



JORDAN-YOUNG INSTITUTE

JYI Scope of Services Since 2020

- Manage Healthcare Reputation Management Solution 25%
 - Resident experts and maintain vendor relationship w/ Rater8
 - Oversee "negative and positive review" process
 - Respond to 100% of Google and FB reviews
 - Reporting
- Manage Website 15%
 - Page/content updates
 - Landing Page development
 - Podcast
 - Blogging
 - Website & SEO Reporting
- Manage Social Media Strategy 40%
 - Graphic Design + Content development
 - Posting and responding to engagement
 - Social Ad Management targeted ad campaigns
- Manage Referral Networking Strategy 10%
 - In market networking, office visits
 - Geo and specialty practice (PT) focus
 - Event Marketing
- Video Development 10%
 - 2 projects currently
 - 36-year JY Legacy
 - Doctor / Patient Testimonials
- Other OT
 - Liaison w/ Physician teams and Leadership team
 - Lead weekly JYI Marketing Sessions w/ agenda
 - Promo products
 - magnets, highlighters, calendar, pic frames, etc.
 - 24/7 availability



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Print (Ads, Newsletter, Brochure, Flyers, Posters, Banners)





calendar





O JORDAN-YOUNG INSTITUTE lune 2022

We continue to implement our space plans to increase the amount of clinical space in our building. Billing, Schechuling and the search have already moved into new space in the adjacent clinical pod. Stotion "J. P.T. construction is underway in the adjacent building and IPI should be unsing over in a 34-weeks. The xeam IPI see well the converted to clinical space for Neuro and should be done by September.

space win teconcerted to cinical space for recurs of anisation in concert, syspecial space Also - Please welcome a few new members of the team and some new roles:

Shannon Beauge – new Patient Access Manager over Scheduling and Registration

Viginial Johnson — new Workers Comp Coordinator – will be managing all of our workers comp patients.

Clair Choffel has accepted the role of Classomer Service Manager – a new position with JN, namaging cereything customer/patient-related.

PROVIDER SPOTLIGHT PHYSICIAN ASSISTANTS

Tiffany Cambro-P.-C. will be joining Dr. Jordan's clinical team. Tiffany is a graduate of Eastern Virginin Medical School and receive their undergraduate degree from Old Dominion University. Profest to attending JeWSM and working at Bayrise Cardiovascular Associates, Tiffany began ber Gimilea Career at Jordan-Young Institute as a certified medical assistant for Dr. Griffin. We are so excited to welcome her back was consistent with the and professional career at pain reflef, and get back to the activities they loved to the responsibility layer to the professional pain reflef, and get back to the activities they loved to the responsibility layer to the professional profess

SPOTLIGHT

PH

Benjamin "Ben" Pichette PA-C will be

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Benjamin Ben Dood's chincial team. Ben is a

recent graduate of Eastern Virginia Medical

degree from Silppery Bock University

Christopher Bengering Physicians of

Tilebourer, PIC. Since April. Ben lus

been worked at Bengering Physicians of

Tilebourer, PIC. Since April. Ben lus

been working and practice providing the

highest level of patient care to our

patients. Ben lus passionate about providing

the highest level of patient care to our

patients. Ben lusign great patient-provider

relationships II in his squre time. Ben enjoys

spending time with his wide. Some of his

hobbies are traveling and hocky.

Stephania Emitth PA-C will be joining

hobbies are traveling and bockey.

Stephanie Smith PA-C will be joining Dr. Siegel's clinical team. Stephanie is a recent graduate of Fastern Virginia Medical School and received her undergardaute degree at James Madison University. Perciously, Stephanie worked at Women's Care Group in Northern Virginia. As a Virginia Beach antiev. Stephanie is very excited to be returning to the Virginia Beach area and working in orthopoedies. Stephanie desires to build strong patient provider rapport and helping patients in our community restore functionality and returns to an active flessyle. In her spare time, Stephanie enjos speending time with her husband and dog. Some of her hobbies are mountain biking, liking and camping.

UPCOMING EVENTS

June 3 1:30 pm Employee Engagement Meeting – in Conference Room TBD JYI Employee Appreciation Day-

Neil T. Harrison * * * * *
*Neil did a great job explaining my
x-rays, my condition and my options.
He made sure that all of my questions

Megan Hare ★ ★ ★ ★ "Extremely knowledgeable, friendly, nd provides solutions with results Check-in Experience ★ ★ ★ ★

munini.

Scott J. Horn * * * * *

"He has always been able to relieve my discomfort and enabled me to get back to my life. I am very thankful for him."

knouBONESabout it

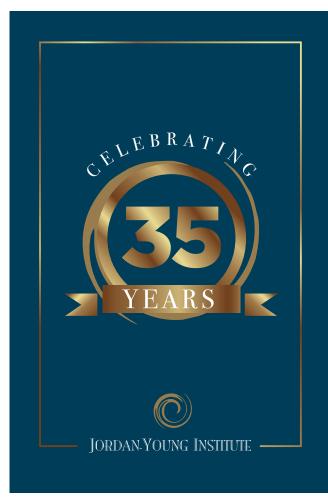
newsletter

print ads





Print (Ads, Newsletter, Brochure, Flyers, Posters, Banners)





physician flyer



posters



letterhead/envelope

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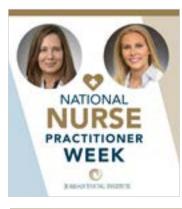


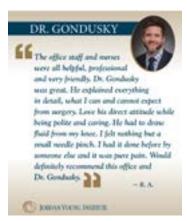
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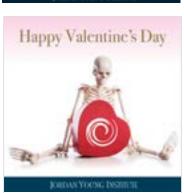


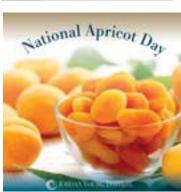








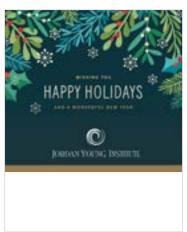












testimonials/reviews

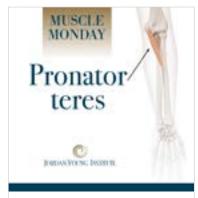
holidays

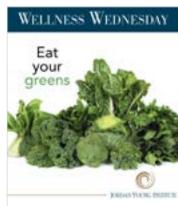


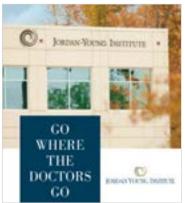
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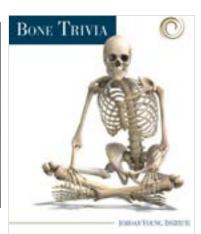






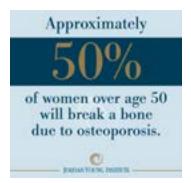


know Your BONES
the PELVIS

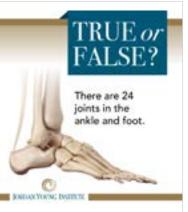


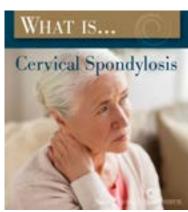
branding





statistical





day specific/engagement





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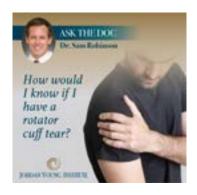
Social Media

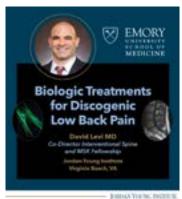






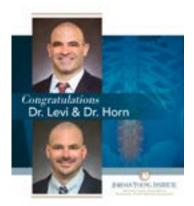


















achievements/orthopedic authority

employment





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motivational





humor









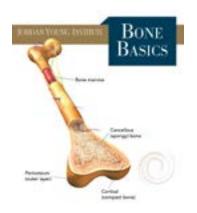




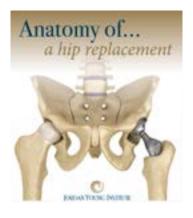
employee engagement/internal events

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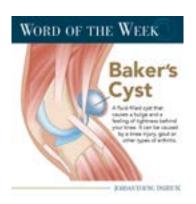


















general educational





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Video

Hiring & Recruitment: https://www.jordan-younginstitute.com/employment-opportunities.html

Podcast: Know Bones About It

Educational Video and Patient Testimonials in development: Bonner Patient Testimonial Video.

JYI The Legacy Video - in development

Banners, Digital Ads + Website Landing Pages





AdImpact Creative Capabilities and Execution Plan

Typical Client Execution Plan: (client example)

Aligned Ortho - Creative Services Director Portfolio