



**INCREASING CAP SALES IN
THE HEALTHCARE INDUSTRY**

A COMPREHENSIVE
WHITE PAPER



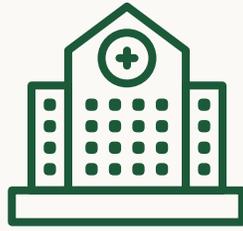
The health care industry has an annual revenue totaling over \$1.6 Trillion. There are over 750,000 medical companies in the U.S.

Health care professionals spend an average of 25% of their total marketing budget on promotional products. Most of which are used for marketing giveaways, client gifts, wellness initiatives, company events, or employee gifts.

The purpose of this document is to provide you with extended knowledge of the health care industry as it relates to promotional products, as well as offer tips to help expand your cap sales into the market.

In this guide, we will look at different medical clinics and treatment centers, so that you will have a better understanding of how to target each.

You will learn how to reach out to common decision makers in various hospitals. You will also learn how to optimize sales among differing promotional product usage behaviors.



**HOSPITALS
& MORE**

HATS ARE A LOGICAL ADDITION TO
CANCER HOSPITALS BECAUSE THEY CAN
HELP PREVENT MELANOMA BY BLOCKING
THE SUN'S HARMFUL RAYS. THEY'RE ALSO
A **WELCOME GIFT TO PATIENTS WHO HAVE
LOST THEIR HAIR DUE TO CHEMOTHERAPY.**



The most obvious first category for promotional products is hospitals. Most act as a corporation complete with marketing and public relations teams in addition to doctors and nurses.

Although their primary concern is saving lives, hospitals are still money generating businesses. To do this, they have to acquire customers, or in this case, patients. They also need to recruit quality health care professionals.

Promotional hats can accomplish both of these goals by providing promotional hats to new patients and offering gifts to incoming employees.

CANCER TREATMENT CENTERS

These facilities concentrate on holistically treating cancer with the latest scientific research as well as lifestyle approaches like diet, exercise, and meditation.

Patients and their families will travel thousands of miles if they believe a cancer treatment center is their best shot at survival. These hospitals focus on giving hope to the hopeless and a positive perspective amidst unbelievable fear.

Hats are a logical addition to cancer hospitals because they can help prevent melanoma by blocking the sun's harmful rays. They're also a welcome gift to patients who have lost their hair due to chemotherapy.

DRUG & ALCOHOL REHABS

There are inpatient and outpatient treatment programs; both designed to help patients and their families who are struggling with addiction. They too provide optimism to people during a dark period.

A cap can act as a symbol of hope to addicts and their loved ones. To recovering addicts, it can remind them of the courage it took to beat their disease and inspire them to volunteer at a clinic to help others.



PHARMACIES & DRUG COMPANIES

Both small town and big box pharmacies have to advertise to earn their customers' business.

Drug reps give out promotional pens like goldfish at a carnival. Every doctor, every hospital, every practice in the country probably has hundreds of pens branded with a medication. Perhaps instead, they would prefer a high-quality cap they can wear to their 10:00 am tee time?

INSURANCE COMPANIES

Health care insurance reps are another big proponent of promotional products, but they're also very predictable—pens, stress balls, bottled water. How about a UVF certified cap in its place?

ELDERLY CARE & ASSISTED LIVING

Families are looking for a place they trust to care for their loved ones long term. Elderly care facilities have become unfavorable in a lot of people's eyes over the past few years as cases of abuse and neglect have reached the media.

Goodwill and positive public relations can go a long way to promote these homes. Caps act as a first step towards building trust among patients and their families. Reach out to administrators to learn more about their advertising needs, and figure out how headwear can bridge those gaps.



**INDEPENDENT
PRACTICES**

DEPENDENDING ON THE SIZE OF THE PRACTICE,
THE ADVERTISING DECISION MAKER COULD
BE ANYONE FROM THE DOCTOR TO AN OFFICE
MANAGER. **CONTACT EACH OFFICE INDIVIDUALLY
TO SEE WHO IS YOUR POINT OF CONTACT.**



These are small, usually locally owned health care facilities that specialize in the treatment of certain conditions or areas of the body. Many times there are only a handful of doctors and support staff. So, it's very important that potential patients are aware of their office and the services they provide; otherwise, they'll never get any business.

The great thing about hats is they average over 3,000 impressions of their lifespan. The more caps a practice puts out into the community, the more people will be aware of its services.

Depending on the size of the practice, the advertising decision maker could be anyone from the doctor to an office manager. Contact each office individually to see who is your point of contact.

We've provided you a short list below to give you an idea of different independent practices to reach out to for sales.

- DENTAL
- DERMATOLOGY
- HEARING THERAPY
- MEN'S HEALTH
- PEDIATRICS
- PHYSICAL/OCCUPATIONAL THERAPY
- PLANNED PARENTHOOD
- PODIATRY

- SLEEP STUDY CENTERS
- SPEECH THERAPY
- URGENT CARE
- VISION
- WALK-IN CLINICS
- WEIGHT LOSS CLINICS
- WOMEN'S HEALTH



ALTERNATIVE MEDICINE

Not all medical practices involve prescriptions and labs. There are countless ways that people use alternative or natural measures in order to look and feel better. Really think outside the box and look out for small businesses in your area that focus on healing mind, body, and spirit.

CHIROPRACTORS

Chiropractors adjust a patient's spine, neck, and hips to relieve pain, stiffness, and general discomfort. Although they cannot write prescriptions, many times they will work with their clients to develop a diet and exercise regimen to increase overall health and wellness.

Often times, these are independent practices who are constantly looking to increase their clientele. By attending local community events to pass out caps, and branding their practice properly, they can grow their patient list to full capacity.

FITNESS CENTERS

Gyms may be either locally owned or national chains. Fitness centers spend a high portion of their advertising dollars at the end and beginning of each year.

December and January are their two biggest promotional months because patrons will purchase gym memberships in anticipation of setting and keeping their New Year's resolutions.

Because they push their promotional products so hard during the winter, perhaps on your sales call, you should bring along a knit in addition to a traditional cap. This way they can promote their business all year long without breaking their budget.



MEDICAL CANNABIS DISPENSARIES

Tread this market carefully; this is still a taboo industry. Medical marijuana is still illegal under Federal law despite the following states having laws in place so that patients can gain access to cannabis.

ALASKA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

HAWAII

ILLINOIS

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

MINNESOTA

MONTANA

NEVADA

NEW HAMPSHIRE

NEW JERSEY

NEW MEXICO

NEW YORK

NORTH DAKOTA

OHIO

OREGON

PENNSYLVANIA

RHODE ISLAND

VERMONT

WASHINGTON

WASHINGTON, D.C.

If your territory does not include any of these states, just say no.

If you do sell promotional products in areas that allow cannabis, I have good news for you. Because of the Federal regulations that are in place, dispensaries cannot advertise to the general public in the same ways other companies can.

Even Facebook has been known to shut down pages promoting medical marijuana because it violates the social media giant's community standards.

Because of this, many dispensaries have resorted to using grass roots marketing efforts like promotional products as their main source of advertising. This trend is likely to continue until and unless the Federal ban is lifted.

That means more cap sales and more money in your pocket!

SPAS & REFLEXOLOGY CENTERS

Massage therapy is another natural way to relieve joint and muscle pain. Reflexology involves applying pressure to certain areas of the hands and feet to relieve pressure in a specific part of the body.

Many spas offer other wellness services like hair care, skin care, nail care, facials, cryotherapy, acupuncture, etc.

For places like this, caps can be used as part of the staff uniform as well as gifted or sold to customers.

ULTRASOUND & BIRTHING CLINICS

These clinics are becoming more popular and prevalent as more women opt for a natural childbirth outside of a hospital. Centers like these have trained ultrasound technicians, nurses, doulas, midwives, etc.

They offer a safe and comfortable environment for prenatal and postnatal care as well as labor and delivery services.

Many women and families are not aware that these services even exist because a hospital birth is the most common option. By giving away promotional hats to new parents and expecting couples, these centers can significantly expand their business.

VITAMIN SUPPLEMENT STORES

These stores may be small businesses or retail chains; sometimes they're even connected to a gym or fitness center. They sell things like vitamins, natural home remedies, protein supplements, smoothies, and shakes.

This is a great business to advertise at local events like 5Ks or marathons. By setting up a booth at fitness-oriented events and passing out logoed hats, they can expand their business and increase revenue.



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At Outdoor Cap, we want to help you win the sale. When you succeed, we succeed. That is why we are offering these selling kits to you absolutely free. It is important to us that your customers realize and take advantage of the value promotional headwear can bring them.

The medical industry is a multi-trillion-dollar enterprise. With our high-quality headwear samples, the tips provided in this document, and your sales expertise, you should have no problem securing your piece of the market share.

For more information on increasing your promotional hat sales, visit our blog (blog.outdoorcap.com), and subscribe to our email updates. We offer free selling kits periodically; you will be first to know when new kits are made available.

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