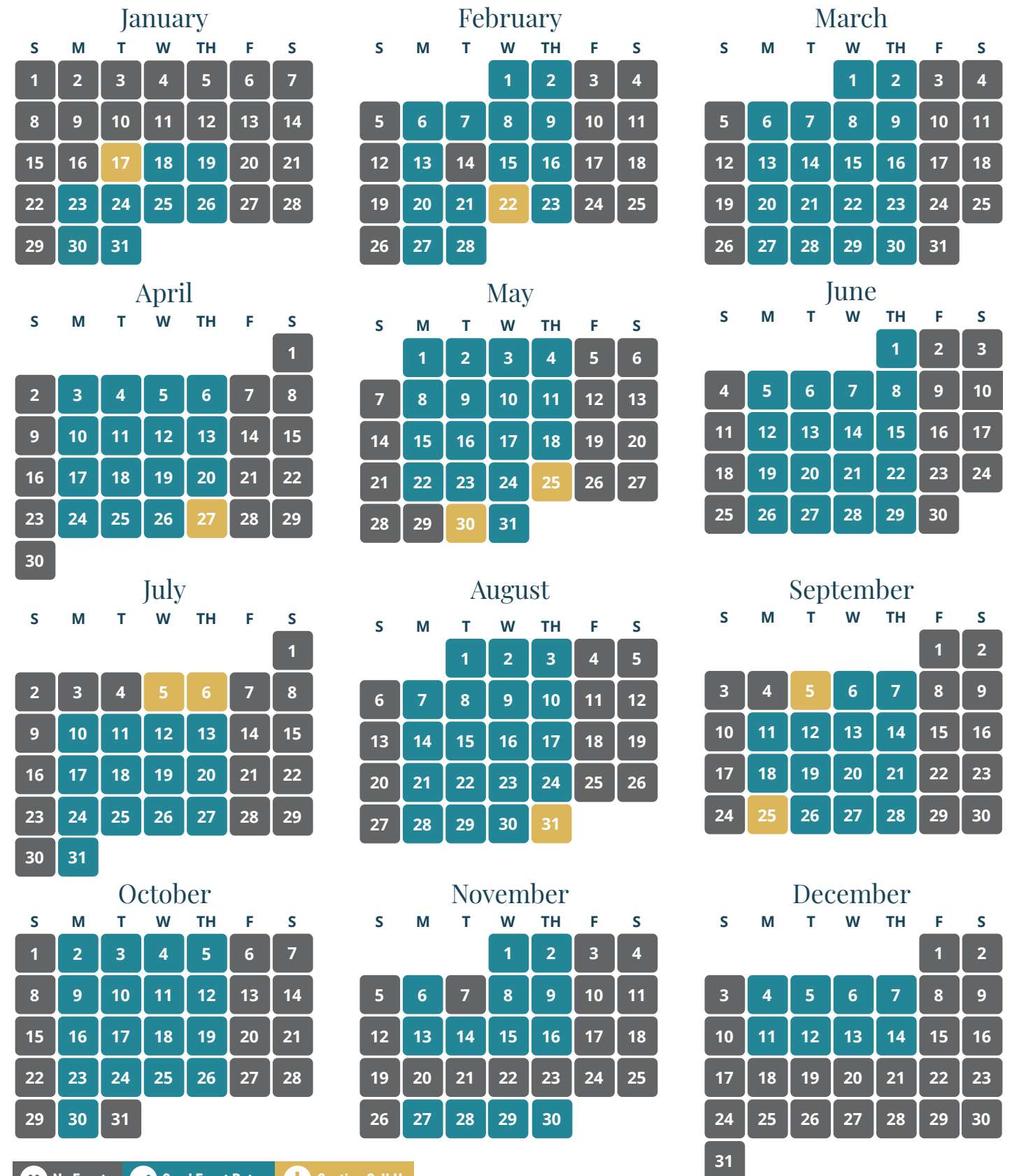
ROI (= $\frac{\text{Revenue Generated}}{\text{Marketing + Meal Cost}}$) :   _____

Average revenue per case: _____

Large Cases (>10,000) :   _____

Dinner Seminars and Virtual Events Calendar At-A-Glance

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Legend: ✖ No Events   ✓ Good Event Dates   ! Caution Call Us

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Get Started Today.

Call us at (866) 616-3747 or visit us at LeadingResponse.com/Healthcare

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