

Let SCALE Grow Your Practice.

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SCALE's proficiency in a wide range of operational and managerial disciplines has been essential in the evolution of our physician group. With their leadership and guidance we have improved our reporting and infrastructure allowing us to make timely decisions and execute on several key initiatives.

Dr. Bala Sankarapandian
CEO & Transplant
Nephrologist, PPG Health

End-to-end marketing services for high-performing healthcare provider organizations.

SCALE Marketing Services



Marketing Diligence & Assessment

- Strategic Marketing Assessment
- Market Segmentation and Research
- Competitive Mapping
- High-Value Growth Opportunities
- HIPAA Compliance



Marketing Leadership

- Fractional CMO
- Technology consulting
- Internal Culture Development and Communication
- New Market Entry
- Provider Recruiting



Brand Optimization

- Naming and Identity
- Market Positioning
- Differentiation
- Public Relations
- Brand Leadership, Publications and Events
- Stakeholder Engagement
- Reputation Management



Patient Acquisition

- Referral Management
- Full Digital Agency
- Content Development
- Social Media and Reputation Management
- Traditional Advertising
- Local Marketing



Patient Experience

- Customer Sentiment Capture and Analysis
- Lifecycle Mapping
- Patient Intake
- Patient Engagement Adherence and Retention
- Customer Portal



Performance Enhancement

- Lead Attribution
- Marketing Analytics, Automation, and Artificial Intelligence
- CRM Design and Implementation
- Call Center Design and Management

SCALE Marketing by the Numbers

34

Total Engagements

13

Clinical Specialties

20

Provider Groups

13

Private Equity Clients

560

Practice Locations

About Us

SCALE Marketing is unlike other marketing service provider, offering the perfect combination of C-suite marketing strategy and analytics, full-service creative agency, and program oversight & execution. As a leader in healthcare services, SCALE Marketing is uniquely qualified to help you build a successful strategy to accelerate your organization's growth objectives.

The SCALE Difference

SCALE+
healthcare marketing

Consultants

Agencies

Internal

Strategic Focus	We are first a strategic marketing firm with a primary focus on healthcare providers.	✓	✓	✗	✓ Limited mktg. strategy knowledge
Client Perspective	The C-Suite/CMO perspective drives all engagements and solutions.	✓	✗	✗	✓ Limited senior mktg. experience
Scope of Offerings	We take a holistic approach including operations, marketing automation, and CRM.	✓	✓ Varies	✓ Limited to patient facing programs	✗
Solutions Expertise	We have a team of world-class subject matter experts and an extensive network of MSO operating expertise.	✓	✓ Limited depth of program execution/expertise	✓ Limited scope of expertise (e.g., CRM, referral mktg.)	✗
Adaptable to Client	We can work with any combination of marketing solutions and partner with existing agencies.	✓	✗	✓ Often biased towards in-house solutions	✓
Excellence in Execution	We use a proven process and methods to ensure deliverables achieve their objectives.	✓	✗	Varies	Varies
Results Oriented	We take a highly analytical approach to measure and track results.	✓	✗	Varies	Varies

Featured Clients



World Class Marketing Experts

SCALE Marketing's solutions draw from our collective personal experience as healthcare services and marketing executives. We use proven analytical methods to obtain a clear picture of your growth opportunities and make practical recommendations based on best practices. SCALE Marketing provides a cost effective, plug-in team of doers that transform challenge into opportunity to help your business thrive.



Cedric Tuck-Sherman
President



Lori Modafferi
Senior Vice President



Scot Robinson
Digital Marketing Strategy



Kim Chwalek
Content & Social Media



Tate Robinson
Project Manager/Analyst

SCALE+
healthcare marketing

Other SCALE Solutions

Due Diligence + MSO Development/Formation + MSO & Practice Integration
New Market Entry / Market Dynamics + Talent Solutions + Performance Assessments/Improvement
Fully Managed / Outsourced Solutions + Interim-Leadership + Prep For Sale/M&A

Contact Cedric Tuck-Sherman at ctucksherman@scale-healthcare.com, or +1 (310) 648-0096 to continue the conversation.