

“ More important than
the quest for certainty is
the quest for CLARITY. ”

- François Gautier



CLARITYQUEST™
HEALTHCARE & TECHNOLOGY MARKETING

AGENCY OVERVIEW

GET A MARKETING AGENCY THAT KNOWS THE LINGO

Marketing healthcare or technology products and services to engineers, developers, physicians, scientists or CIOs demands a special blend of creativity and technical knowledge. If you are looking to market your products and services to the information technology, software, healthcare or engineering marketplace, look no further. Our team combines left-brain tech savvy with right-brain imagination.



Outsource Marketing Team or a Single Project — We Have You Covered

With a focus on integrated marketing, Clarity Quest provides both outsource marketing teams and project-based services. Our strategic outsource marketing teams provide your company with a full array of marketing expertise under one umbrella. Some companies require our outsourced marketing team for several months, and some have used our virtual marketing department services for over seven years!

Why Outsource Your Marketing?

Companies that outsource their marketing department can focus on core competencies while a seasoned team of experts handles marketing. Marketing quality, campaign alignment and ROI improve across the board as the entire function becomes driven by objectives, strategies, a marketing plan and budget. Plus you don't get hit with overhead for benefits, stock options or unproductive meetings. You only pay for the services you require.

Single Project Services

In addition to providing outsource marketing services, we offer marketing project services such as website development, graphic design, copywriting and online marketing. With our emphasis on marketing integration, we'll ensure your standalone project aligns precisely with your other marketing campaigns.

MARKETING STRATEGY THAT GETS RESULTS

Whether you need to grow your business with a solid marketing plan or ensure your marketing continues to run smoothly during a merger, our agency gets your business working off solid marketing footing. Our senior consultants have held C-level and VP-level marketing positions and understand how to get the best “bang for the buck” from marketing campaigns.

Strategic Marketing Plans

Budgeting & Budget Reviews

Merger & Acquisition Marketing Plans

Lead Generation Strategy

Demand Generation Strategy



OUTSOURCE MARKETING SERVICES

Scalable or variable budgets

Breadth of expertise

Time to focus on your core competencies

External viewpoints



"The needs of my business are extensive and include strategic marketing initiatives for both an existing solution in our core market and a net new offering in a new market. I needed a marketing firm that could help me work through and execute on an effective and diverse plan with a limited budget. From day one, the sense of partnership that I have realized with Clarity Quest has exceeded my expectations."

**Maureen Ladouceur, RN, BSN, MBA | Vice President, Clinical Solutions
Vocollect Healthcare Systems**



Marketing Services & Portfolio

In addition to outsource marketing, we offer a wide array of marketing strategy, design and development services for technology and healthcare companies worldwide. Read more on the following pages.

DIGITAL THAT CATCHES ATTENTION

Today's buyers expect to be entertained while shopping for services — even business-to-business customers. We create compelling pieces that convert browsers into buyers.

Web Design & Development

Banner Ads

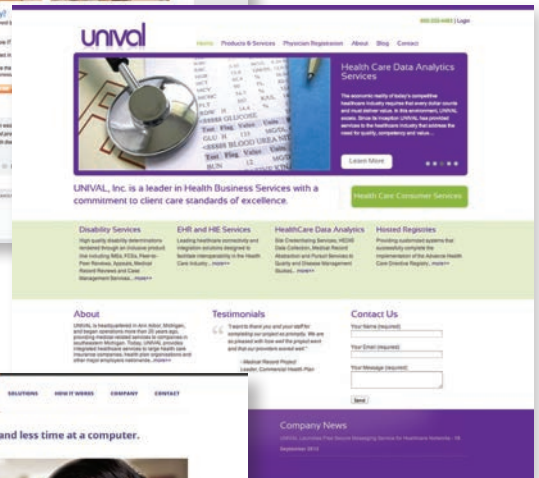
Email Marketing

Animation

Video Marketing

Software Demos

3D Presentations & Virtual Tours



ONLINE MARKETING THAT'S MORE THAN JUST CLICKS

Get found by the right customers and prospects through your website, blogs, pay-per-click campaigns, online trade magazines, social media sites and more.

Database Development

Search Engine Optimization

Content Management Systems

Sponsored Search Campaigns

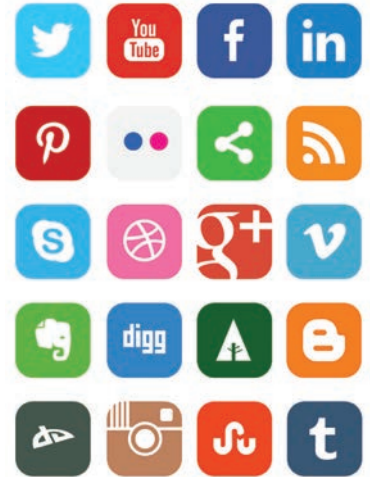
Web Analytics

Blogging & RSS

E-Commerce

Social Media Campaigns

Discussion Forums



TRADITIONAL MARKETING THAT'S ANYTHING BUT BORING

Yes, we're up on the latest techniques in online marketing. However, traditional marketing still has its place. Our multi-talented team can help your company with everything from a logo design to complete event management.

Print Design

Identity Design

Direct Mail

Event Management

Trade Show Exhibit Design

Video Production

Public Relations



VISION
COMPUTER SOLUTIONS
The IT That Fuels Your Business



zombie data
your data never dies.



VoiceFirstTM
Intuitive Care Delivery



OUR NUMBERS SPEAK FOR THEMSELVES

440,300
total patients & growing

Over 400,000 patients benefit from the high quality medical care provided by the Medical Advantage Group affiliated doctors who are dedicated to providing evidence based care and ensuring every patient centered medicine.

3,600
doctors & growing

The Medical Advantage Group engages more than 3,600 doctors in efforts to improve quality of care for patients, share best practices, adopt technology, and reduce the cost of health care.

75
POs, IPAs, PHOs, health centers, group practices & growing

The Medical Advantage Group has served 75 physician organizations, physician hospital organizations, health centers, independent physician associations, and group practices achieve success in their managed care and pay for performance programs.

176
Patient-Centered Medical Home practices (PCMH) & growing

The Medical Advantage Group has helped 176 practices and nearly 500 doctors achieve PCMH designation. These practices represent nearly 20% of all the PCMH practices in Michigan.

Medical Advantage Group's wide-range of services include:

- Patient-Centered Medical Home
- Performance Improvement
- Lean Process Improvement Training
- Technology
- Practice Management
- Self-Management Training
- Managed Care Risk Contracts
- Physician Organization Development & Mgt.
- Care Management

"As the #1 designated PCMH in the state, we would like to thank MAC for the level of professionalism, the expertise of their staff and the continued support we are given at our practice. This commitment helps our practice be successful."

Stacey Kalisz
Practice Manager
Aur'Alaque

"MAC was PCMH for with guidance, professionalism, and a wealth of knowledge. MAC has been a valuable asset to our organization and I look forward to continuing our work together."

Devin Goodluck
Chief Executive Officer
Health Specialists of Lenawee

Streamline the Power of Voice

Voice Enable Your Clinical Workflows

My Medication
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My Medication
Daily Health
Flow Sheet
Discharge

VoiceFirstTM
Intuitive Care Delivery



CLARITYQUEST™

HEALTHCARE & TECHNOLOGY MARKETING

Clarity Quest combines in-depth knowledge of the healthcare and technology industries with business acumen. Founded in 2001, our agency provides strategic and tactical marketing services to software, hardware, IT, medical and professional services companies. Clarity Quest has offices in Ann Arbor, Michigan; Stonington, Connecticut; and Seattle.

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