

## CASE STUDY: Loving Care Agency

### CHALLENGE

A leader in providing pediatric home care nurses for seriously ill or disabled children in the New York metropolitan area, Loving Care came to us for marketing materials to support its expansion across state lines.

### SOLUTION

We created a unique brochure shaped like a home with windows revealing children that Loving Care serves; it detailed why physicians and discharge nurses could confidently recommend Loving Care. We also produced a healthcare trade show booth and developed a newspaper article based on testimonials of parents and physicians in Eastern Pennsylvania.

### RESULTS

Loving Care's expansion was so successful it is opening additional offices in Pennsylvania. The article also captured the attention of a national nursing publication which then featured Loving Care in an issue.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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