



EDUCATIONAL WEBINAR



Maximizing Marketing Budgets and Impact for Critical Access Hospitals

May 20, 2025

10:00 - 11:00 a.m.

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Join Kansas Health Service Corporation on Tuesday, May 20 at 10 a.m. featuring Critical Marketing, a KHSC partner dedicated to helping Critical Access Hospitals stretch their marketing budgets, build community trust, and improve health education.

Discover how Critical Marketing functions as an extension of your hospital's team, offering full-service, reimbursable marketing solutions tailored specifically for CAHs. Many hospitals miss out on marketing reimbursements simply due to lack of awareness or uncertainty about what qualifies. Critical Marketing helps eliminate these barriers with compliant campaigns, simplified invoicing, and support from trusted legal and accounting partners.

Objectives and Takeaways:

- **Access Reimbursable Funds:** Identify and claim marketing reimbursements that often go unclaimed.
- **Save Time with Full-Service Execution:** We handle strategy, execution, and reporting so your team can focus elsewhere.
- **Collaborative Partnership:** We work with your existing team, tools, and media relationships to enhance results.
- **Smarter Targeting, Better ROI:** Use geofencing, demographic data, and search keyword targeting to reach the right audience.
- **Build Community Trust:** Launch campaigns that position your hospital as a trusted and knowledgeable resource.
- **Elevate Your Brand:** From health education to recruitment and thought leadership, we help expand your hospital's reach and reputation.

Do not miss this opportunity to learn how Critical Marketing can simplify your marketing process, strengthen your impact, and help your hospital get more from every dollar.