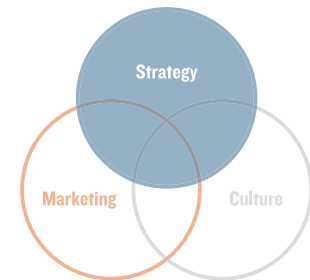


## What is iMap360?

iMap360™ (Marketing, Analysis and Planning) is the Ten Adams' model for collaborative development that integrates operational strategies with a defined marketing/communications framework to maximize the effectiveness of internal planning and implementation.



## The Process

The iMap360™ three-phase process combines subjective components of decision making (experience, judgment and intuition) with objective analysis of data to identify marketing opportunities and positioning strategies, delivering a marketing framework as a foundation for advancing your organization's strategic plan.

### Phase I

#### Client Information Gathering

Analysis of existing Primary and Secondary Marketing Data

- Utilization/Market Share Data
- Patient, Physician and Employee Satisfaction Data
- Consumer Perception Research
- Strategic Business and Marketing Plans
- Marketing and Communication Materials

### Phase II

#### Discovery Interviews & Data Analysis

##### Areas of Focus

- Current Strategic Priorities and Marketing Practices
- Competitive Distinctiveness (Unique Selling/Value Proposition)
- Organizational Strengths and Key Referral Channels

##### Interviewees

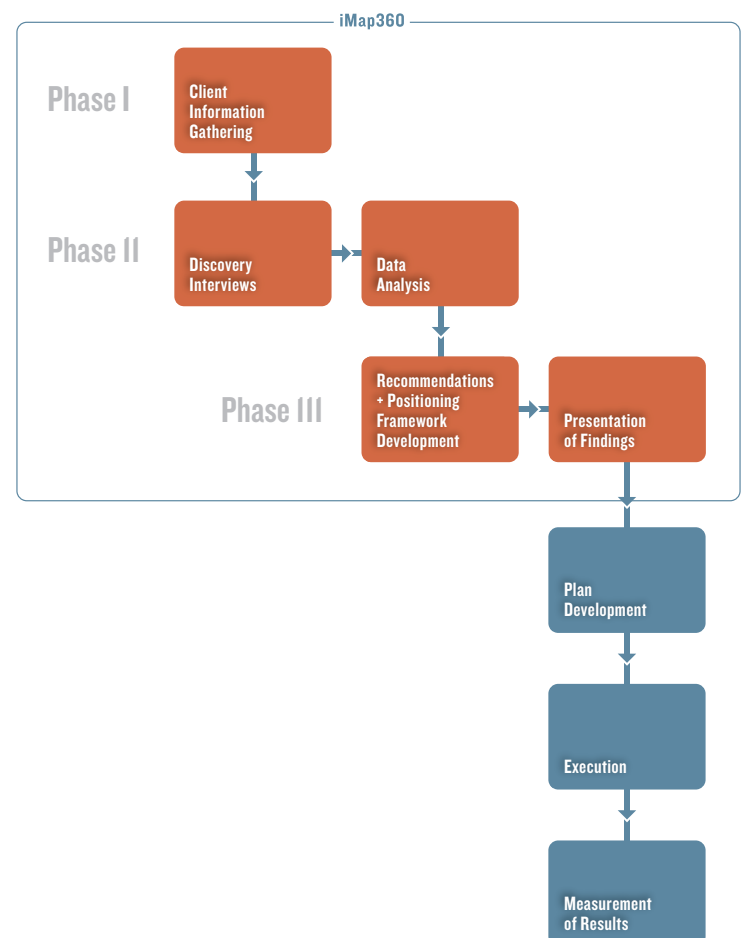
- Executive Team Members & Key Administrators
- Physician Leaders
- Board Members
- Service Line Leaders/Department Managers
- Employees

### Phase III

#### Recommendations & Positioning Framework Development

- Organizational Positioning
- Internal Development/Communications
- Key Service Line Positioning

#### Presentation of Findings



## Benefits

What makes iMap360™ effective is that it engages key members of your professional team who know the business and are key stakeholders in the organization’s marketing/communications efforts. Ten Adams believes that the application of this interview-based approach is an appropriate platform for defining the focus of a results-oriented marketing/communications program that will drive new business to the organization and help achieve organizational growth and performance goals.

This approach provides several benefits including:

- An expeditious start-up and proactive focusing of the work.
- A well-reasoned perspective on the organization’s current marketing acumen and overall effectiveness in addressing key marketing/communications objectives.
- Clearly defined direction and priorities central to the organization’s effective market positioning and communications program.
- A foundation for “ownership” of the organization’s strategic marketing/communications program by your professional team.

## Ten Adams is a Leader

Ten Adams provides strategic healthcare solutions to some of the top-ranked healthcare organizations in the United States. Unlike ordinary advertising agencies or consulting firms, Ten Adams blends more than 25 years of proven experience in strategy, culture and marketing, with a single-minded focus on healthcare. Our wide range of capabilities are rarely found in one company, which helps us align clients with the most appropriate long-term strategies for building profitable market share.

To learn more about our services, please contact Jon Headlee, President at [jheadlee@tenadams.com](mailto:jheadlee@tenadams.com) or 812.253.6300.

