Marketing Your NICHE Program

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Marketing Your NICHE Program

• Announcing Your Designation
  – To the hospital and community
• Marketing to Your Community
  – Community awareness and exposure
  – Patients and Families
  – Media and Social Media

Objectives

The NICHE Online Media Kit

Fully updated and ready for you to use to market your program internally and externally. The kit includes the NICHE Media Guide, detailing objective, target audience, how to use and how to access all materials in the kit. If you haven’t already, put us in contact with your internal marketing department to help expedite.

Announce Your NICHE Designation Kit

Housed in the NICHE Knowledge Center’s Online Media Kit, the Announce Your NICHE Designation Kit will enable you to start branding your hospital as a NICHE hospital right away. First step, add the NICHE logo to your website so everyone knows you are a NICHE Designated Hospital.

Logos

Announce Your NICHE Designation Kit

Use the sample Newsletter copy to get the word out internally that you are now a NICHE Designated Hospital on your system, hospital newsletter and bulletin boards.

Newsletter

Announce Your NICHE Designation Kit

Announce externally that you are now a NICHE Designated Hospital with eblasts, social media, direct mail postcard, and a press release to local and national media.

Media
The NICHE Online Media Kit

Gain support and market internally with the 8 page NICHE Program Brochure and the 2 page About NICHE Sheet.

NICHE & You

The customizable Hospital Sheet lets everyone know not only about what you do as a NICHE Hospital but allows you to put specifics about your NICHE Program on the back.

NICHE & You

The customizable NICHE Flyer allows you to announce any NICHE activities throughout your hospital including upcoming NICHE Online Connect Webinars.

Flyers
The NICHE Online Media Kit

An overview of NICHE is available as a PowerPoint® to promote the adoption of NICHE in your hospital.

PPTs

Write about your program. Annual Reports and feature articles are perfect forums to highlight your NICHE Program. Use the outline we provide to organize your article.

Articles

Templates are available for you of many of the NICHE marketing materials for you to customize in either high resolution pdf format for professional printing, or as Word® files for laser printing.

Templates
The NICHE Online Media Kit

Include a page about NICHE on your website to highlight your program. A web page is provided to give to your internal web team along with a sample of how to build out that page.

New

Web

Starter Kit

The newly updated Starter Kit gives you a head start with your signage and printed materials. All items are available for purchase in the NICHE eMarketplace.

New

Starter Kit

NICHE Starter Kit

The NICHE Starter Kit includes your 6’ banner to be prominently displayed in your hospital’s main lobby, and 5 large posters for individual units.

New

Signage
NICHE Starter Kit

New NICHE Guiding Principles laminated card to carry with you.

Principles

Brochures

The NICHE Program Brochure will explain the breadth and capabilities of the NICHE Program. The NICHE Portfolio Series Catalog describes all of the NICHE resources.

Brochures

Trifolds

The NICHE Hospital Brochure and the NICHE Family Brochure will let your community know you are a NICHE hospital and what that means to them.
The NICHE Online Media Kit

Resources to support your NICHE Program are included in the NICHE Online Media Kit. They include, the NICHE Solutions Series and the NICHE Hospitals Report Series.

Resources

The NICHE Online Media Kit

The Need to Know by NICHE Series gives simple lists on what to know before going to the hospital about a variety of subjects of importance to older adults. Each has a checklist or assessment on the back.

Patients & Family

Contact Us

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