



When it comes to
Healthcare Marketing,
we know the waters.

Partner with a firm
that's HIPAA certified and experienced
in the healthcare and medical industries

Bait your advertising hook
with innovative creative graphics



1731 Emerson Street • Jacksonville, FL 32207
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www.maryfisherdesign.com



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ABOUT MARY FISHER DESIGN AND HEALTHCARE

Mary Fisher Design has been in business since 1989. Mary Fisher has 32 years professional experience and oversees four experienced full time art directors/web architects plus four copywriters/marketing professionals plus five other regular freelancers. Mary was awarded Women in Business Entrepreneur of the Year in 2007. She was also honored with the AIGA (American Institute of Graphic Artists) Fellow Award which was given to only 13 people in the United States in 2006. She has been a Marketing Mentor with the Jacksonville Women's Business Center for several years. Mary Fisher Design has been honored with many national and regional design awards over the years. The firm has been listed on the *Jacksonville Business Journal* lists for many years as one of the top advertising firms. They have also been listed on the *Jacksonville Business Journal* Book of lists for the last five years as one of the top web design firms, ranked by number of sites designed.

Mary Fisher Design specializes in working in the the healthcare industries. Mary is HIPAA certified and an active member with the Associated Medical Office Experts. Mary Fisher Design was featured as the cover story on marketing healthcare practices in *MD News* magazine in the August 2010 issue .

HEALTHCARE CLIENTS:

Our past and current client base includes many publicly held companies as well as start up businesses and practices.

Healthscreen Disease Management

Jacksonville Orthopaedic Institute

North Florida OB/GYN

Surgical Risk Solutions

Drs. Coluccelli and Chokshi

Dr. David Mobley

Dr. Howard Groshell

Dr. Lori Aiosa

Dr. Alan Nathans

Dr. Don Lerner

Dr. Stephen Lucie

Dr. E. A. Ordonez

Dr. Brian Schwam

Dr. Walker Whaley

Dr. Bruce Steinberg

Drs. John and Gaspar Lazzara

Mayo Clinic Jacksonville

North Florida Otolaryngology

Center for Voice and Speech

FPIC (Florida Physicians Insurance Co.)

Keystone Behavioral Pediatrics

Southeast Emergency Consultants

DentaHealth

Dentist Place

BlueCross BlueShield of Florida

Atlantic Coast SkinSpa

Southpoint Plastic Surgery Associates

Dr. Ernst Nicolitz

Forsyth Orthopaedics

Medicus Billing and Consulting

Dr. Manish Patel

Dr. Jeanne Froman-Bohall

CMF Medicon Surgical

McIver Urological Clinic

Ortho Home Health Care

Providential Health Care

G.I. Associates of St. Augustine

Digestive Disease Consultants of Jacksonville

Kids Care Pediatrics

Baptist Health

Faben OB/GYN

Florida Institute for Reproductive Medicine (FIRM)

HEALTHCARE RELATED WEBSITES:

www.seclearjax.com

www.joionline.net

www.drbrucesteinberg.com

www.nfoa.net

www.gi-associates.com

www.atlanticcoastcosmeticsurgery.com

www.southeastemergency.com

www.nfobgyn.com

www.eyeelementsjax.com

www.cmfmedicon.com

www.mciverclinic.com

REFERENCES:

Jacksonville Orthopaedic Institute: Joanelle Mulrain, 904-476-9099

Dr. Bruce Steinberg: Sandy Silverstein, 904-403-8158

Eye Elements: Dr. Manish Patel, 904-538-0866

McIver Urological: Dr. Apoorva Vashi, 904-355-6583

North Florida Otolaryngology: Dr. Don Lerner, 904-398-5301

Southeast Emergency: Dr. Leo Alonso, 904-641-6628

Baptist Health: Melanie Husk, 904-202-4925

Chokshi & Coluccelli Eye Inst.: Kristen Pritchard, 346-3506

WEBSITE/PORTFOLIO: www.maryfisherdesign.com



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WHY HIRE MARY FISHER DESIGN FOR YOUR HEALTHCARE PRACTICE:

- We specialize in working in the the healthcare industry.
- We are a HIPAA certified, accredited member of the Associated Medical Office Experts and North 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 25 years experience each.
- We have been listed on the *Jacksonville Business Journal* lists for many years as one of the top advertising firms. We have also been listed on the *Jacksonville Business Journal* Book of lists for the last four years as one of the top web design firms, ranked by number of sites designed.

WE ARE NOT JUST A DESIGN FIRM, WE ARE A FULL SERVICE MARKETING FIRM:

Our work includes web design, search engine optimization, print design, branding, strategic marketing:

Web Design, Html-Rich E-mail Blasts, Search Engine Optimization, Content Management Systems, Direct Mail, Brochures, Post Cards, Print Advertisements, Corporate Identity and Stationery, Magazines, Marketing Plans, Posters, Banners, Flyers, Tradeshow Booths, Radio Spots, Television Ads, Public Relations, Social Media, Annual Reports, Public Relations, Reputation Management.

OUR CREATIVE TEAM DOESN'T JUST DESIGN PRETTY STUFF, WE CREATE MARKETING CAMPAIGNS THAT BRING YOU NEW PATIENTS:

Mary Fisher, president, 33 years marketing, graphic design, advertising and agency management experience. B.A. in Art, emphasis in Graphic Design, Minor in Marketing.

Bruce Floyd, 36 years marketing, graphic design, advertising and art education experience. B.A. in Art.

Linda F. Hawkins, 35 years marketing, graphic design, advertising, direct mail experience. A.A.S. in Media Advertising Arts Major with a Minor in Marketing and B.F.A. in Fine Art.

Garry Haralambou, 33 years marketing, copywriting experience. Copywriter and creative consultant for Ads, Brochures, E-mails, Radio and Television Commercials, Billboards, Websites, Direct Mail, Press Releases, Branding, Logos, and Slogans . Bachelors degree in Telecommunications.

Ron Hubbard, 9 years marketing, advertising and graphic design experience. B.F.A. in Graphic Design, B.A. in Advertising.

Mirko Bonet, 11 years marketing, graphic design, web design, search engine optimization experience. B.F.A. in Graphic Design.

Vicki Floyd, 17 years copy writing experience. M.A.T. Integrated Learning.

Joanelle Mulrain, 35 years healthcare marketing, copy writing, public relations, community relations. B.F.A. in Art.

Cam Brown, 25 years experience in publishing and writing with a specialization in healthcare. She is the former publisher of the Jacksonville edition of *MD News* magazine, a B2B magazine for physicians. B.S. in Broadcasting.