



NETLIANCE Marketing Tools for Healthcare Practices

Today, a growing number of consumers are becoming educated in how to best select their healthcare providers. The power of the Internet has brought healthcare information to their fingertips. It is more important than ever for care providers to understand consumers' needs and actively market their practices to those needs.

NetLiance provides a comprehensive suite of tools to help healthcare practices:

- Understand and engage potential clients
- Strengthen relationships with current patients
- Create a brand identity for your practice in the community
- Track and measure your marketing activities

Practice Web Sites By Specialty

Each practice web site is tailored to meet the unique needs of your specialty. A large selection of health content is available for you to choose from. NetLiance works closely with you and your staff during the entire process. Our expertise and experience is always on call to answer your questions.

Web Site Modules & Marketing Kits

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| ■ Creative Design | ■ Online Virtual Tour |
| ■ Consumer Health Information | ■ Content Management System |
| ■ HIPAA Compliant Email | ■ Online Patient Forms |
| ■ Office Map and Driving Directions | ■ Appointment Request |
| ■ Event Calendar | ■ Job Posting |
| ■ Patient Accounts | ■ Business Grade Hosting |
| ■ Doctor Profile/CV | ■ Comprehensive Traffic Statistics |
| ■ Online Survey/Poll | ■ Branded Patient Education Handbook |
| ■ Healthcare News Feed | ■ Practice CD Presentation |

Search Marketing and Email Marketing

Driving targeted traffic to client web sites is something NetLiance has been successfully doing since 1998. Our Search Marketing programs give your web site reach into your marketplace. Our opt-in Email Marketing programs help you retain patients by keeping them informed as well, by regularly providing them with useful health information.

Create a Winning Online Strategy
Contact Us at (877) 459-6709

To learn more about how we can help your practice create a winning online strategy, call 877-459-6709.

- Cardiology
- Cardiovascular Surgery
- Orthopedics
- Allergies/Immunology
- Colon and Rectal Surgery
- Complementary Therapies
- Dentistry
- Dermatology
- Endocrinology
- Gastroenterology
- General Surgery
- Geriatrics
- Infectious Diseases
- Infertility
- Internal Medicine
- Nephrology
- Neurology
- Neurosurgery
- Obstetrics/Gynecology
- Oncology/Hematology
- Ophthalmology
- Pain Management
- Pediatrics
- Plastic Surgery
- Podiatry
- Primary Care
- Psychiatry
- Pulmonology
- Radiation Therapy
- Rehabilitation
- Rheumatology
- Thoracic Surgery
- Urology
- Vascular Surgery

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