


The content quick start you need to reengage patients

Recharging your content to build back demand



 Hospitals are providing up to **40%** fewer health care services since the COVID-19 outbreak.¹

For weeks, ERs have been overwhelmed with COVID-19 patient cases while elective surgeries, outpatient procedures, and other vital services have been deferred. This creates financial risk for your organization and gaps in care for the populations you serve.

Reenergize your marketing now to reengage, reassure, and rebuild demand from patients, with the Krames “quick start” digital content packages.

Quality content—with flexibility and choice

Tiered options enable you to power up your content development, while sustaining focus on your other critical demands. Our flexible content packages feature ready-to-use, fact-checked, and clinically reviewed articles, infographics, emails, and social posts.

Choose the one that’s right for you.



Ignite

- 6 clinically reviewed articles, each with a companion social post
- 1 visually engaging infographic, suitable for print or digital use
- 2 promotional emails



Launch

- 14 clinically reviewed articles, each with a companion social post
- 2 visually engaging infographics, suitable for print or digital use
- 4 promotional emails



Accelerate

- 18 clinically reviewed articles, each with a companion social post
- 4 visually engaging infographics, suitable for print or digital use
- 6 promotional emails

A web path from considerations to care

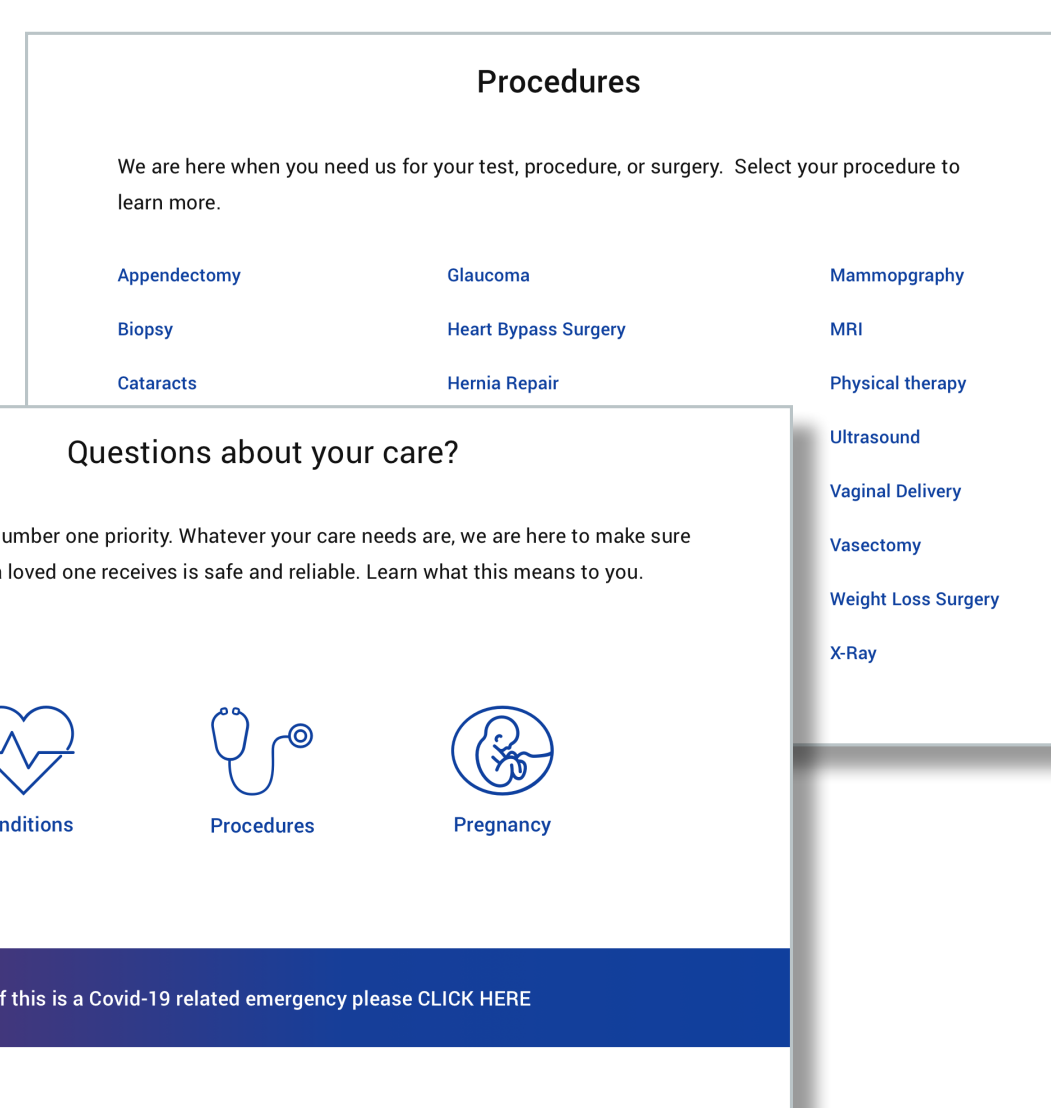
Each package includes an immersive, easy-to-implement interactive module for your consumer website. This website plug-in walks consumers through common conditions and offers education needed to advance their care journey.

Expanded patient acquisition programs through WebMD

WebMD’s 2020 acquisition of Krames enables us to offer a comprehensive suite of new offerings with the scale and distribution capabilities of WebMD, helping you more extensively acquire, reach, and convert patients. If you’d like to promote your virtual visit capabilities, fill service line capacity, or prepare for the reopening of elective surgeries, ask about our dedicated COVID-19 go-to-market solution aiding response to each of these needs today.

The whole package

Supplement this turnkey content with custom content, newsletters, and direct mail deliverables—developed specifically for your organization and designed uniquely for your audience.



From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit [krames.com](https://www.krames.com) to learn more.

Reference

¹ Leventhal, R. Projected Financial Impact of COVID-19 Leaves Healthcare Leaders Searching for Help. Healthcare Innovation. March 30, 2020. <https://www.hcinnovationgroup.com/finance-revenue-cycle/article/21131880/projected-financial-impact-of-covid19-leaves-healthcare-leaders-searching-for-help>. Accessed April 23, 2020.

