



KNIGHTmarketing



HEALTHY STRATEGIES. BETTER OUTCOMES.

MARKETING BITES

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[Click here](#) to forward *Marketing Bites* to a friend, fill in your information and you will be entered into a drawing to win this fun U-video camera from the Sharper Image®.

If you're the lucky winner, we'll contact you personally.



Bites To Chew On

Survey Shows Disconnect Between Health Care Marketing Executives and Their CEOs

As a health care marketing executive, are you on the same page as your CEO? A recent survey conducted by *HealthLeaders Media* suggests there may be some disparity in your respective opinions, and you may not even know it.

According to the survey, the area of greatest disparity involved respondents' perception of marketing quality. Only some CEOs (11.5%) described their organizations' marketing as "very strong," while most (42%) described it as "slightly strong." At the same time, 30% of marketers felt their marketing was "very strong," with 41% describing as "slightly strong."

The survey also showed that marketers tend to over-estimate their role and status. Fifty-three percent felt "highly valued" by their CEOs, with another 34% reportedly feeling "moderately valued." Similarly, 42% felt they were key leaders who contribute to the overall organizational strategy. However, only about 24% of CEOs said their marketing officers are part of the senior executive team who works on strategic planning.

The good news is that CEOs indicated they need marketers to help them grow and sustain their organizations. When asked how they will fuel their financial growth over the next five years, half of all responses related to marketing.

To download a printable pdf of the full survey, [click here](#).

New Services Make Life a Little Easier for Health Care Marketers

Sometimes health care marketers desperately need help, but they don't know where to begin looking and they aren't quite ready to say "I do" to a long-term relationship with another company. That is why Knight Marketing continues to develop specialized services that allow companies to fill specific marketing needs in the shorter term.

Recently, Knight Marketing added three new services to its cache of health care marketing antidotes: [Collateration](#), [E-m²](#), and [WebZamSM](#). These are now available in addition to KnightInk, our custom publishing service.

[Collateration](#) is for the company that is either buried in too many brochures, is having trouble maintaining brand consistency in its printed collateral, or needs to update its look, tone, style or all of the above. For one flat fee, those who use the service will receive a comprehensive analysis of their printed material and a detailed report including everything from whether the writing style is appropriate for the audience to suggestions for more cost-effective printing alternatives. [Click here](#) to download and print a pdf with more details.

[E-Marketing Manager](#), or "E-m²," was created for health care organizations, physician practices and dental practices that don't want to hire a full-time employee to handle their marketing...

[Learn More About New Services >>](#)

Knight Marketing Picks Up Addy Awards!

[Click here](#) to see what won the gold!



Jennifer O'Brien Moves from Saatchi & Saatchi to Knight Marketing

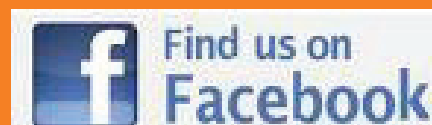
Knight Marketing is pleased to welcome its newest account executive, Jennifer (Jen) O'Brien. A recent transplant from the Philadelphia region, Jen sought the warmth and lifestyle that only Florida can offer, and found a new position with the Knight team that fits her skills and experience to a tee.

Jen, who holds a master's degree in media communications, was most recently a group account supervisor with Saatchi & Saatchi Healthcare. While there she served as the primary client liaison for several pharmaceutical clients, working on brand initiatives with marketing managers to fully support their sales and marketing objectives. She has also worked in marketing for the pharmaceutical and biotech industries at Toltzis Communications, and served as an account executive at Osborn & Barr Communications in St. Louis.

At Knight Marketing, Jen will apply her expertise to accounts including VITAS Innovative Hospice Care®, a national hospice provider with an extensive multi-state sales team, and to Cleveland Clinic Florida, one of the most recognized names in medicine.

[Get to Know Jennifer >>](#)

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Now in its 13th year of success, Knight Marketing is an award-winning, strategic marketing firm that provides fresh ideas and solutions for regional and national health care organizations.

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