

## **Anthony Cirillo – Presentations in Brief**

### ***Price Transparency***

Presented to CEO's, CFO's and marketing professionals, this seminar looks at the marketing implications of price transparency.

### ***Consumer Trends and Healthcare Applications***

A presentation that changes as the trends change. Find out what implications and applications general consumer trends have for healthcare organizations.

### ***Thinking Like and Learning from Entrepreneurs and Other Industries***

The not invented here syndrome is rampant in healthcare. If you only learn from your own domain you are missing ideas from 98% of the marketplace. Find out how to capture the other 98% for strategic gain.

### ***Connect Emotionally with Boomers to Reap Marketplace Rewards***

Baby boomers are an elusive market. Living longer and healthier, acute care services are not on their radar screen. They have other priorities. Find out what they are and how you can connect with them to build your brand loyalty.

### ***Turning Customers into Crusaders***

Think Saturn, Apple and Harley-Davidson - why are their customers so jazzed about what they offer? Find out the steps companies use to identify and leverage loyalists.

### ***Market Your Mission Not Your Margin***

With class action lawsuits and tax exempt challenges, it's time to start promoting your mission. Learn how to ward off challenges and cultivate defenders of your brand.

### ***Sometimes You're the Windshield; Sometimes You're the Bug***

A career workshop to help you align your goals to the organization, assess your function and your career for success.

### ***Medical Tourism***

See how medical tourism is impacting the U.S. healthcare system and lessons hospitals can learn about marketing, price setting and price packaging.

### ***Measure Up or Move On!***

Justifying the bottom line is hard especially for healthcare marketers who have a product no one necessarily wants. Learn how to determine the right priorities to work on, how to craft marketing plans around these priorities, how to build measurement tools into your campaigns and how to deal with measuring the return on customers whose "purchase" may be years away.

***Get Audited: Use a Marketing Audit to Focus Resources tied to Organizational Goals and Customer Preferences***

Just like people and cars, functions need a checkup every once and a while too. Find out what an audit consists of and how it can help you align the goals of the marketing department with that of the organization so that the function is focused on the right initiatives using the right resources.

***The Essentials of Healthcare Marketing***

A primer about healthcare marketing designed for those new to the field as well as experienced professionals who need a refresher on the basics.

***The Meaning of Life***

A motivational keynote that uses songs, stories and narrative to move the audience to reflect on what is really important in life, achieve life balance and bring a deeper appreciation for our eldest citizens and the lessons they can teach us all.