



Healthcare Industry

Over the past 10 years our creative teams have worked with a number of healthcare and medical companies and have gained a particular understanding of the problems and difficulties companies can face in this highly competitive market.

This insight has helped us to develop certain strategies and marketing mechanics specifically designed to tackle these problems and to increase sales.

Some of the main problems we have come across include:

- No defined sales messaging. Many companies are offering the same service(s) so the potential client needs to be made aware of why you offer a better service and why they should choose you over your competitors.
- Companies having difficulty focusing on a specific target market and creating a phased marketing strategy.
- Companies that are not sure of the potential clients' decision making process and therefore end up not conveying the correct information to the relevant people.
- Companies that have used a design agency that has not developed a proper strategy to back up their design piece but have simply gone off and created a good looking marketing piece which ultimately didn't do the job.
- Companies trying to target too many clients over too wide a spectrum of different markets and often using the same marketing collateral throughout. This means that the sales messaging is not specific enough for each target and they end up not really selling properly or creating rapport with anyone.
- Companies that have tried to produce marketing materials in-house, the issue being that the people responsible for creating the campaign or strategy are often too near the problem to see the solution.
- Companies that have not been branded correctly and simply do not look like they can deliver the level of service their customers require.
- Companies that are working in a very overcrowded market and do not have the budget to make an impact through traditional means.
- Companies that have never had to go to market before and have little knowledge of the costs involved, who to trust and what to do.

Latitude always take an objective view of the client's business and marketing strategy, carefully researching the markets / objectives and highlighting any problem areas that need to be addressed before moving ahead with any creative work. This typically results in a well balanced and thought-through strategy where all parties involved know what needs to be done in order to increase sales.

Below is a list of some of the clients we have worked with in the Healthcare sector, a description of the work we have produced for them and what they had to say about us and our work.

Laing Buisson: UK leading data collection company for care homes

Latitude launched their latest product initiative which supplies clients with a care home rating system. We produced html emails and a micro-site that allowed targeted clients to buy online.

We used Latitude Solutions in 2008 to design an email and a website page for a new specialised product. We were pleased with their flexible approach to the job, their ideas, and their thoroughness in getting everything right including testing the website. It was a small campaign but good value for what we achieved. We would certainly use them again. Andy Gryce, Information Manager

Assess For Care: Consultancy working with London councils

Created a new brand image, website and book covers. The book became a number 1 best seller in this arena and the company is going from strength to strength.

Latitude Solutions have provided Assess For Care with an excellent an individualised service. Cliff and his team take the time to listen - and manage to put your vision into their creative branding style. This has worked well for us and secured positive outcomes. We look forward to building on this relationship and working together in the future. Debbie Stuart Angus, Managing Director

HTI (Hypnotherapy Training Institute of Britain): UK foremost regulated hypnotherapy trainers

Latitude created a total re-brand including a website and brochures. Whilst other training institutes are feeling the pinch of the recession the HTI is now busier than ever.

I was highly impressed with Latitude's willingness to listen and learn about our field and goals, and apply their expertise and experience with such commitment and enthusiasm. The presentation of our business has been completely transformed! Dr. John Butler, managing Director

JDoc: 24 / 7 private GP services

We created the brand image, website and marketing campaign. JDoc sold out to another company within a year.

Latitude Solutions offer fantastic perspectives and ideas, and have helped us to develop our product in a manner we did not originally perceive. Their friendly and accommodating manner coupled with their artistic flair has brought our project alive in the market place! Dr. Walter Abelman, Managing Director

Progressus: e-Learning systems for the social care market

Re-branded and launched a new website aimed at the two decision makers in the process: IT directors and healthcare workers. These two very different targets were attracted using mixed images and highly targeted text.

Fantastic work! Our growth and inclusion in The Times 100 fastest growing companies is due in no small part to your re-brand and help." Rachel Murphy, Managing Director

Chris James Yoga: Yoga professional specialising in corporate yoga

Latitude provided on and off-line branding. We designed and built a new website helping him promote overseas yoga packages, London-based corporate classes and dietary supplements. His supplements were voted the number one detox package in 2008.

Latitude are highly intuitive and understood very quickly what my marketing needs were. They created a fantastic website for me and the press always comment on how great the website is: it's sharp, original and easily navigable. All in all a brilliant job and it has stood the test of time. I would highly recommend Latitude! Chris James

The Stork Spa: Home visiting massage therapists for pregnant women

Latitude re-branded the Stork Spa producing a new website, marketing materials and marketing strategy. They had 14 new customers within the first two weeks from a standing start.

Now and again you come across someone who has a huge impact on your business. Latitude were that someone. Since they have re-branded my company we have been non-stop with requests. Use them! Jean van Laarhoven, Managing Director

Number One Health: Harley Street Medical Practice

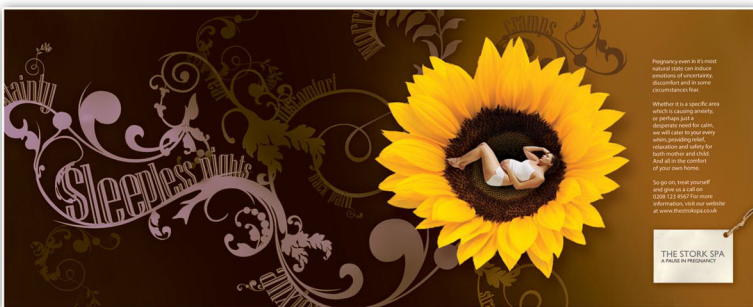
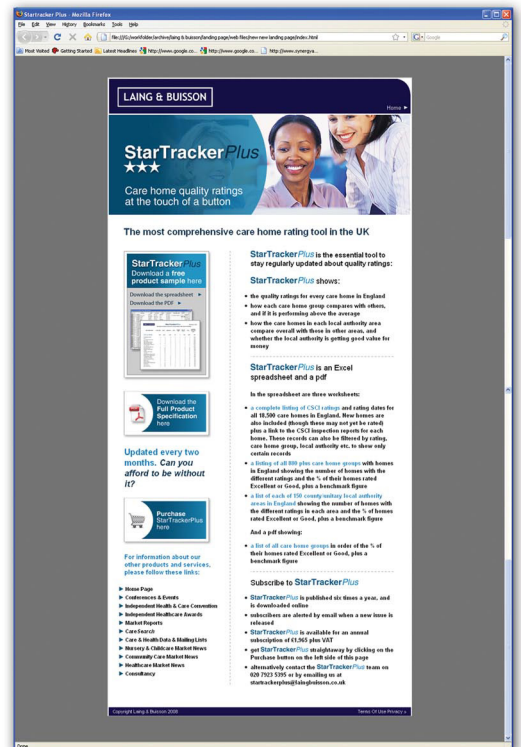
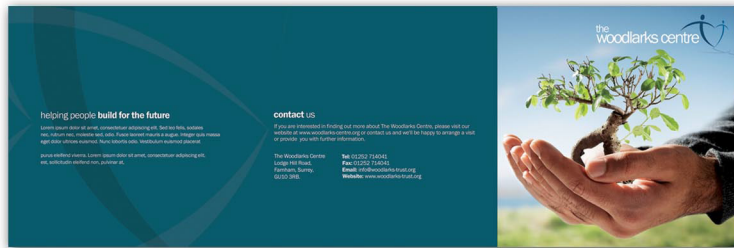
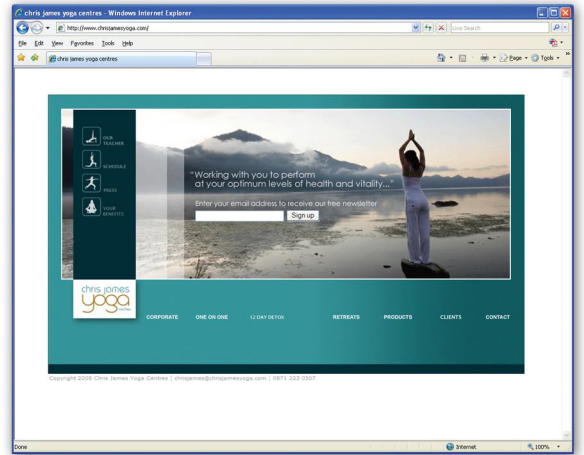
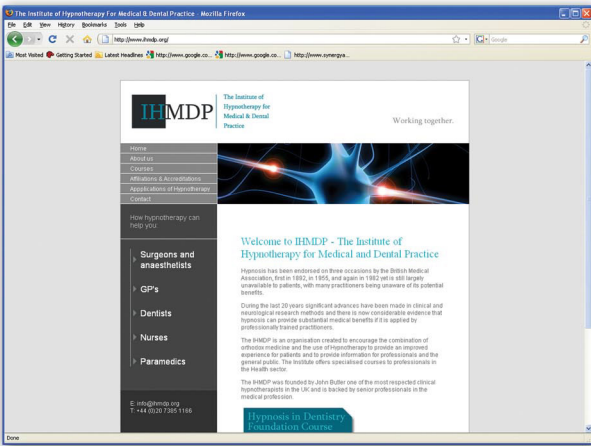
We re-branded the practice including a new website, point of sale materials and window displays. We also helped them re-finance the company and retain their position as a trusted health centre in Harley street.

Latitude has provided us with an excellent and concise re-brand which has attracted more clients and saved costs. Charlie Easmon, Managing Director

IHMDP: Institute of Hypnotherapy for Medical & Dental Practice

Latitude created a logo, website, brochures and exhibition stand to help promote the first of many courses aimed at the medical profession. We are continuing to provide marketing consultancy to help grow the organisation.

Your expertise in marketing, design, web solutions and consultancy has been instrumental to the expansion of The Institute. We are consistently impressed by your enthusiasm to maintain a high level of quality and your ability to get to the core of our business. Your team explores every angle and opportunity, which is assessed to make sure it is appropriate to our strategy and we achieve maximum value from it. Thank you for paying attention to the finer details as well as the full scale of the project. You have become an invaluable addition to the IHMDP. Sharon Waxkirsch, Director



Contact us

If you would like more information on the services we offer, or wish to discuss how we may be able to help improve your company's marketing and design initiatives, please feel free to call our Creative Director, Cliff Findlay on +44 (0)20 33 56 96 56 or email him direct at cliff@latitudesolutions.co.uk

We look forward to working with you!