

BeaconFey

Better thinking. Better results.



welcome to BeaconFey

Better thinking. Better results.

>BeaconFey clearly identifies the fastest, most efficient way to position your brand and increase revenues.<

What we do

BeaconFey has a trademarked step-by-step system that clearly identifies the fastest, most efficient way to position your brand and increase revenues—your personalized marketing blueprint. Once completed, you have a proven road map for growth. Sales strategies are clear. Communication choices unfold. The right messages and offers are revealed. Result: marketing resources are focused—concentrated on the single leverage point that impacts growth.

How we do it

We are a silent marketing partner...half communications agency and half marketing consultant. A marketing arm; a strategic weapon to support marketing departments with a resource that takes the guesswork out of developing effective communications. We have literally written the book on creating effective strategy, positioning, and communication.

Arm your marketing team with a secret weapon: BeaconFey.

company overview

About BeaconFey

>“BeaconFey is more than just an advertising or marketing agency, you are a strategic partner that helps my organization accurately see how we can position ourselves to succeed in the future.”

*Mark Thompson
Director of Marketing
St. Francis Hospital<*

BeaconFey is a full-service communications firm and a strategic marketing partner with more than twenty years of marketing and communications expertise. BeaconFey offers a scientific approach to marketing with our trademarked system that makes advertising and communications predictable, accountable, and actionable.

Translation: We take the guesswork out of marketing, which garners results faster. You’ll be “righter, faster!”

Many advertising agencies are short on strategic thinking and too quick to pull the trigger on advertising-only solutions. Many strategic planning firms are short on creative abilities and execution, satisfied with making lengthy recommendations but offering no support in making it happen. The BeaconFey strength is a unique combination of strategic insight coupled with unmatched creative execution, so solutions are managed down to the tiniest of details.

We have literally written the book on strategy development (*The 200 Minute Marketing System*, by Rob Fey) and actively employ some 14 different tactics to create leveraged growth—the fastest way to grow a business! Our creative teams have won every award worth winning, while also producing unparalleled results.

BeaconFey acts as a hands-on marketing arm for our client base with a collective experience of more than 200 different clients.

corporate capabilities

>Marketing isn't simply creating ads or buying media, but rather a communications process, integrated throughout your entire business.<

We have a thorough understanding of health care marketing—from new product development, strategy development, customer service training, branding and positioning, to medical staff cultivation and nurse recruitment.

Our goal, as a true support service to clients, is to work with a finite number of relationships at any given time to assure the level of service and thoroughness that our approach demands.

BeaconFey is a full-service communications firm and a strategic marketing partner with more health care expertise than any other firm in the region. This unique blend of expertise allows us to create competitive advantage for our clients in a variety of ways.

The BeaconFey Value Proposition: We guarantee results faster than any other communications agency. How?

High Performance Strategies. Leveraged Growth. Unparalleled Health Care Experience.

The BeaconFey marketing philosophy is built on crafting the most appropriate strategy first, before any tactics and communications are launched. Strategy drives the entire marketing process.

Our six-step strategy formula employs the law of focus to take the guess-work out of marketing communications. Instead of being everything to every one, we believe in creating meaningful best, better or different value propositions for specific market segments.

leveraged tactics

>“Your “process” is the key to faster, better results.

Rather than slowing us down, your approach striped away all the extraneous time, money, and energy that was being spent in the wrong places. Your step-by-step guidelines pinpointed and focused our efforts so that every dollar was maximized.

Rather than guessing, we now know!”

Buck Bennet

CFO

Skillsbank Corporation<

The BeaconFey approach allows clients to gain more market share, in less time, by engaging a unifying strategy across a broad marketing continuum. Our marketing plans employ all levers in the marketing mix to deliver compounded results.

Advertising—that brands and generates action on the part of the consumer. Our advertising philosophy, regardless of the medium, is to get prospects to take action and move one step closer to a sale. Our creative approach is driven by the business strategy. Our creative teams have won local and national awards. But we earn our stripes every day by producing creative that works, delivering the right message to the right audience, with the right offer and with enough frequency to increase your odds of success.

Branding—that creates a consistent image and personality across the entire continuum of product and services. We create synergy through careful positioning of products and services coupled with insightful packaging and marketing.

Media Buying—Our choice of mediums will be cost-effective and integrated with the overall marketing plan. We look for ways to deliver 3-3-7...With the average sale taking seven contacts, media looks for ways to communicate our message seven times, with three mediums, over three months time. It’s just another way we increase the odds and look for market leverage. Our media buyers Linda Partyke and Marie Tuccille have both local and national experience.

Physician Relations—We assist clients in cultivating physicians through a variety of venues that include 1-1 sales, medical office building development, event marketing, direct mail, office point of purchase displays, payer and referral source strategies and cooperative MD marketing. Our unique approaches to MD marketing have been presented at local and national conferences including the MGMA, MAPS, AMA and medical office building developer conferences.

Customer Retention—is the concept of addition, by avoiding subtraction. Our arsenal of customer retention tactics is designed to stop the 10-15% annual leakage most businesses

experience each year. Our approach starts with defining and benchmarking customer satisfaction. Next, we share information in the form of brainstorming sessions with front line managers, MDs and nurses to create specific action plans to elevate satisfaction. Lastly, we employ a variety of tools to communicate the message to internal audiences and external audiences from event planning to newsletters to e-mail retention strategies.

Database/Cross Marketing—The average hospital has some 200,000 patient encounters per year. The key is to not just find new patients, but also to cross sell to the customers you already have an established relationship with. Cross marketing techniques generate more revenue per relationship, while spending less. Our “40 Something” cross marketing program targeting baby boomers has been heralded in national trade journals and employed by hospitals and group practices across the country. Our 20-year track record in database marketing has allowed us to fine-tune our pioneering techniques across many business disciplines. It starts with understanding the profile and behavior of the most profitable customer segments.

Web Marketing and e-Commerce—solutions to marketing opportunities are an essential part of the BeaconFey marketing mix. A full array of internet solutions are employed for capturing new customers, improving ease of use and access to customer service and support as well as expanding to multi-channel strategies.

Market Research—is a necessary ingredient to help create breakthrough product/service innovations and marketing communications. When budgets allow, our approach entails the use of qualitative and quantitative research to gather a keen understanding of your prospect’s desires. We assist clients in identifying the gaps between what prospects and customers “have now” versus what they “want” and then translate these gaps into marketing opportunities. We have a vast knowledge base to build from having performed over thirty health care research projects in the last two years.

Positioning—is a dynamic process that is integral to strategy development. We help clients define the market space their products/services compete in and then develop detailed road maps to attain maximum relative positioning.

Presentations—that move one person, a board of directors or an entire universe of investors toward the intended goal. We design and develop persuasive presentations for key constituencies employing the latest multimedia tools.

Public Relations—that creates trade awareness, category credibility and marketing momentum. BeaconFey has the savvy and relationships to make media relations an active element in the marketing mix.

Screenings and Wellness Programs—Helping people stay healthy and dominating the prevention and screening end of the continuum introduces the health system in a meaningful and strategic manner. BeaconFey employs these calls to action in product line marketing.

Trade Show Services—Creating an impression and capturing a qualified lead in a crowded room starts well before the event and ends well after. In fact, it is proven that the most critical step to trade show marketing is “pre-marketing.” We provide trades show solutions that work as hard as your sales staff. Booth designs that get noticed. Sales promotion techniques that drive booth traffic. Media events that get covered.

communication tools

A deep mix of integrated services

By employing all levers in the marketing mix, BeaconFey allows you to gain more market share, in less time. Our personnel have a wealth of experience engaging a number of marketing tactics:

>BeaconFey has the savvy and relationships to make trade relations an active element in the marketing mix.<

Macro tactics	Micro tactics
Television	Sales promotion
Radio	Catalogue marketing
Newspaper	Direct mail
Trade and consumer publications	Direct sales and detailing
Billboard	Channel strategies
Public Relations	Trade show marketing
Internet (web design, e-marketing, e-commerce)	Special events
Branding	Board and investor relations
Media strategy and buying	Employee buy-in
Database and direct response	Key constituency buy-in (product line management, MD's service providers, payers)
Graphic design	
Collateral	
Corporate ID	Cross-selling
	Customer Retention

Strategy development & marketing

>“The key to growth and higher returns on investment lies in the power that comes from understanding, clarifying, and managing those elements that define competitive advantage and market position.

This is the basis of your system and the essence of your company.”

*Mark Anders
Past President,
BankAnnapolis<*

BeaconFey helps health care clients rejuvenate stale service lines and build new service lines that are truly differentiated. We employ an interactive process that includes physicians, patients and service line leaders. The deliverable is a compelling “best, better or different” value proposition that differentiates services from the competition.

Our approach is to train clinicians and service line personnel in how to build a compelling value proposition, then help them apply these tools and techniques to their specific services.

BeaconFey has trained over 20,000 health care professionals across the country employing these techniques. The basis of this technique is a book written by principal Rob Fey. These techniques have been featured in trade magazines around the US and abroad.

BeaconFey representatives are faculty members of the Snowmass Institute, American Marketing Association and guest lecturers at universities and trade associations.

The BeaconFey marketing philosophy is built on crafting a driving strategy before any tactics and communications are launched. Strategy drives the entire marketing process.

>We exploit the magnitude of difference between your organization's offerings and your competition's.<

Experience

Alternative Health and Complimentary Medicine Marketing	Medical Office Building
Assisted Living and Senior Center Marketing	Minimally Invasive Marketing
Adult Day Care Marketing	Obstetrics and NICU Marketing
Breast Center Marketing	Oncology Marketing
Baby Boomer Marketing	Occupational Health
Branding	Open Enrollment Marketing
Cardiology and Open Heart Marketing	Osteoporosis Centers
Chest Pain Center	Pediatric Marketing
Corporate Identity	Positioning
Customer Retention Marketing	Psychiatric Services
Data base and cross Marketing	Pharmacy and Optical Services
Emergency Service Marketing	Wellness Marketing
Fitness Center Marketing	Women's Services
GYN Marketing	Refractive Surgery Marketing
Incontinence Marketing	Retail Health Care Marketing
Imaging Center	Senior Care Marketing
Internet and e-commerce Marketing	Segmentation Analysis
Joint Center Marketing	Surgical Services Marketing
Life Stage Marketing	Rehabilitation Services Marketing
Market Research (quantitative & qualitative)	Women's Services Marketing
Mid-life Marketing	
MD Relations Strategies	
MD Branding and Marketing	

>With over twenty years of experience helping hundreds of clients focus their strategies and speed their tactics to market, the BeaconFey approach has been applied to nearly every industry.<

Representative list of clients

Health Care Clients Include:

Adventist Health System (MD)
Americans Doctor.com (National)
American Lung Association (MD)
Anne Arundel Health System (MD)
Carroll County Hospital (MD)
CHE-Alternative Health Care (MD)
Christus/Schumpert Health System (LA)
Dimensions Health System (MD)
DePaul Medical Center (VA)
Greater Baltimore Medical Center (MD)
Good Samaritan Hospital (MD)
Good Samaritan Hospital (OH)
Harbor Hospital (MD)
Hospice of Baltimore (MD)
Leland Memorial Hospital (DC)
Meritor Hospital (MI)
Medtrends Inc. (National)
Peninsula Regional Medical Center (MD)
Phoenix Health Care Consulting
St. Anthony Hospital & Health Centers (IND)
Retina Associates (MD)
Samaritan Health System (AZ)
St. Agnes Healthcare (MD)
St. Francis Health Care (DE)
St. Joseph Medical Center (MD)
St. Joseph Hospital (PA)
St. Mary Medical Center (PA)
St. Mary's Health System (TN)
Swedish Covenant Hospital (IL)

Representative list of clients

University of Maryland Medical System (MD)

St. Catherine's Hospital (WI)

Shady Grove Hospital (MD)

Vision Source (MD)

Washington Adventist Hospital (MD)

Alternative Health and GYN

Non Health Care Clients Include:

Discovery Channel (National Education Div.)

American Show Management (National)

SkillsBank Corporation (National)

BankAnnapolis (MD)

Cisco Systems (MD)

nurse recruitment

>The BeaconFey approach has increased applications by as much as 109% and closes by 34%. This approach has out-pulled classified ads by a factor of 10-to-1.<

The number one strategic priority of many healthcare organizations today is not finding new patients, but rather finding nurses to take care of them. The impact on patients, fellow nurses and physicians, not to mention the bottom line, is being discussed in board rooms across the country.

The nursing crisis requires a different approach—an approach that begins with adopting a marketing mindset.

A quantum increase in results can be accrued by focusing on incremental improvement in four key areas:

- Sharper targeting employing profiling and segmentation techniques
- Employing direct mail to lower acquisition costs
- Adopting sales techniques to increase the conversion % of “interested” nurses to actual hires
- Addressing, then investing in retention issues

Just a few of the areas our approach addresses:

Marketing Communications

- How to translate features into benefits that move people to take action
- Effective components of any marketing communications
- Bridging left and right brain appeals
- How to create “30 second infomercials”
- How to calculate the number of prospects required to meet recruitment goals
- Streamlining the intake process
- Reach and frequency targets
- Best use of various marketing mediums (costs & best uses)

One to One Sales Training

- A four step sales process
- How to bridge what nurses “have” and what they “want”
- How to overcome objections for switching

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- How to use different types of questions to probe for hot buttons and switching status
 - Critical elements for increasing conversion from interest to closing the sale

The BeaconFey approach integrates hospital staff in producing greater recruitment results which:

Creates lower nurse acquisition costs by employing targeted data base marketing techniques;

Produces vastly superior reach and frequency of the recruitment message targeting nurses in all “stages of mind,” while reaching the “maybe” market who is not reading the classifieds

Increases candidate conversion rates by elevating marketing knowledge through recruiter training and candidate in-take management;

Increases retention employing concept of addition by avoiding further RN/LPN losses by identifying the key areas of turnover via exit interviews and developing an action plan with nursing leadership.

Our program increases your odds five ways:

1. Creating new segmentation strategies by profiling recent hires.
2. Engaging more powerful communications with stronger offers by incorporating input from recently hired RN's.
3. Keeping more nurses by initiating a “facts based” nurse retention program
4. Managing nurse prospects more effectively: Installing customized ACT database to manage your relationship tracking efforts.
5. Developing new communications and direct marketing program to reach the untapped “maybe” market.

our clients say it best

Client references

Daniel Kline
Vice President Planning & Strategy
St. Francis Health Care
302-575-8317

*>"BeaconFey doesn't have
clients—only partners!"*

*Mark Thompson
Director of Marketing
St. Francis Hospital<*

Patrick Knaus
AVP Marketing and Planning
St. Mary Medical Center
215-710-5874

Dominic Seraphin
VP Business Development
St. Joseph Medical Center
410-337-1504

Mark Thompson
Director of Marketing and Public Relations
St. Francis Health Care
302-575-8262

who we are

>BeaconFey is a full-service communications firm and a strategic marketing partner.

Headed by two veterans of marketing, each with over 20 years of marketing and communications expertise, BeaconFey offers you a scientific approach to marketing with our trademarked system that makes advertising and communications predictable, accountable, and actionable.<

Principals

Paul J. Wingate

pwingate@beaconfey.com

Paul J. Wingate, a native of Baltimore, has over twenty years of marketing experience, working with well over 300 organizations covering a broad array of marketing and communication solutions.

Mr. Wingate has considerable healthcare related experience, including: Adventist Health System (MD); Americans Doctor.com (National); American Lung Association (MD); Anne Arundel Health System (MD); Carroll County Hospital(MD); DePaul Medical Center (VA);Greater Baltimore Medical Center (MD); Good Samaritan Hospital (OH& MD); St. Agnes Healthcare (MD); St. Francis Health Care (DE); and St. Joseph Medical Center (MD). Non-healthcare experience includes:Discovery Channel; AmericasDoctor.com; SkillsBank Corporation—basic skills software; Vycor Helpdesk software; and American Show Management—the largest producer of technology trade shows in the U.S.

Wingate has created a number of innovative marketing solutions including: An Integrated Selling System; Trade Show Marketing System; Retail Marketing System; Database Marketing System; Nurse Recruitment Marketing System, and a Market Positioning System.

His programs have had impressive results, including: beating out the most dominant hospital brand in the world (Hopkins) in service line brand preference for three separate hospital competitors, generated leads from 10% of all U.S. hospitals in thirty days for an AOL healthcare dot com launch, out-delivered nurse recruitment classified results by a factor of 10-to-1, and led the nation in trade show attendance increases of over 20% in a single year.

Mr. Wingate is an active lecturer on brand positioning; product development; database marketing; and on Increasing Marketing Predictability. Mr. Wingate has served on the advisory marketing board of The Greater Baltimore Committee as well as the Towson Partnership Marketing Committee. Mr. Wingate is a business graduate of the University of North Carolina, Chapel Hill and lives in the Baltimore area with his wife and two children.

Principals

Robert A. Fey

rfey@beaconfey.com

Rob Fey has twenty two years of marketing and consulting experience in creating competitive advantage through unique strategy development applications.

Fey has consulted with over 100 health care clients and has trained more than 20,000 health care professionals on his marketing techniques. Non-health care clients range from Fortune 500 companies like McDonalds Corporation, Prudential Insurance and The Equitable to a variety of mid-size businesses and Retirement Center Organizations.

Mr. Fey has facilitated meetings, market research, and new program development endeavors with physicians, employers, board of directors, consumer groups and associations.

Mr. Fey has led health care marketing programs for the American Marketing Association, Snowmass Institute, Johns Hopkins University, Towson University, and University of Baltimore. Mr. Fey has trained thousands of nurses, physicians, service line managers, health care executives, and small business owners performing workshops on strategy development, marketing plan development and sales.

Mr Fey is the author of the *200-Minute Marketing System*, a strategy development and marketing textbook, which is used in college marketing curriculums regionally and nationally. Mr. Fey writes a marketing column for the *Baltimore Daily Record* and *Warfield's* business newspapers and his marketing tips and techniques have been featured in magazines, newspapers, newsletters, and trade journals around the world including: Entrepreneur, National Association of Senior Living Industries, Hospitals, Trustee, and Modern Healthcare.

Mr. Fey holds a Bachelor of Science degree in marketing from Northern Illinois University and a MBA from the University of Illinois.

Key personnel

John P. McLaughlin VP, Strategy Development

John began his career in the media training program of Compton Advertising in New York, then Procter & Gamble's largest advertising agency. After two years, John was recruited by Ogilvy & Mather, Inc. and rose to the level of Media Supervisor of accounts such as American Express, Helena Rubenstein, Pepperidge Farm, Schweppes and the Shell Oil Corp. He was then recruited by Carl Ally, Inc. to serve as Director of Market/Media Planning. November 1970, John co-founded Keenan & McLaughlin, Inc. which in eight years was providing planning services for clients such as Mobil Oil, VITA Foods, Alfa Romeo, Callard & Bowser, Ciba-Geigy, Dow Chemical and the Olin Corp.

John's last position in Baltimore before moving to BeaconFey was Partner, Executive Vice President and Director of Client Services at GrayKirk/VanSant, Inc.

John has had extensive experience in strategic planning in a broad range of industries such as healthcare, financial services, retailing, package goods, media and business-to-business.

He has had articles published in *Advertising Age*, *Madison Avenue*, *Marketing and Media Decisions*, and *Marketing News*. John has been a guest lecturer at the American Management Association in New York, the Bernard Baruch School of Business, the Sales Executive Club (New York), the Mid-Atlantic Planners Association and at several universities including Georgetown, Johns Hopkins, and Loyola and Rice University in Houston, Texas.

Key personnel

>We take the guesswork out of marketing, which garners results faster. You'll be "righter, faster!"<

Steven Hasler, Creative Director, specializes in the integration of marketing intelligence into the creative process. In a world where creativity for the sake of awards is the driving force in many big agencies, Mr. Hasler brings a unique combination of marketing and creative talent to deliver focused messages each and every time. His experience includes fifteen years in diverse industries including, Helix Health System, Earth Satellite Corporation, EA Environmental Engineering, the Maryland Port Administration, the World Trade Center Association, NCNB National Bank, CHOICES Entertainment Corporation, Mash's Food Products, UTZ Quality Foods, and others.

Mr. Hasler obtained his M.B.A. in Marketing from Ohio State University and has served on the Greater Baltimore Committee's Education Council and the Mayor's Business Education Partnership.

Linda Prudente, Account Supervisor and Tactical Coordinator, has 20 years of PR and Marcom experience. Having been Director of Marketing at a national trade organization and prior to that Director of Public Relations for the Baltimore Teachers Union, Ms. Prudente brings an attention to detail and media understanding to manage any size account.

Susan Daugherty, Copywriter, heads BeaconFey's creative and copy assignments. An award-winning copywriter and creative director, Ms. Daugherty has 20 years of advertising agency experience, working on a wide variety of national and international accounts. She was the creative responsible for launching US AIR. Serving most recently as Associate Creative Director of EPB Advertising, Ms. Daugherty has won numerous industry awards, including the Gold Medal for Copywriting from the New York International Advertising Festival.

Key personnel

>Arm your marketing team with a secret weapon: BeaconFey.<

Andy Stoller, Art Director, has a wealth of art direction experience. He is formerly an Art Director with Gray Kirk Vansant, and has worked with BeaconFey for over seven years. Mr. Stoller has won a variety of creative awards for television, print, and direct mail. He brings a unique style and perspective, including an illustration ability that is reflected daily in the tightness of his comps for client layouts and presentations.

Rebecca Linton, Art Director, brings over eight years of design experience to BeaconFey. She can take a project from research and concept to final execution and pre-press, and has produced successful print ads, brochures, corporate identity packages, newsletters, and direct mail campaigns. A former art director at TBC Direct, her account experience includes health care, educational institutions, financial services, associations, retail, and non-profit organizations.

Lauren Lawder, Director of Print Production, brings 17 years of experience to all print related executions. As former Production Manager at Procter and Gamble for Cover Girl Cosmetics, North America, she brings all the tools and knowledge to assure that pre-press operations are accurate and timely. Her understanding of the printing process often allows for considerable savings to client materials.

Marie Tuccille, Media Planner and Buyer, is a former media buyer from EPB Advertising, Bethesda, and Dancer Fitzgerald Sample. She is experienced in all forms of media, including broadcast, print, outdoor, cable, direct marketing, and syndicated programming. She has bought media for a variety of national and local clients including Toyota, General Mills, P&G, Wendy's, and others.