

The Clinic Brochure

A brochure is just as important as your business card. Your business card introduces you as an individual and your clinic brochure introduces your program to the world. The look and feel of the brochure is every bit as important as the content.

General Elements of an Effective Brochure:

- design reflects the “visual feel” of who you are
- communicates with a prospective customer who knows nothing about your clinic
- colors
- inspires someone to donate their money or time to your effort
- easy to read with a clear focus on what it has to communicate through the use of images and copy

Make sure your brochure looks like your organization!

Establish a consistent brand that people can identify with your organization by using:

- a logo
- tagline
- colors
- fonts

Use those for your brochure and continue to build your brand every time you give one out. It is your opportunity to create a lasting impression. Make sure that it is a good one.

What is needed to start a clinic brochure:

1) Your Audience

Understanding your audience will help you understand the focus and content of your clinic brochure.

Different types of audiences include:

- Primary audience
 - may be the patients that will use your clinic
- Secondary audience
 - may be organizations, sponsors, partners, or volunteers that you may want to contribute time and/or money
- In-house
 - the brochure may be used to provide new employees and volunteers an overview of the clinic and its services

Since budget will be very important, it is optimal that one brochure can serve many purposes. Defining the different audiences will help determine the content and images that you will use.

Most important, of all it should be designed with your customer in mind.

- How will they use it?
- Will it help them understand your clinic and the services you provide

You may also need to consider providing your clinic brochure in different languages that support the community you are involved with.

2) Branding

Hopefully you have established a brand that people can identify with your organization.

Brands include:

- name
- logo
- mission statement

- tagline
- colors
- fonts

Your clinic brochure must follow your brand guidelines. Remember to use your brochure as one part of an integrated communication and branding program. In some cases, a particular audience may require a more targeted publication in addition to or instead of the brochure, but the brochure will always serve as a foundation for your overall communication.

Important Elements:

- Quality
- Design
- Print

These aid in establishing you as an organization that others want to be a part of.

3) Content

Your brochure needs to describe who you are and what you do. The first step in creating your brochure is to plan its content. What you highlight in your brochure will vary depending on your audience.

Items to consider including:

- Name and logo
- Mission statement
- Who you are and what you do
- Services and support offered
- Services that are not offered (if confusion is possible)
- Who is and who is not eligible to use your clinic
- History (If substantial enough to offer extra credibility)
- Common questions and answers
- Staff and other resources
- How to donate time and/or money

- Office locations, hours and directions
- Contact information: Address, telephone, fax, email and website address
- Images
 - quality photography or stock images that best tell your story

4) The Final Brochure

It is generally assumed that a high-quality brochure will better reflect a solid clinic. However, high quality brochures can be more expensive to produce, and your clinic could suffer if these are given away too freely. Also, if you can only print a few brochures because of the quality then the intent of the brochure cannot be served. So, it is important to balance the final production of the brochure between quality and quantity. Work with a printer or design professional to guide you in selecting the best options for your clinic. With innovations in digital printing, it is becoming increasingly economical to produce high quality work. It is a good practice to collect samples of quality brochures from other organizations for ideas and inspiration.

If your brochure has done its part up to this point, you should have legitimate prospects wanting to learn more about your clinic and its services. Make it as easy for them to take that next step to contact you. A well planned and produced brochure can help expedite turning prospects into patients and supporters.