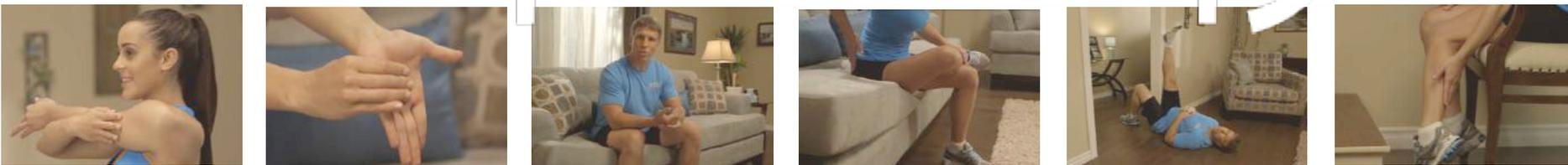


# SimpleTherap<sup>y</sup>



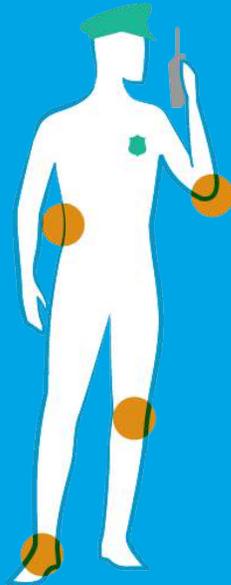
Personalized Pain Recovery<sup>®</sup>  
for City & County of San Francisco  
Employees & Retirees

Marketing Plan  
DRAFT | 1 March 2017

# Target Outreach on Key Populations



Retirees



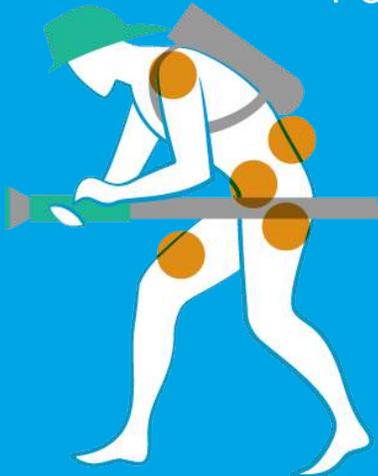
Police



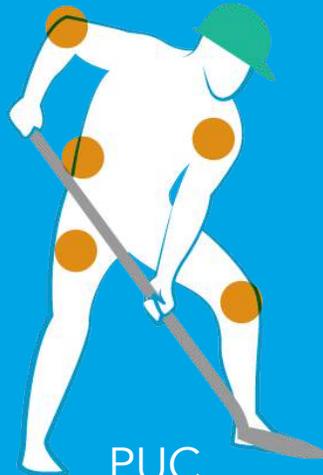
Teachers



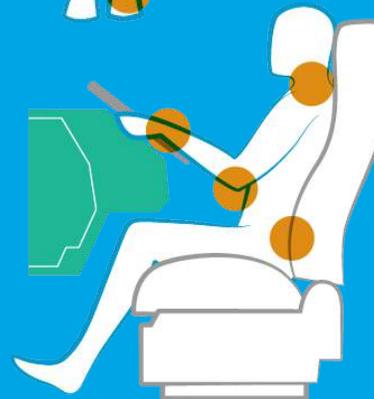
DPW



Fire Fighters



PUC



MTA



Desk jobs:

- HSS
- City College
- Superior Court

# Multiple Ways To Find SimpleTherapy



Postcards



In-person Site Visits



Email Campaigns



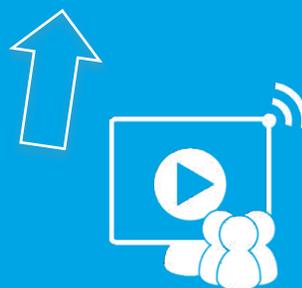
Events



Posters at Job Sites



Wellness Center



Webinars



Partner Referrals

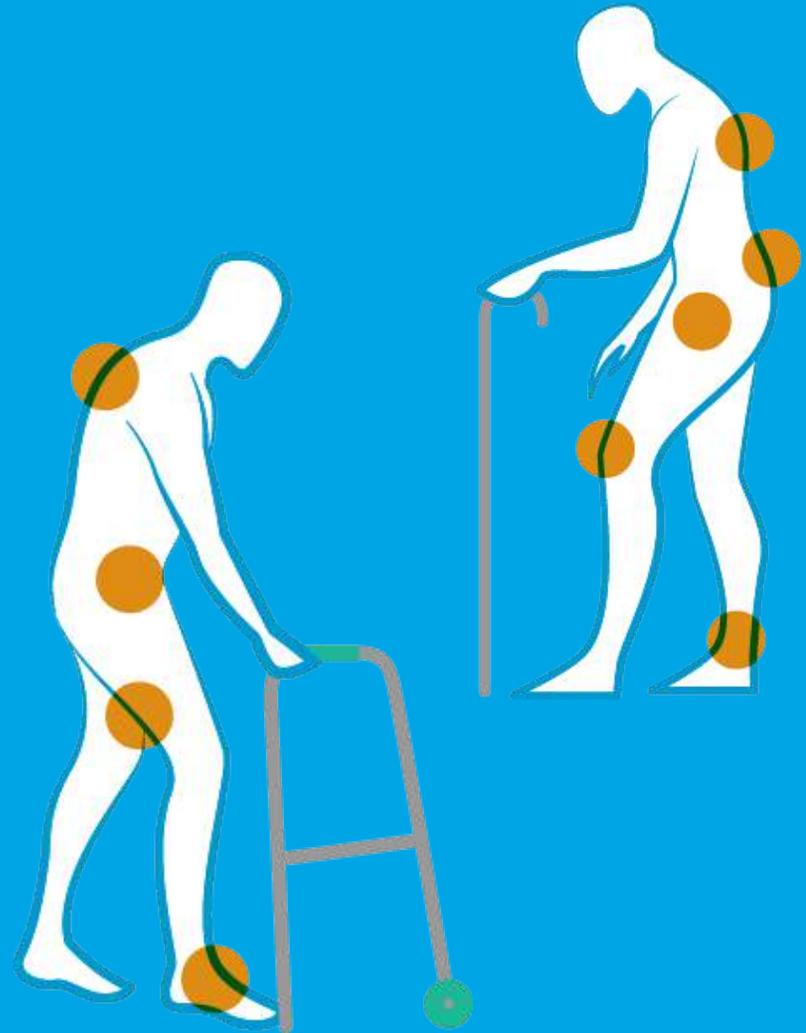
SimpleTherapy

# Proposed Marketing Calendar

Month	Target Population
*September 2017	Retirees: Free Fall & Fracture Prevention
January	All
February	SF USD, HSS
March	Police
April	Fire Fighters
May	Public Utilities + Hetch Hetchy
June	City College & Superior Court
July	MTA + Summer Events
August	-Skip-
September	Retirees
October	Airport
November	DPW
December	-Skip-

# September 2017 Free Pilot: Retirees

- Mid-September event promotions
- Brochures to hand out



# January Program Kickoff

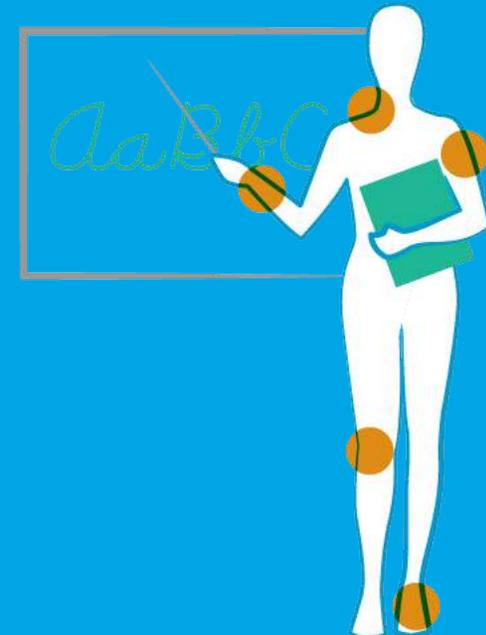
Broad-base awareness campaign for all during January 2018:

- Postcard mailer to all employees & retirees, segmented by role with targeted message(s)
- Installation of SimpleTherapy designated area in Employee Wellness Center



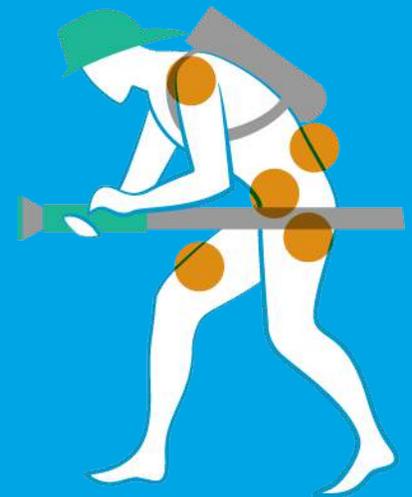
# February: SF USD & HSS

- Email campaign targeted to teachers aches & pains
- Teachers lounge flyers emailed/mailed to ## school building administrators
- Visits to 20 selected SF schools for in-person demos & promotion
- Flyers posted in HSS building
- Bonus: Teacher's Appreciation Day thematic communication for May 8, 2018



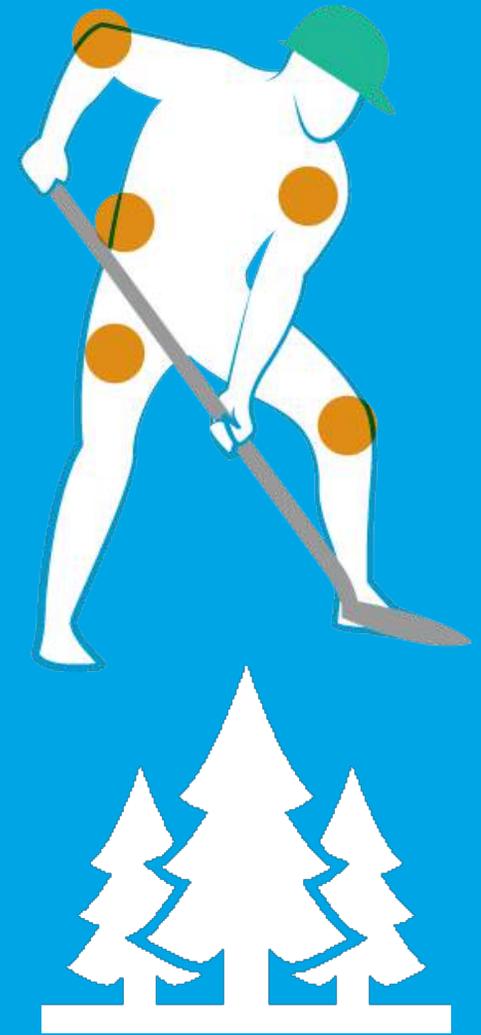
# March: Police & April: Fire Fighters

- Visits to all 10 San Francisco city police precincts for demos & promotion
- Visits to 20 selected (of 51) San Francisco Fire Houses for demos & promotion
- Flyers posted in break rooms
- Targeted email campaign to all available email addresses
- Bonus: Summer event promotion during Fire-Police Tug-of-War



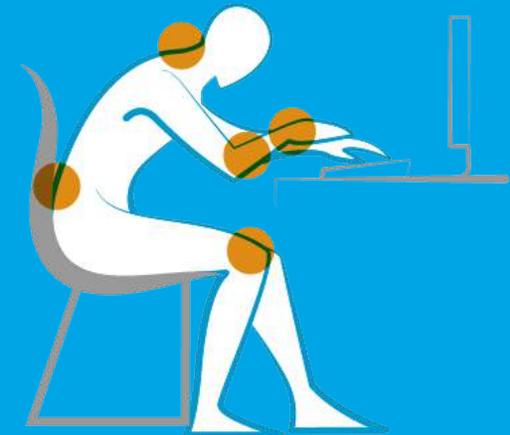
# May: Public Utilities + Hetch Hetchy

- Visit to Hetch Hetchy site for brown bag lunch
- Targeted email campaign to all available email addresses
- Flyers posted in break rooms

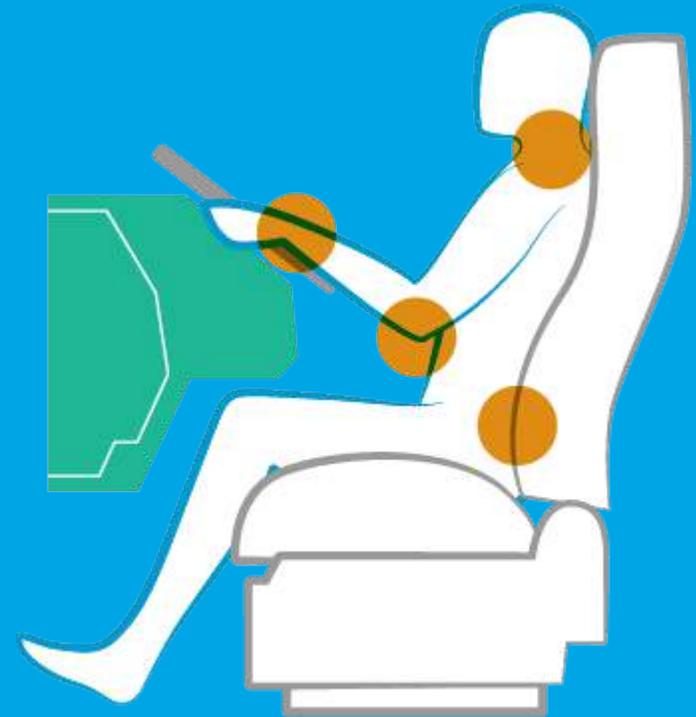


# June: City College & Superior Court

- “How to enjoy your summer with less pain” themed email communication
- Invitation to Ask-the-Doctor Webinar with SimpleTherapy clinical team member

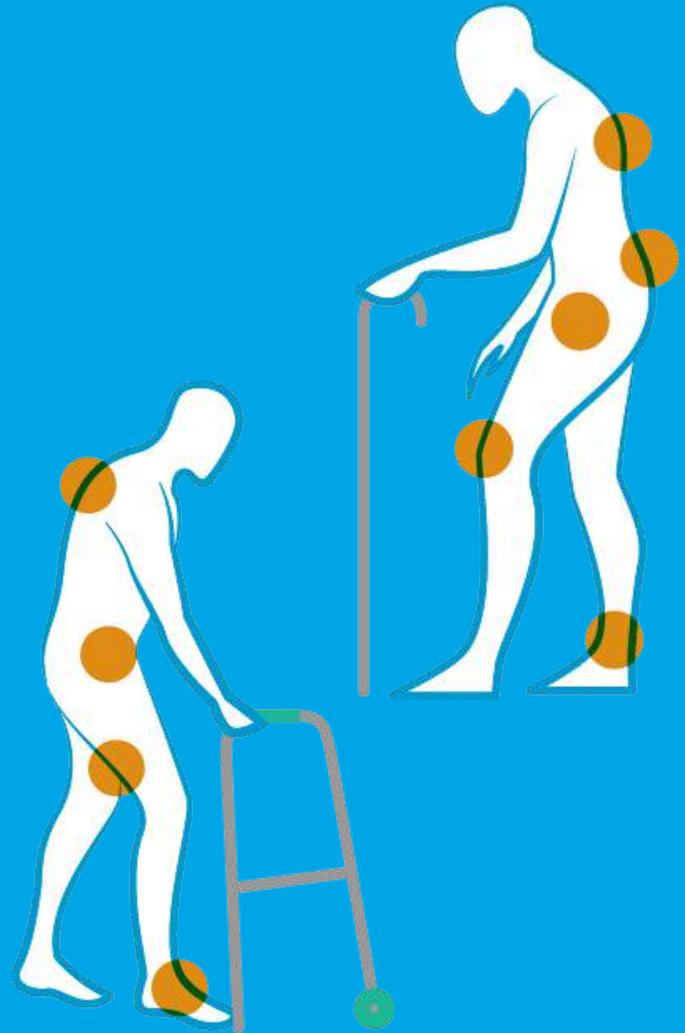


- “Drive Away Pain This Summer” focused campaign
- Targeted email campaign to all available email addresses
- Flyers posted in break rooms



# September: Retirees

- Mid-September event promotions & brochures
- Focus on in-person and video testimonials from retirees who have been using SimpleTherapy starting with the 9/2017 pilot



# October: Airport

- Hosted Brown Bag Lunch Event
- Flyers posted in break rooms
- Focus: Video testimonials from earlier SimpleTherapy users



# November: Dept Public Works

- Visits to 10+ job sites
- Flyers posted in break rooms
- Focus: Video testimonials from earlier SimpleTherapy users





# About The Webinars



Ask the Doctor about  
SimpleTherapy...



**Nic Gay, MD**  
Chief Medical Officer  
& Co-Founder  
Orthopaedic Surgeon

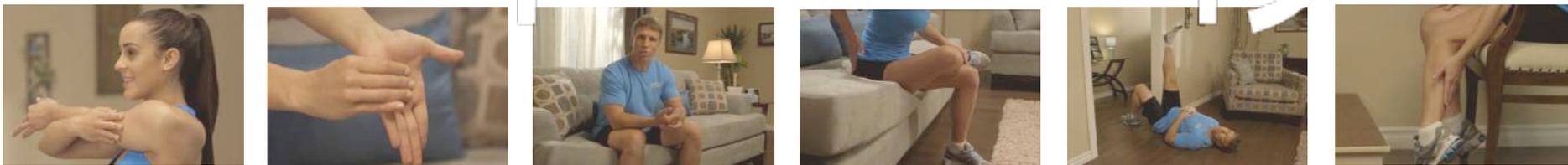


**Tae Won Kim, MD**  
Chief Research Officer  
& Co-Founder  
Orthopaedic Surgeon



**Jeff Chiappa, PT, DPT, MS**  
Director of Therapy Programs  
Physical Therapist

# SimpleTherapy



Personalized Pain Recovery<sup>®</sup>

Any Questions?  
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