






# AMO Marketing Opportunities



**Our orthopaedic specialists have always stood out.**  
Which is why they choose to work at Sydney Adventist Hospital.

A teaching hospital of  THE UNIVERSITY OF SYDNEY | Partner in nursing education  Avondale COLLEGE OF HIGHER EDUCATION | Proudly supported by  SAM FOUNDATION |  SYDNEY ADVENTIST HOSPITAL

[www.sah.org.au/orthopaedics](http://www.sah.org.au/orthopaedics)



- San Doctor
- Find a Specialist profile
- Specialist Directory
- Speaking opportunities
- Media opportunities



# YOUR MARKETING INFORMATION PACK

Welcome to Adventist HealthCare Limited (AHCL). As a newly accredited doctor we'd like to outline some of the strategies we have in place for promoting our AMO's and their specialties to our community.

The key functions of the AHCL Strategy and Development Unit are to identify and investigate new business opportunities, as well as to market and promote existing services and new areas of business.

## Introducing the Key Contacts

Director Strategy Integration & Development	-	Julie Behrens P: (02) 9487 9874 E: <a href="mailto:Julie.Behrens@sah.org.au">Julie.Behrens@sah.org.au</a>
Marketing Manager	-	Fiona Strykowski P: (02) 9487 9872 E: <a href="mailto:Fiona.Strykowski@sah.org.au">Fiona.Strykowski@sah.org.au</a>
Corporate Communications Manager	-	Leisa O'Connor P: (02) 9487 9416 E: <a href="mailto:Leisa.OConnor@sah.org.au">Leisa.OConnor@sah.org.au</a>
Marketing Administration	-	(02) 9487 9871

## PROMOTING YOUR BUSINESS

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### Creating a Find a Specialist profile on our SAH Website

You may already be familiar with the Find a Specialist section of our website, but if you are not we encourage you to take a minute to visit [www.sah.org.au/find-a-specialist](http://www.sah.org.au/find-a-specialist). This is a well utilised section of our website, attracting close to 31,000 page views over the last 12 months. It is used by both GPs and patients to identify, locate and find information on accredited doctors at SAH.

Please complete the information on the form attached here: [Find-a-Specialist profile](#) or on the web under Doctor Information. Completion of this form allows you to have your own profile information available to patients searching our website: [www.sah.org.au](http://www.sah.org.au). In addition, we can add your own web address and contact details which will help increase your online presence and ability to appear via other search engines such as Google. Having a SAH Find a Specialist profile can heighten your profile and image, as well as help patients to locate your rooms and find your contact details.

### San Doctor

San Doctor is a quarterly newsletter circulated to our local GP community. Currently each edition of this newsletter is sent to around 1,000 GP's in our catchment area. San Doctor includes clinically referenced articles of a scientific nature suitable for the GP readership. Articles may relate to new procedures and techniques, studies, findings, case studies, new equipment etc. If you are interested in contributing an article, please contact the Corporate Communications department on (02) 9487 9116 or (02) 9487 9416 or email [Leisa.OConnor@sah.org.au](mailto:Leisa.OConnor@sah.org.au)

## INTRODUCING YOU TO OUR GP COMMUNITY

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### San Doctor Newly Accredited Doctor Profile

As part of the profiling of newly accredited doctors, we offer new doctors the opportunity to include their details with an accompanying photo in an upcoming edition of San Doctor. This is our way of introducing you to our GP community. For inclusion in San Doctor, we ask that you supply a high resolution digital head shot and biographical material. If you complete the attached form located here: [San Dr Profile](#) or on our website under Doctor Information, this material will then be used to fill the layout and space available within San Doctor for newly accredited AMO's. You will be contacted by our Corporate Communications department to review and consent to your profile's inclusion. Please submit your completed form and high resolution digital head shot via email to the Corporate Communications department on (02) 9487 9116 or (02) 9487 9416.

### Speaking Opportunities

A number of educational activities are organised each year for both GP's and the general public. These events cover a range of topics that either help to promote new AHCL services or that are topical in the general marketplace. AHCL may approach you to be a speaker at one of these events, or you may approach the Events Co-ordinator in the Marketing department to register your interest on (02) 9487 9415. To view a list of our upcoming events visit our events calendar on our website at <http://www.sah.org.au/event-calendar>

### Photography Sessions

We recognise how important branding and promotion is to a doctor's business. To assist our AMO's in presenting themselves in a professional manner, we regularly organise for a professional photographer to attend the hospital to take professional images of our AMO's. This service generally operates on a quarterly basis, with the images provided free of charge to our doctors. These photos may also be used for AHCL marketing opportunities but are also provided to you for your own practice business needs. Please contact the Marketing department on (02) 9487 9892 to register your interest and to enquire about availability at the next photography session.

## GENERAL MARKETING & COMMUNICATIONS

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### Specialist Directory

The specialist directory is a hard copy publication produced every 12 months and sent to GP practices in our catchment area. It incorporates doctors who regularly use SAH services or are new to SAH. To view a soft copy of this publication click here: [Specialist Directory](#) or you can contact the Marketing department on (02) 9487 9892 to have a printed copy sent to you.

### Radio Segments

The Corporate Communications department organises all media opportunities and has a regular radio segment on radio station 2GB. During this segment, the hospital provides speakers who can be interviewed to promote interesting new developments, procedures or other topical information for general public consumption. If you would like to discuss the potential of speaking on one of these sessions and are doing something new and innovative, then please contact the Corporate Communications Manager, Leisa O'Connor on (02) 9487 9416 or email [Leisa.OConnor@sah.org.au](mailto:Leisa.OConnor@sah.org.au)

## Media Opportunities

AHCL is always looking for media opportunities to help raise its profile. Whilst coverage is determined by the media agencies themselves, AHCL tries to assist them by providing information of an innovative or exceptional nature, or of broader general interest deemed worthy of publication to the wider marketplace.

If you are aware of any medical activities that you think may be newsworthy, please contact the Corporate Communications Manager on (02) 9487 9416 or email [Leisa.OConnor@sah.org.au](mailto:Leisa.OConnor@sah.org.au)

## Filming

Please note all potential media and commercial filming activity must be reviewed by the Corporate Communications Manager on (02) 9487 9416 with final approval required by the CEO. Notice should be provided of any planned activity and no media crews are allowed on site without prior approval.

## General Business

If you have any ideas or suggestions for business development or general improvements, please contact the Marketing department on (02) 9487 9871 or the Marketing Manager, Fiona Strykowski on (02) 9487 9872 or email [Fiona.Strykowski@sah.org.au](mailto:Fiona.Strykowski@sah.org.au)