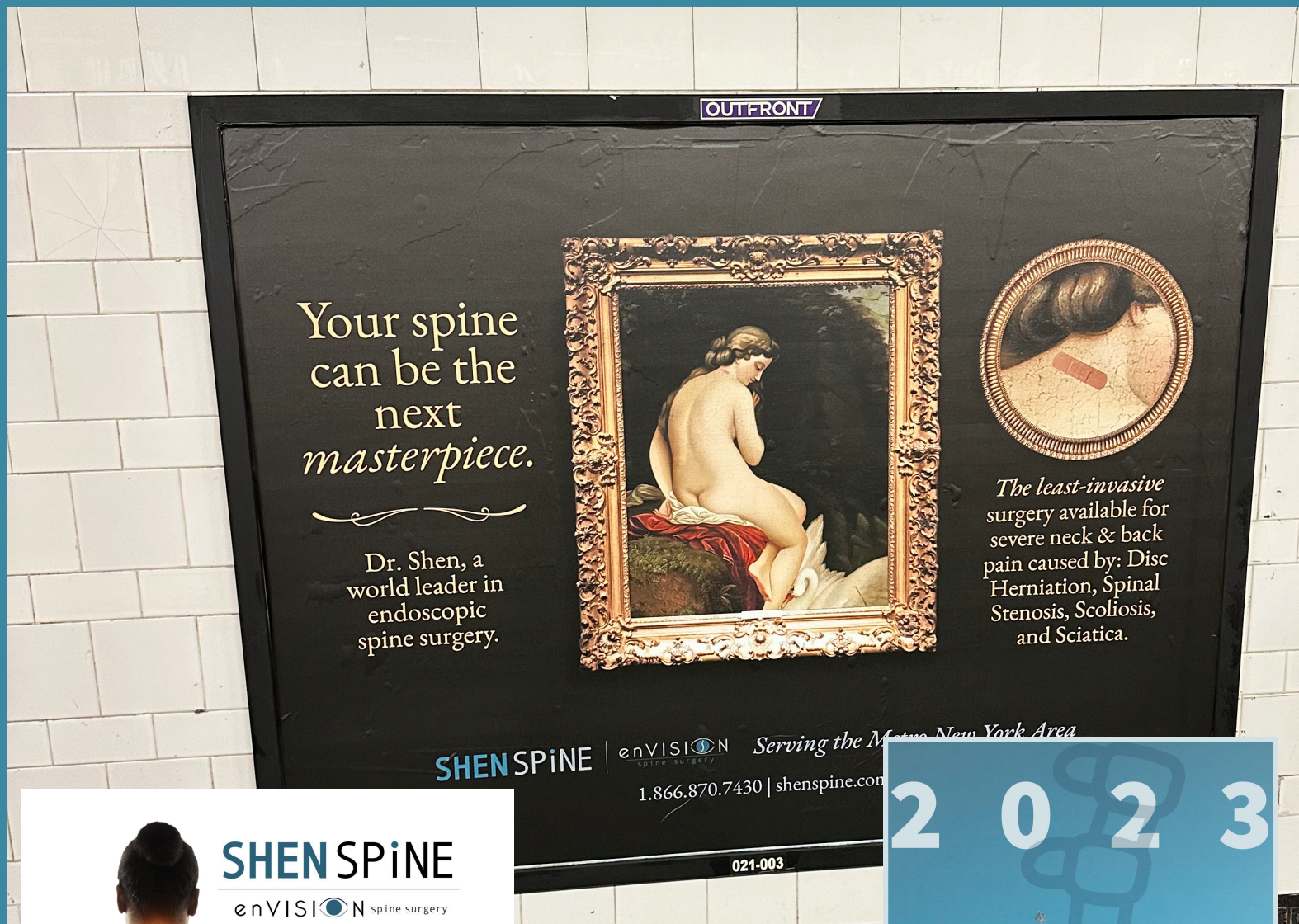


# Promoting Spine Surgery in New York City

# Marketing

## Campaign Components

- Logo creation
- Billboard, print, on line and point of sale
- Multi-level campaign in NYC metro
- Pre surgery classes created
- Welcome gifts
- Public relations
- 15 press releases
- Awards secured and promoted
- International conference speaking
- 19 patient video testimonials created
- Social media campaigns



**SHEN SPiNE**  
enVISION spine surgery

**SSOAR**  
Shen Surgery Orientation  
And Review

A FREE ONLINE SERVICE TO ALL  
DR. SHEN PATIENTS.

**YOU ARE CONFIRMED!**  
PLEASE JOIN US WEDNESDAY,  
APRIL 5, 2023 AT 6:30 PM  
FOR AN ONLINE  
DISCUSSION.  
CHECK YOUR EMAIL  
FOR THE LINK.



Questions? RSVP by calling  
Mary Jo at 518-708-6300 ext. 104  
or by emailing [surgery@shenspine.com](mailto:surgery@shenspine.com)

A note about privacy: We value your privacy. This online training is not recorded. Taking pictures or recording this training is prohibited. By connecting you understand this is a private group format and participation is voluntary. Turning your camera on and using your name during the session is optional.

2023



Make peace with  
your spine

enVISION