

Health Care Focal Points

Why focus on the Health Care Industry?

The health care industry is one of the world's largest and fastest-growing industries. Consuming over 10% of GDP, health care is an enormous part of our country's economy. Many of the occupations projected to grow the fastest in the economy are concentrated in the health care industry. For example, from 2004-2014, total employment of home health aides is projected to increase by 56%, medical assistants by 52%, and physical therapists by 44%. This is largely in response to rapid growth in the elderly population. There are several segments of the health care industry, including hospitals, nursing and residential care facilities, offices of physicians and dentists, home health care and ambulatory healthcare services. In addition, offices of other health practitioners such as chiropractors, optometrists, podiatrists, occupational and physical therapists, psychologists, audiologists, speech-language pathologists, dietitians, and other health practitioners are included. There are nearly 1.75 million staffed hospital beds across America. Many of these are in a room that displays a dry erase board to facilitate information and communication between patients and staff.

Paper Mate®

Sharpie®

EXPO®

Proven Sellers in the Health Care Industry

Paper Mate® SPORT RETRACTABLE

 Ball Pen: \$0.34(A) • 300 Units

Paper Mate® InkJoy

 Hybrid Ink Pen: \$0.76(A) • 300 Units

Paper Mate® InkJoy

 Retractable Gel Ink Pen: \$3.35(A) • 100 Units

EXPO® ECP

 Chisel: \$2.60(A) • 200 Units

EXPO® EFP

 Fine: \$2.12(A) • 200 Units

Sharpie® SGEL

 Gel Pen: \$2.12(A) • 200 Units

Sharpie® TANK HIGHLIGHTER

 Tank Highlighter: \$2.74(A) • 200 Units

Sharpie® GEL HIGHLIGHTER

 Gel Highlighter: \$2.64(A) • 200 Units

Sharpie® MINI

 Permanent Marker: \$2.03(A) • 200 Units
 Silver Carabiner (sold separately): \$0.82(A) • 200 Units

Sharpie® FINE

 Permanent Marker: \$1.85(A) • 200 Units

Promotional Ideas for the Health Care Industry

- **Experience Expo**—With so many rooms utilizing dry erase boards to stay organized, an innovative dry erase marker is essential. Even behind the scenes, hospital employees rely on dry erase boards to staff operating rooms, plan meal deliveries or schedule staff.
- **Sign on the line**—During every office visit or hospital stay, patients are asked to complete and sign initial insurance and privacy documents. Often, these sections are highlighted for ease of use and efficiency. Why not use a promotional highlighter to showcase your message and push the paperwork along.
- **Needed for nurses**—With the hectic schedule and numerous tasks accomplished by nurses, hands free and easy will make their day. Consider celebrating National Nurses Week, held every year in May, with a personalized Sharpie Mini and carabiner as a functional addition.
- **Building brands in related services**—Consider that promotional products can be used by HMOs and other health care insurance providers for staff use and customer meetings. Brand recognition is a key building block to success in the medical arena.