

American Academy of Dermatology Practice Management Marketing Materials

THE SITUATION:

The American Academy of Dermatology offers a practice management series of online and printed resources that help dermatologist offices simplify administrative burdens and ease stress. Our extensive work with medical specialty organizations made us a great fit, and we created a complete integrated marketing campaign that included direct mail, online and journal advertising.

OUR SOLUTION:

Zeller collaborated with the AAD to refresh the branding for 8 different practice management products. The need was for a compelling campaign that could translate cohesively across multiple products and tactics—while upholding the integrity of the established AAD brand.

THE RESULT:

Zeller produced over 60 tactics consisting of print ads, digital ads and direct mail postcards. The AAD team was pleased with the outcome and eager to implement the new creative.

Transition out of practice ownership with ease.

The valuation of a dermatology practice can be a complex process. Gain tips and strategies on maximizing value to increase practice revenue. *Valuing, Selling, and Closing a Dermatology Practice* will provide insight on:

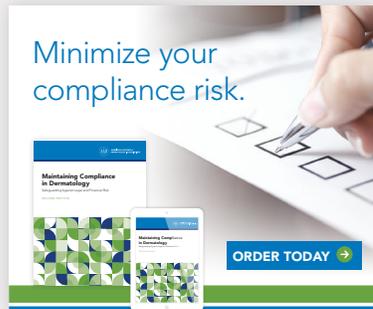
- Valuing methods
- Updated tax information
- Best practices for selling in today's market
- Closing techniques and strategies to transition out of practice



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“We really appreciate the distinct concept directions—they are giving us some great food for thought!”

—Nicole Torling, Creative Manager
American Academy of Dermatology

Optimize practice operations and revenue.



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