90-Day Healthcare Print Growth Plan

The offer

Position the company around one simple promise:

"One source for everything your practice prints, mails, displays or wears."

Your core categories become:

Patient acquisition: New-mover mailers, postcards, Every Door Direct Mail campaigns, referral materials, community-event materials.

Patient experience: Welcome packets, appointment cards, patient forms, folders, educational brochures, post-procedure instructions.

Facility: Interior/exterior signs, window graphics, wall graphics, directional signage, banners, hours/door graphics.

Staff: Scrubs/apparel, embroidered polos, name badges, business cards.

Referral marketing: Physician referral pads, specialist brochures, presentation folders, referral packets and leave-behind materials.

The advantage is important: **you aren't trying to win a $300 brochure order. You're trying to capture the practice's entire print spend.**

DAYS 1–30: BUILD THE PIPELINE

Week 1 — Choose the highest-value targets

Don't prospect every medical office.

Start with:

Priority	Prospect
A+	Dental groups with 3+ locations
A+	Urgent care groups

Priority Prospect

A+	Orthopedic practices
A+	Dermatology groups
A+	Plastic/cosmetic surgery
A	Physical therapy groups
A	Ophthalmology
A	Veterinary groups
A	Pediatric groups
B	Primary care

Your sweet spot is **3–30 locations**.

One-location practices can buy plenty of print, but multi-location groups create much greater account value.

Week 2 — Build a 300-account database

Build a list of approximately:

150 medical groups
100 dental groups
50 other healthcare groups

For every company capture:

Company, locations, specialty, website, headquarters, phone, decision-maker, title, email, LinkedIn, estimated locations, current marketing activity and priority score.

Target these titles:

Marketing Director, Practice Administrator, Director of Operations, COO, Regional Manager and Procurement/Purchasing Manager.

Avoid spending your prospecting effort trying to sell the doctor.

Week 3 — Build your "Healthcare Print Audit"

This becomes your primary prospecting offer.

Offer prospects a complimentary:

Healthcare Print & Marketing Audit

You review their website, locations and marketing materials and identify opportunities to:

Consolidate vendors → standardize branding → reduce ordering headaches → improve patient acquisition → lower print/mail costs.

Create a simple one-page document explaining the audit.

Your CTA:

"Give us 20 minutes and we'll identify where your practice may be overspending or creating unnecessary work managing print, signage and marketing materials."

Week 4 — Build a Healthcare Sample Kit

This is where being a printer gives you an enormous advantage over digital agencies.

Create a physical **Healthcare Marketing Kit**.

Include impressive samples of postcards, brochures, folders, appointment cards, signage, promotional products and apparel.

Add a personalized cover letter.

Then include something unusual:

A mock patient-acquisition postcard customized for their practice.

Now you're not another salesperson saying, *"We'd love to quote your printing."*

You're showing them what you'd actually do.

DAYS 31–60: AGGRESSIVE OUTREACH

Now run a coordinated **call + email + direct-mail campaign**.

The channels reinforce one another.

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Daily prospecting target

Monday through Thursday:

20 new outbound calls
20 personalized emails
5 LinkedIn connections
5 follow-ups

That's roughly **80 new companies/week**.

Friday becomes pipeline/follow-up day.

Over four weeks you'll contact approximately **300 prospects**.

Your opening call

Don't open with:

“We're a local printing company…”

You'll immediately get categorized as another commodity vendor.

Instead:

“Hi Sarah, Todd with ABC Printing. Quick question. Who handles print, signage and patient-marketing materials across your locations?”

When transferred:

“We work with multi-location practices to consolidate printing, signage, direct mail and promotional materials. I was looking at your organization and noticed you have several locations. I'm curious—are those materials managed centrally, or does each location order independently?”

That's a much better sales conversation.

Your five-touch cadence

Day 1: Call + email.

Day 3: Call.

Day 7: LinkedIn + email.

Day 14: Mail Healthcare Sample Kit to A prospects.

Day 18: Call specifically referencing the package.

That last call becomes:

"I'm following up on the healthcare marketing package I sent you. I included an example of something we could do specifically for your practice. Did you happen to see it?"

You now have a legitimate reason to call.

DAYS 61–90: TURN PROSPECTS INTO ACCOUNTS

At this stage, stop treating every prospect equally.

Score them.

Tier A

3+ locations + active marketing + identifiable decision-maker + demonstrated print/signage/direct-mail usage.

Call every 7–10 days.

Tier B

Good organization but no immediate opportunity.

Touch monthly.

Tier C

Small/low-volume accounts.

Automated email nurture.

Spend approximately **70% of your selling time on Tier A.**

Create the "Healthcare Marketing Program"

This is where I'd make the biggest strategic change.

Instead of quoting individual jobs, present three relationships:

PRINT

Traditional commercial printing and patient materials.

PRINT + FACILITY

Printing plus signage, graphics, apparel and promotional products.

PRINT + GROWTH

Everything above plus ongoing direct-mail patient acquisition campaigns.

You're deliberately moving the conversation toward **share of wallet**.

A $2,000 print customer could become a $25,000–$100,000+ annual relationship when you control multiple categories and locations.

Your 90-Day Numbers

I'd manage the initiative against this scoreboard:

Metric	90-Day Goal
Qualified companies	300
Decision-makers identified	250
Calls	800+
Personalized emails	500+
Sample kits	50
Conversations	100
Meetings/audits	30
Quotes/opportunities	20

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Metric	90-Day Goal
New accounts	**8–12**
Major multi-location accounts	**2–3**

The exact conversion rate will depend heavily on list quality, geography, pricing and your existing capabilities, so I'd treat these as operating targets rather than forecasts.

The first sale isn't the objective

Once you get an order, immediately conduct an **account expansion review**.

If they order 5,000 brochures, ask who supplies their signage. If they buy signs, ask about employee apparel. If they buy apparel, ask about patient acquisition mail. If they use direct mail, ask who handles promotional products.

Your account-development question becomes:

“What are you currently buying from someone else that we could take off your plate?”

That one question can dramatically increase account value.