

Marketing Your Family Programs

Online Resources to Help You Promote the TLC Solution Accessible via tlchoices.com

The following resources are available online to help you promote the TLC solution within your facility, with patients and in the community.

- » News release to raise community awareness on new patient benefit (Family Programs)
- » Media talking points
- » Newsletter article to announce Family Programs and TLC solutions to employees, highlighting the financial and operational benefits of the software
- » Community newsletter article to announce Family Programs to prospective/current patients



Customized Patient Brochures, Advanced Option

Total Living Choices will develop a customized brochure targeting patients that describes the discharge process. The piece will introduce the Family Programs accessible via the hospital's Web site and help the patient understand their options regarding transitional care. The advanced brochure will be designed to match the organization's brand ensuring that logos, fonts and colors are consistent with existing brand identity pieces. Copy will be customized to reflect the organization's specific discharge process.

Customized Patient Brochures, Base Option

Total Living Choices will develop a customized brochure targeting patients that describes the discharge process. The piece will introduce the Family Programs accessible via the hospital's Web site and help the patient understand their options regarding transitional care. Customization will be limited to adding the hospital's logo to the piece. Standardized copy will be used.

Pricing

Pricing includes brochure development and production of a tri-fold, full-color brochure printed on 80 lb glossy stock.

Quantity	1,000	2,500	5,000	10,000
Advanced Option	\$2,500	\$3,100	\$4,000	\$6,000
Per Unit Cost	\$2.50	\$1.24	\$0.80	\$0.60
Base Option	\$1,500	\$2,100	\$3,000	\$4,900
Per Unit Cost	\$1.50	\$0.84	\$0.60	\$0.49



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for Families, Hospitals and Providers

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