



COMMERCIAL!deas

C.I. CAPABILITIES PRESENTATION

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Formalized in 1991, COMMERCIALiDEAS was the evolution of two successful advertising-related companies founded by Tim Pugliese in 1975. Over the past 35 years, our reputation has grown through a strategy-driven philosophy that provides results for our clients, many of whom we have represented for over 25 years. COMMERCIALiDEAS provides our clients with intricate knowledge of various industries, an award-winning creative team, certified industry research expertise, and exemplary budgetary control.

If you seek to partner with an established team to enhance your corporate branding and business growth, contact us today!

OUR SERVICES

- *Marketing Strategy and Branding*
- *Web Site Design and Production*
 - *Search Engine Optimization*
 - *Content Management*
 - *Video and Photography*
- *Social Media i.e. FaceBook, Twitter, Blogs*
 - *Public Relations*
- *Print and Broadcast Media*

Tim Pugliese

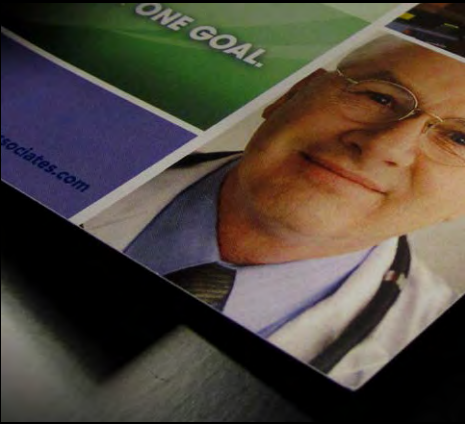
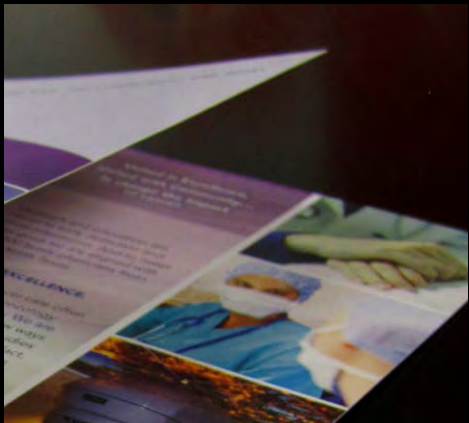
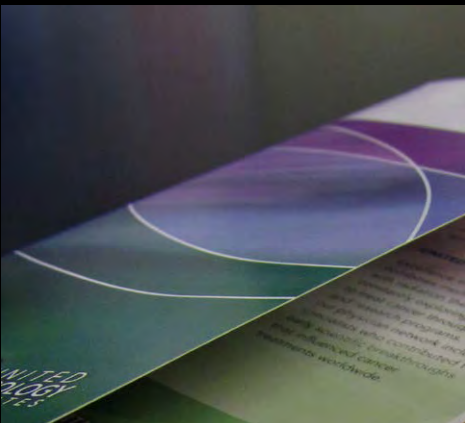


PRESIDENT, CREATIVE DIRECTOR
& STRATEGIST

Tim holds a BS in Radio TV and Film from the University of Texas at Austin and a Master of Arts in Broadcast Television from SMU where he also taught creative writing and advance film production. Tim started his company more that 30 years ago and has won dozens of awards for creative campaigns.



Take Control of Your Practice
A Physician-Centered Model for Practice Management



MEDICAL EDGE

MedicalEdge engaged Tim Pugliese and his firm to take the company Brand and turn it 180 degrees.

Their intent was to go from a historically behind-the-scenes culture to a more visible one by creating a well defined Brand and deliverables. With more than \$500 million in revenue, the company was a PPM, Physician Practice Management firm with more than 3000 employees. It owned and managed 450 physician practices and nearly two dozen ancillary medical care service facilities including surgery, imaging, radiation therapy and sleep study centers in multiple states.

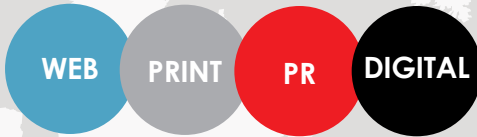
Tim's 3 ½ year task began in 2007 with the mandate to re-launch the 12 year old MedicalEdge brand with a special emphasis on creating a very clear definition of its scope-of-service as well as driving revenue via the various specialist group practices and ancillary profit centers mentioned above.

This engagement helped build the company image and came to a dramatic and profitable conclusion. In January of 2011 MedicalEdge and sister company PhyServe Physician Services sold to Texas Health Resources, substantially increasing the number of THR doctors and ancillaries.

ACTION ITEMS FOR BRAND DEVELOPMENT

- A complete due diligence survey of officers, key individuals and physicians was conducted to identify and organize the data needed to make recommendations
- The initial step was determined to be a rename of the sister company whose use of virtually the same logo and name created confusion in the marketplace even though the two entities did not provide the same services
- Next was a full design and launch of new web sites for each of the sister companies and all of the primary ancillary companies with enhance functionality and optimization, including advanced optimization and search features

- Over the course of two years, we proposed and fulfilled complete strategic marketing plans for not only the core sister companies but also for the individual profit centers and main practice groups as well:
 - Cash Pay Programs for Out of Network Patients to drive 4th quarter revenue
 - Sales and Marketing Co-Op programs for selected physician practices to work with ownership and share the costs of revenue generation
 - Sales and Marketing collateral and in-office support
- Developed, produced and installed a complete and proprietary closed circuit television network actively downloading High Definition, original programming, hosted by WFAA Channel 8 Health Reporter Janet St. James, directly into the waiting rooms of participating doctor and ancillary offices
- Implemented a efficient distribution plan for delivering marketing support materials by utilizing the company's fleet of 15 vehicles normally only used for document and specimen pick up
- Radio, Television, Print and Direct Marketing Solutions to support the larger practices that could promote retail-style programs such as Bariatric Weight Loss Surgery, Sleep Studies, Prostate Cancer Testing, Mammography and others
- Public Relations Campaign tied into each of the above
- Customer service training for practice offices and referral coordinators
- Introduction and launch of radically new service lines such as Nurse Navigator and Electronic Medical Records (EMR)



COMMERCIAL IDEAS

4300 N. Central Exp., Suite 355
Dallas, Texas 75206
United States

214.534.1658

www.commidideas.com