



Mammography and ABUS Services

PRACTICE PARTNER MARKETING STRATEGY PLAN AND LOOKBOOK

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MARKETING STRATEGY PLAN

Onsite Practice Partners Marketing and Communications Plan

With more than a decade of experience, Onsite Women's Health knows that a successful partnership requires every available communication tool be leveraged to promote this new service offering to patients. Initiating communication efforts to build awareness and enthusiasm among patients, providers, staff and local community as soon as possible ensures that the program will be successful.

The following strategies have been successful with practices in the past including:

3D Mammography + ABUS Marketing Rollout Initiatives			
	Pre-Launch Implementation Timing	Onsite Support	Practice Role
Website			
Add a "Coming Soon" announcement to the practice website encouraging patients to call the office and inquire about the new screening mammography service.	4-6 weeks pre-launch	Can provide verbiage and/or web graphic if needed	Work with web developer to implement on the site
Add a landing page to the "Services" tab on your website to showcase 3D Mammography.	4-6 weeks pre-launch	Can provide verbiage and landing page design	Work with web developer to implement on the site
Add the "Prior Release Form" link under the "Patient Forms" section to allow Onsite staff to request patients' prior images from their previous mammogram location.	4-6 weeks pre-launch	Will provide the link and hard copy release form	Work with web developer to implement on the site
Phone Messaging			
Add verbiage to the on-hold messaging system as another means of informing patients about the new service.	4-6 weeks pre-launch	Please refer to the Onsite suggested language page	Work with hold messaging vendor to incorporate
Digital Marketing: Email, Patient Portal, Text Blast			
Send email/portal/text blasts out to the patient community announcing the new service.	4-6 weeks pre-launch	Please refer to the Onsite suggested language page	Work with patient engagement vendor to incorporate
Send second email/portal/text blast	Once service has launched	Please refer to the Onsite suggested language page	Work with patient engagement vendor to incorporate
Include "We now offer state-of-the-art 3D screening mammography services right within our office" to all text or email WWE exam appt reminders.	Once service has launched (Ongoing)		



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Direct Marketing: Letters, Billing Statements			
Reminder Letters: If annual exam reminder letters are mailed, add verbiage about the new service. Example: "We now offer state-of-the-art 3D screening mammography services right within our office."	Ongoing	Please refer to the Onsite suggested language page	
Billing Statements: Add a 3D Mammography banner at the top of every billing statement that goes out to patients.	Ongoing	Please refer to the Onsite suggested language page	
Include laminated patient letters on exam tables	First three months of service	Please refer to the Onsite suggested language page	Practice to print and laminate for exam rooms
Drop off brochures to neighboring primary care offices, breast general surgeons, plastic surgeons, and Ob/Gyn offices to promote new service.	First month of new service		Practice to schedule brochure outreach

Social Media & Google My Business			
Social: If there are active social media accounts, post an announcement that 3D Mammography is coming. Refer to "Coming Soon" PDF for sample language.	One-month pre-launch	Can provide social media graphics	Assign key person in the practice to manage social media posts
Google My Business: Be sure to "Claim this Business" under the Google map location online and add 3D Mammography under the services/notes section. This helps drive SEO (search engine optimization) content and helps build word searches on the Google search engine when someone is researching 3D mammography in your area.	Claim business as soon as possible. Post "coming soon" announcements 4 weeks pre-launch.	Please refer to "Coming Soon" PDF for language	To be completed by assigned practice personnel

Go Live Week			
Recommend practice employees and leadership wear the following in pink: scrubs, accessories, socks, ribbon pins to promote new service on opening week.	First week of new service		
Schedule a "grand opening" or "ribbon-cutting ceremony" - Invite patients and the community.	First week of new service, if possible		Practice to schedule
Contact local news channels for interviews, coverage of the opening ceremony, and/or sending a press release.	First week of new service		Onsite marketing team to manage

Other Marketing Materials (Refer to lookbook for sample materials)			
Coming Soon			
Front Desk Pink Ribbon Stand: Typically placed at the check-in/check-out counter and/or reception area.	4-6 weeks pre-launch	Regional Director will manage during kick off week	
Coming Soon Desk Placards: Designed for the main lobby and any sub waiting areas.	4-6 weeks pre-launch	Regional Director will manage during kick off week	
Promotional Items: Pink ribbon pins and pens as give away reminders to patients.	4-6 weeks pre-launch	Regional Director will manage during kick off week	
Permanent:			
Vinyl Wall Clings: Placed in practice exam rooms and bathrooms. (Includes practice logo)	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
Banner: Standing Framed banner for the main practice lobby area and event booths. (Includes practice logo)	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
Rack Card: 3D mammography informational piece; back page customized with directions to the practice, address/phone number and practice logo.	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print

If you have any questions or need additional information, please contact us.

We are genuinely excited to partner with your organization to bring mammography on-site, increase annual mammogram screenings and ultimately help save lives!



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COMING SOON MATERIALS
LOOKBOOK

3D Screening Mammography & Automated Breast Ultrasound

COMING SOON

powered by

Onsite
WOMEN'S HEALTH

Onsite
WOMEN'S HEALTH

"3D Mammo + ABUS Coming Soon" Social Media Post

Size: 1080px x 1080px

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3D Screening Mammography — AND — Automated Breast Ultrasound

COMING SOON!

If you have dense breasts, you may benefit from a supplemental ABUS exam.

Talk with us about these life-saving technologies.

Onsite
WOMEN'S HEALTH
powered by Onsite Women's Health



1 in 8 women in the United States will develop breast cancer in her lifetime; this equates to a 13% average lifetime risk.

For women at the average risk level, annual screening mammography should start at age 40.

WHY 40?

- + Breast cancer incidence increases substantially around age 40
- + 1 in 6 breast cancers occur between 40 – 49
- + 40% of all the years of life saved by mammography are among women in their 40s

WHY ANNUALLY?

Even for women 50+, skipping a mammogram every other year would miss up to 30% of cancers

NOT ALL BREASTS ARE THE SAME...

40% of women have dense breast tissue which is normal, but puts you at higher risk of breast cancer. For these women, mammography alone may not be enough to find breast cancer.

When used in combination with mammography, Automated Breast Ultrasound (ABUS) greatly enhances detection of cancer in dense breast tissue. The procedure takes about 20 minutes and does not require compression or radiation.

 Speak with your provider today to learn about our mammography and ABUS services and to schedule your next appointment.



"3D Mammo + ABUS Coming Soon" poster insert with floor banner stand

Poster Size: 24" (w) x 36" (h)

Floor banner stand will be delivered with Coming Soon materials.

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COMING SOON

**3D Screening
Mammography**

— *AND* —

**Automated Breast
Ultrasound**

Did you know 1 in 8 women will develop
breast cancer in her lifetime?

1 2 3 4 5 6 7 8

This year, take care of you.
Schedule your mammogram today!



3D Screening Mammography and Automated Breast Ultrasound

COMING SOON!

*Did you know
1 in 8 women
will develop
breast cancer in
her lifetime?*



This year, take care of you.
Please speak with your provider
today to schedule your next
annual mammogram in the
comfort and convenience
of our mammography suite.

powered by Onsite Women's Health



**Onsite Women's
Health Pens**



**Breast Cancer
Lapel Pins**



Ballot Box for Tearpads

Size: 5.25" (l) x 5.375" (w) x 9.875" (h)

Full color printed body on one side with custom full color decal.



Call to Schedule Tearpads

Size: 4" (w) x 3" (h)
rectangular scratch note pads with 50 sheets.

Full color and full bleed on the front face of each sheet.

KICK-OFF MATERIALS **LOOKBOOK**

3D Screening Mammography & Automated Breast Ultrasound Services

OFFERED NOW

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"3D Mammo + ABUS Offered Now" Social Media Post

Size: 1080px x 1080px

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Not all breasts *are the same...*

About 40% of women have dense breast tissue. Having dense breasts is normal, but puts you at higher risk of breast cancer.

For women with dense tissue, mammography alone may not be enough to find breast cancer.

When used in combination with mammography, Automated Breast Ultrasound (ABUS) greatly enhances detection of cancer in dense breast tissue.

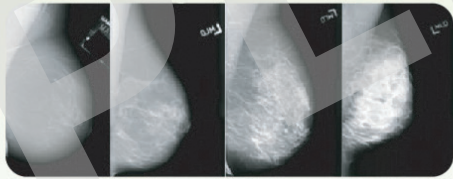
Automated Breast Ultrasound exams
are now performed by this office

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THERE ARE FOUR DENSITY CATEGORIES.

On a mammogram, dense tissue and cancers both appear white, so a cancer may be hidden by dense tissue. When dense tissue is scanned with ultrasound, tissue appears light and cancers appear dark, making them easier to see.



Fatty Breast → Dense Breast

You Can Benefit from an ABUS exam.

It takes about 20 minutes, and does not require compression or radiation. You'll be resting on your stomach while the scanner obtains the images.

Call us to schedule your ABUS exam.

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Onsite
WOMEN'S HEALTH



3D Screening Mammography

— AND —

Automated Breast Ultrasound

Exams are now offered by our practice

Schedule your next annual screening mammogram here.

If you have dense breasts, you may benefit from a supplemental ABUS exam.

Talk with us about these life-saving technologies.

YOUR LOGO HERE

powered by Onsite Women's Health



1 in 8 women in the United States will develop breast cancer in her lifetime; this equates to a 13% average lifetime risk.

For women at the average risk level, annual screening mammography should start at age 40.

WHY 40?

- + Breast cancer incidence increases substantially around age 40
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Speak with your provider today to learn about our mammography and ABUS services and to schedule your next appointment.

3D Screening Mammography and Automated Breast Ultrasound

is now performed by our practice



**YOUR LOGO
HERE**

*powered by
Onsite Women's Health*

**Life-Saving
Technology
at Your
Convenience**

Schedule Your Mammogram Today!



"3D Mammo + ABUS" Poster Insert with Floor Banner Stand

Poster Size: 24" (w) x 36" (h)

Floor banner stand will be delivered with materials.

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We are pleased to offer

3D Screening Mammography and Automated Breast Ultrasound

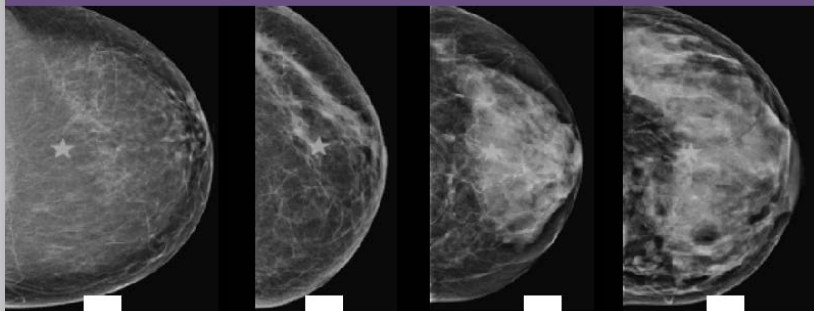
*Did you know
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her lifetime?*



This year, take care of you.
Please speak with your provider
today to schedule your next
annual mammogram in the
comfort and convenience
of our mammography suite.

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Breast Density Classifications



A
Almost
entirely fatty

B
Scattered areas of
fibroglandular density

C
Heterogenously
dense

D
Extremely
dense

As the relative amount of fibroglandular breast tissue increases, breast density increases. The star symbol on each mammogram gets harder to see as breast density increases – the same is true for a breast cancer.

Learn About Breast Density

- It's normal. Almost half of all women have dense breast tissue.¹
- It's a risk factor – having dense breast tissue increases your risk of breast cancer by as much as 4X.^{2,3}
- As you can see from the star example above, dense tissue can hide an underlying breast cancer, making it harder for a radiologist to detect.
- Breast density is determined by your mammogram, so be sure to keep up with your annual screening.
- Supplemental screening (such as ultrasound or MRI) has shown improved cancer detection in dense breasts over mammography alone.⁴
- Women with dense breasts should ask their doctor about options for supplemental screening.

Scan to
learn more



1. CDC.gov
2. Pubmed.ncbi.nlm.nih.gov/16775176/
3. Pubmed.ncbi.nlm.nih.gov/20868890/
4. DenseBreast-Info.org
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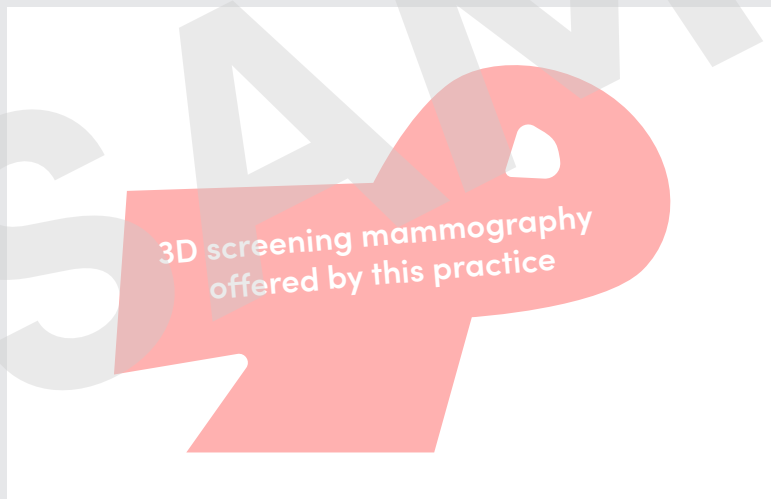
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Hero Mousepads

Size: 7.76" (w) x 9.25" (h)



Pink Ribbon Stands

Size: 9.375" (w) x 6.625" (h)



Pink Pen

SAMPLE



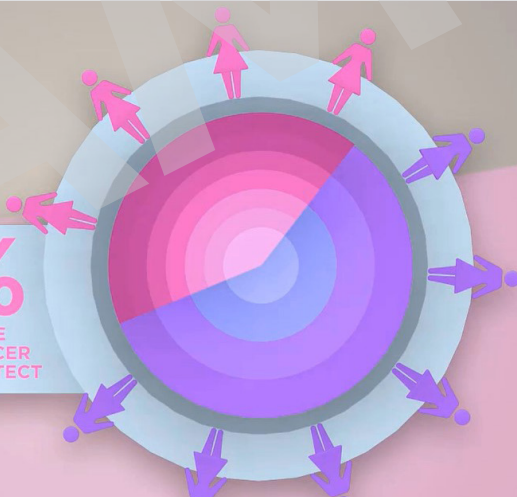
1 in 8 Women
in the US
will develop
breast cancer
in her lifetime.



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Breast Cancer
Screening
Guidelines video

BUT
40%
OF WOMEN HAVE DENSE
BREASTS, MAKING CANCER
MORE DIFFICULT TO DETECT



ABUS exam
overview video

Onsite
WOMEN'S HEALTH

"3D Mammo + ABUS"
video content

PRACTICE TEMPLATES



Project: Digital Marketing: Letters_A_long

Great news! In an effort to provide our patients the highest quality care, we have partnered with Onsite Women's Health to offer a comprehensive breast cancer screening program in the comfort of our office – including screening mammography and automated breast ultrasound (ABUS) using the most advanced technology available. Our new 3D screening mammography and ABUS can now be performed on the same day as your annual exam at our office. We are pleased to offer you these comfortable, convenient services as you take charge of your health.

Whether you would like to schedule your mammogram on the same day that you see your provider for your annual exam – or another time that is convenient for you – we can take care of that immediately. For women with dense breast tissue, mammography alone may not be enough to detect breast cancer. When used in combination with mammography, ABUS greatly enhances detection of cancer in dense breast tissue. Using innovative technology, we will be able to tell you if you have dense breast tissue and should also receive a supplemental ABUS exam at the time of your mammogram.

Should you have any questions during your mammogram, our skilled mammography technologist will take the time to explain everything about your exam, and will work closely with the radiologist to ensure timely results of your mammogram interpretation. After your exam, our office staff will submit a claim for your mammogram with the insurance we have on file for you. The great news is that mammography is considered a preventative health service and is generally covered annually at no out of pocket expense for women over 40.

We recommend beginning annual mammograms at age 40 based on screening recommendations from the American Cancer Society, American College of Radiology, American Medical Association and National Cancer Institute – just to list a few. Simply put, annual screening mammography starting at age 40 saves the most lives.

[Insert practice name] is excited to be able to offer new services that makes this step easier and more convenient for you. Please let us know how we can help you get your mammogram scheduled today.

We look forward to seeing you!

The Physicians and Staff of **[Insert practice name]**



Project: Digital Marketing: Letters_B_short

Dear Patients,

Great news! In an effort to provide our patients the highest quality care, we have partnered with Onsite Women's Health to offer a comprehensive breast cancer screening program in the comfort of our office – including screening mammography and automated breast ultrasound (ABUS) using the most advanced technology available. Our new 3D screening mammography and ABUS can now be performed on the same day as your annual exam at our office.

Whether you would like to schedule your mammogram on the same day that you see your provider for your annual exam – or another time that is convenient for you – we can take care of that immediately. For women with dense breast tissue, mammography alone may not be enough to detect breast cancer. When used in combination with mammography, ABUS greatly enhances detection of cancer in dense breast tissue.

We are pleased to offer you these comfortable, convenient services as you take charge of your health. **[Insert technologist name]**, RT is our mammography technologist who will explain, perform and educate you on the benefits of 3D technology.

Please call our office at the number below to schedule your 3D mammography appointment here in our office.

We look forward to seeing you!

The Physicians and Staff of **[Insert practice name]**

Project: On Hold Message

- 1.) Great news! In an effort to provide our patients the highest quality care, we have partnered with Onsite Women's Health to offer a comprehensive breast cancer screening program in the comfort of our office – including screening mammography and automated breast ultrasound using the most advanced technology available. Our new 3D screening mammography and automated breast ultrasound services can now be performed on the same day as your annual exam at our office. We look forward to seeing you.
- 2.) If you would like to schedule your screening mammogram on the same day that you see the doctor for your annual exam, we can accommodate you immediately. We look forward to seeing you.

Project: Digital Marketing: Email, Patient Portal, Text Blast and Social Media copy

- We're pleased to announce that **[insert office name]** is now offering 3D screening mammography and automated breast ultrasound for breast cancer screening. If you would like to take advantage of this technology for your annual mammogram, call **[insert appropriate phone number]** now to schedule your appointment.
- **[Insert office name]** offers a full spectrum of services for women's health and now we're excited to announce the addition of 3D screening mammography and automated breast ultrasound. For more information about 3D mammography, or to schedule your next appointment, contact **[insert appropriate phone number]**.
- We've now added a 3D mammography suite at **[insert office name]**. Now your annual wellness exam can be scheduled the same day as your annual screening mammogram. To take advantage of this latest technology for your next screening, call **[insert appropriate phone number]** to book your appointment.
- **[Insert office name]** is pleased to announce that 3D screening mammography and automated breast ultrasound exams are being performed at our office. It's never been easier to get the care you deserve in one place. To learn more about digital breast screenings, or to schedule an appointment call **[insert appropriate phone number]**.
- Great news! **[Insert office name]** is adding 3D mammography and automated breast ultrasound to the services performed at our office. Now you can have your well woman exam and annual screening mammogram in the same visit. Please call us today at **[insert appropriate phone number]** to schedule your visit. We look forward to seeing you very soon.