



Interconnecting The Underserved

Medic Success promotes health-related solutions for underserved communities and facilitates the interface between providers, communities, vendors, non-profits and government agencies.

ACCESSING UNDERSERVED COMMUNITIES

- **Medic Success** has demonstrated its unique ability to access underserved communities using innovative approaches
- This access is of value to vendors, agencies, and organizations interested in reaching these communities to advance the quality and availability of health related services to the underserved
- With strong cultural awareness and intimate familiarity with underserved communities, particularly in the Hispanic/Latino segment, we can bridge the gap and ensure patients, providers and community based organizations can benefit from Healthcare IT

What Others Have to Say...

“Medic Success is a great example of what an efficient and accomplish partnership should be. The MS team is very professional, dedicated, and committed to serving communities of color.”
- **NHIT, COO**

“This is a wonderful opportunity for HIMSS to share its resources and knowledge with the Hispanic community.”
- **HIMSS, CEO**

“It is absolutely necessary that the leading EHR vendors work together, continuing to provide EHR adoption opportunities for physicians and other healthcare providers working within underserved communities of color..”
- **National Coordinator for Health IT**

SERVICES WITH IMPACT IN MIND

We provide vendors, agencies and organizations with all they need to enhance their communications, marketing, sales and community engagement. We provide practices with expert consulting to make the most of Health IT and deliver effective, efficient and high-quality healthcare to their patients. We are goal-driven and work in close collaboration with our clients.

- Targeted Market Outreach/Market Penetration Campaigns
- Integrated Marketing Communications, Messaging and Positioning
- Customized Call Center Initiatives
- Program/Project Management Consulting
- Advice on Market-specific Program Development and Strategies
- Consulting Support for Selection and Implementation of “Best Fit” EHR Products
- Educational Conferences and Workshops

WHY PARTNER WITH MEDIC SUCCESS

- We apply our vast experience and expertise to deliver measurable results for our clients
- **Medic Success** works with a broad range of vendors, agencies, and others to help practices maximize the use of technology
- We have the credibility and confidence with agencies and organizations that are crucial in penetrating these markets and help create healthier communities
- We have a unique understanding of the Hispanic community and the cultural complexities needed to succeed in that market
- We have proven, demonstrated results in helping to reach practices and communities
- We help our clients save time, money and sales resources by providing access to warm leads they can tap into

A PARTNER YOU CAN COUNT ON

- **Medic Success** has established itself as a trusted, capable partner with the ability to achieve results
- Examples include leadership of HIMSS Latino, and relationships with ONC, OMH, NHIT, vendors and key thought leaders
- Our leadership team is made up of well-known and well-respected individuals with a wealth of experience, from the highest echelons of national and global business, to executive level government experience to national community, political and media expertise