

WHY HIRE FISHER DESIGN FOR YOUR HEALTHCARE PRACTICE

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*Innovative Solutions to
Capture Your Audience*



WHY HIRE FISHER DESIGN FOR YOUR HEALTHCARE PRACTICE



- We specialize in working in the healthcare industry.
- We are a HIPAA certified, and an accredited member of the Associated Medical Office Experts and Northeast Florida Medical Group Management Association.
- We are very efficient with our time and your money.
- We have been in business since 1989. When you need our assistance in a hurry, we will still be here.
- Unlike other advertising and marketing companies, our creative professionals work directly with their clients, enabling a direct line of communication that results in outstanding, cost-effective sales and marketing materials that effectively hit their mark the first time.
- We have only the success of your practice in mind when we work on your marketing, not our profit. We will never suggest that you produce a job we don't think will bring you business/patients. This saves you money.
- We have a very experienced staff. Our marketing professionals have an average of 23 years experience each.

We are not just a design firm, we are a full service Marketing firm:

Our work includes traditional and digital marketing, including:

Website Design with Content Management Systems and E-Commerce, HTML-Rich E-mail Blasts, Search Engine Optimization, Direct Mail, Brochures, Post Cards, Print Advertisements (Newspaper, Magazine), Corporate Identity (Stationery, Envelopes, Business Cards, Notecards), Magazines, Strategic and Tactical Marketing Plans, Posters, Banners, Flyers, Tradeshow Booths, Billboards, Videos, Radio and Television Commercials, Public Relations and Media Relations, Community Relations, Digital and Online Ads including Retargeting and Behavioral Targeting, Social Media (Facebook, LinkedIn, Pinterest, Twitter, TikTok), Blogs, Reputation Management.





OUR TEAM

OUR CREATIVES DON'T JUST CREATE PRETTY STUFF, WE PUT MARKETING STRATEGY FIRST:

Mary Fisher, president, 39 years of marketing, graphic design, advertising, and agency management experience. HIPAA certified. B.A. in Art, emphasis in Graphic Design, Minor in Marketing.

Joanelle Mulrain, 39 years of healthcare marketing, copywriting, public relations, community relations. B.F.A. in Art.

Bruce Floyd, 39 years of marketing, graphic design, advertising, and art education experience. B.A. in Graphic Design.

Mirko Bonet, 20 years of marketing, graphic design, web design, search engine optimization experience. B.F.A. in Graphic Design.

Lindsay Powell, 24 years of advertising and graphic design experience, including brand identity, logo design, ads, event promotional materials, and publications. B.A. in Advertising/Graphic Design.

Marv Conn, 21 years of programming experience, 13 years in PHP. Areas of expertise include PHP, high-performance MySQL design, Apache web server, Linux (LAMP), and eCommerce security & useability.

Erin Gordon, 16 years of web design & development experience, and 9 years of Internet Marketing experience. She is a “techy” with expertise in all digital marketing avenues including SEO, PPC, social media, content management systems, inbound marketing, and more. Associates in Computer Science and Bachelors in Advertising. Certified in Inbound Marketing and Google AdWords.

John Weiner, 8 years of SEO & internet marketing experience. He specializes in lead generation for local businesses through helping clients get more organic search visibility, and by getting their business ranked in Google Maps. He holds a B.A. in English.

Rosemary S. Jackson, 26 years of marketing and public relations experience. She specializes in brand development and management, writing, and customizing comprehensive marketing plans for both public and private companies. She holds her Bachelor's degree concentrating in Journalism and Mass Communications.

Meaghan Alvarado is a professional content marketer with 11 years of experience. She specializes in health content for small businesses. She's a certified Expert SEO Content Writer, and her areas of expertise include content creation, content strategy, email marketing, social media marketing, and web copy.

John Baer, 45 years as a creative, spanning every vertical of music, design, film and video across two continents North America and Australia. From jingle writing to song production to conceptualization for Fortune 100 companies and production of cutting edge videos, John is nationally recognized and award winning.

Trish Kapustka, Strategic communications professional with more than 30 years experience in public relations, branding, advertising, marketing, media, nonprofit and franchising. BS in Business Administration, majoring in marketing. Accredited in Public Relations and Certified Public Relations Counselor.

HEALTHCARE-RELATED CUSTOMERS

First Coast Heart and Vascular: Jenny Gulino, 904-314-9998
Jacksonville Orthopedic: Tim Wall, 904-858-7045
Jacksonville Hearing & Balance: Kelley Green, 904-982-8990
Dr. Bruce Steinberg: Renee Curtis, 904-858-6430
Julington Creek Animal Hospital: Dr. Winchester, 904-268-6731
Jacksonville Sports Medicine: Dr. Ross Osborn, 904-240-0442
Pablo River Veterinary: Dr. Michael Boyarin, 904-551-6733
Lyne Animal Hospital: KC Lyne, 804-796-3632
Ashchi Heart: Dr. Majdi Ashchi, 904-222-6656
CureQuest: Cori Roberts, 904-476-4284
River City Pediatric Dentistry: Dr. Lindsay Maples, 904-373-2927
Arlington Dental, Bradberry Dental and Ortega Dental: John Bradberry, 954-465-5114
Fertility Institute For Reproductive Medicine: Darlene Bouchelle: 904-399-5620
North Florida OBGYN: Sande Doolittle, 904-472-2300
Caven Dental: Dr. Richard Caven, 904- 645-3366
Revolution Biologics: Shannon Sayre, 407-383-3778
Jacksonville Brain and Spine: Dr. Michael Petr, 904-330-0302
North Florida Oral and Plastic Surgery: Vannary Mak, 904-234-0688
Northeast Florida Plastic Surgery Center: Dr. Eric Weiss, 904-215-5800

HEALTHCARE-RELATED WEBSITES

www.firstcoastheart.com
www.joionline.net
www.drbrucesteinberg.com
www.naturallookmedicalspacom
www.fertilityjacksonville.com
www.nfobgyn.com
www.drlessig.com
www.rivercitypediatricdentistry.com
www.maryfisherdesign.com/dev/revolution/ (Revolution Biologics, not live yet)
www.thesmilefactory.com
www.jhbi.org
www.rivergarden.org
www.jewishhomefamily.org
www.jchomemedical.com
www.jacksonvillebrainandspine.com
www.nfofs.com
www.ericweissmd.com