

# Outreach communication solutions that expand your influence

Supporting your mission with effective engagement solutions

50%

of association executives consider increasing member engagement a top goal.<sup>1</sup>



46%

of association executives consider increasing member retention a top goal.<sup>1</sup>

Positive experiences with your organization create loyalty from your existing members and interest from new ones. Deliver these experiences by effectively reaching your audience through a full, integrated portfolio of health communications solutions.

## Communicating with your audience, wherever and wherever they are

Accelerate and amplify your messaging. Extend your reach. Motivate your audience. Partnering with StayWell, your medical association, nonprofit health organization, or advocacy group engages people into managing their own health through 70,000 customizable content assets, and in-depth industry and solution expertise. By leveraging these capabilities, you strategically target consumers with the right information, at the right time, and in the right format—across social, mobile, and print channels—empowering them to live healthier and happier lives.



*The StayWell team is easy to work with—project expectations are set in advance during our planning session to keep us on track and within budget, and they're always quick to respond and willing to help during development to ensure we achieve our goals.*

– Aimee M. Frank, senior director of Communications at the American Gastroenterological Association

# Comprehensive offerings with a personalized touch

Whether you're looking to improve the value you provide to constituents, increase your market share, or build brand recognition, you can meet your unique goals and objectives through:

## Services designed to (efficiently) draw in audiences

- Communication strategy development
- Strategic communications planning
- Creative concept development
- Communications services, including email and microsite development
- Marketing support
- Social media campaign design
- Analytics and reporting
- Catalog design and direct marketing development

## Solutions delivered to (effectively) draw out results

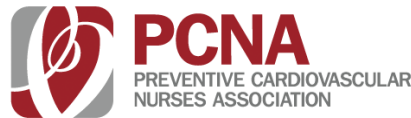
- Shared decision-making tools
- Custom health content
- Content distribution, logistics, and inventory management tools
- Disease awareness campaigns
- Health engagement programs
- Integrated content marketing solutions
- Digital health solutions, such as whiteboard videos, interactive disease management tools, and e-learning modules

StayWell is proud to partner with these leading medical associations:



*Working with StayWell has been wonderful. They along with our content experts have produced outstanding patient education both online and in print. StayWell staff are extremely professional, and we would highly recommend working with them.*

– Sue Coob, MPA, CEO, Preventive Cardiovascular Nurses Association



**STAYWELL**  
Illuminating the path to better health

Partner with a health empowerment company that enables organizations everywhere to improve health outcomes through solutions applying the science of behavior change. Visit [staywell.com](http://staywell.com) to learn more or contact **800.333.3032** to schedule a demo.

Reference  
1 Marketing General Incorporated. 2018 membership marketing benchmarking report. <http://www.marketinggeneral.com/knowledge-bank>. Published 2018. Accessed April 10, 2019.