

Looking to connect with our national audience of community bank leaders but not exactly sure what to say or how to share your message?

Let us do the heavy lifting with our award-winning custom content creation services. We can heighten your company's visibility, strengthen brand awareness, generate leads, tell a story, highlight new initiatives and help you influence our subscriber base as a thought leader. We'll work with you to strategically develop signature marketing enhancements at any level, from simple inserts to turnkey campaigns.

**OUR CUSTOM CONTENT SERVICES INCLUDE:**

- Display ads (digital or print)
- White Papers & Articles
- Case Studies
- Email Content & Template Creation
- Social Media Campaigns
- Infographics
- Landing Pages
- Video Creation
- Webinars—Content Creation, Distribution
- Sales Presentation Decks
- Podcasts
- And more...



**From Planning to Patients**

Capital and Construction Advisory Services ensures customers stay on schedule and budget.

Planning a construction project or buying healthcare capital equipment?

Planning	Breaking Ground	Building	Moving In
<ul style="list-style-type: none"> <li>Leverage consulting to assess needs and develop a budget.</li> <li>Create a 1-, 3- and 5-year roadmap.</li> <li>Determine capital equipment needs.</li> <li>Negotiate contracts, terms and conditions.</li> </ul>	<ul style="list-style-type: none"> <li>Prerenegotiate labor rates for visibility into costing.</li> <li>Start the construction process.</li> <li>Use sourcing experts to achieve the best pricing on materials.</li> </ul>	<ul style="list-style-type: none"> <li>Manage the project to drive optimum value.</li> <li>Streamline communications via a single contact.</li> <li>Keep the project on task, on schedule and on budget.</li> <li>Update forecasts to provide insights into real-time spend.</li> </ul>	<ul style="list-style-type: none"> <li>Deliver and install medical capital equipment.</li> <li>Move in furniture and remaining capital equipment.</li> <li>Review invoices and payments.</li> </ul>

