

GET ALL 5 MARKET FLYERS TODAY!

HEALTHCARE • EDUCATION • FINANCIAL • SMALL BUSINESS • TRADESHOW

Fields of Opportunity

MARKET SPECIFIC IDEAS - HEALTHCARE





A Wellness Education/Community Outreach Programs

The healthcare industry educates on a wide variety of topics including: wellness, nutrition and protection from UV rays, proper hygiene, and other important subjects. Fields hand sanitizer promotes germ free work environments, Bloc Aid 30 sunscreen lotion provides protection during outdoor activities, and water bottle holders promote proper hydration during exercise.

1. BAL-SC \$5.50* 2. HSS \$2.28* 3. BHNW \$1.95*

B Nurses & Staff

The beaded lanyard is a great alternative to traditional cotton and woven materials. Made from iridescent composite beads, the beaded lanyard really stands out with its unique and stylish look. This is a great lanyard because of its durability and is for everyday use. A magnetic breakaway attachment is included for safety precautions. This is perfect for medical staff members looking for something different.

1. BNL \$5.51*



C Direct to Consumer Promotions

Pens and adhesive note cubes are effective and useful products for creating brand awareness. In fact, *FDA surveys found, that among the patients who visited doctors and asked about a prescription drug by brand name (possibly due to an ad they saw), 88% actually had the condition the drug treats.

*Source: US Dept of Labor, Bureau of Labor Statistics

1. SFC33 \$5.44* 2. CD44-Tooth 50 Sheets \$1.30* 3. Ceres \$1.00* 4. Roma \$1.55*

D Open House Events

Open houses and community events provide an excellent opportunity to promote emergency services, specialized medicine or to introduce the public to new services. Fields products help create a fun atmosphere during the event!

1. 947 Ambulance \$4.90* 2. 970 Helicopter \$4.90*



E Identification Holders

Proper identification within hospitals, in-home healthcare, dental offices or for insurance providers is important. Dress up associate name badges with branded retractable badge reels. Just pull and gain easy access quickly! These are great for nurses, doctors, staff, volunteers and vendors.

1. RBR-SM \$1.85* 2. RBR-SC \$1.65*



F Fund Raising

Charity events raise funds for important causes – nurses' scholarships, hospital improvements, community education programs and more. Fields' wide selection of business gifts help you promote wellness and recovery or are excellent gifts for volunteers, major donors, or employee recognition.

1. 727 Treadmill \$27.75* 2. 216 Pedometer \$8.05*



G Fields of Opportunity - HealthCare Book

Fields offers an educational book for the Healthcare marketplace. The book provides information to aid in the creation of successful promotional events for hospitals, pharmaceutical companies, medical equipment companies and much more. This book is available online at our website www.FieldsMfg.com.



Pricing is based on 2011 Fields catalog End Column quantities