

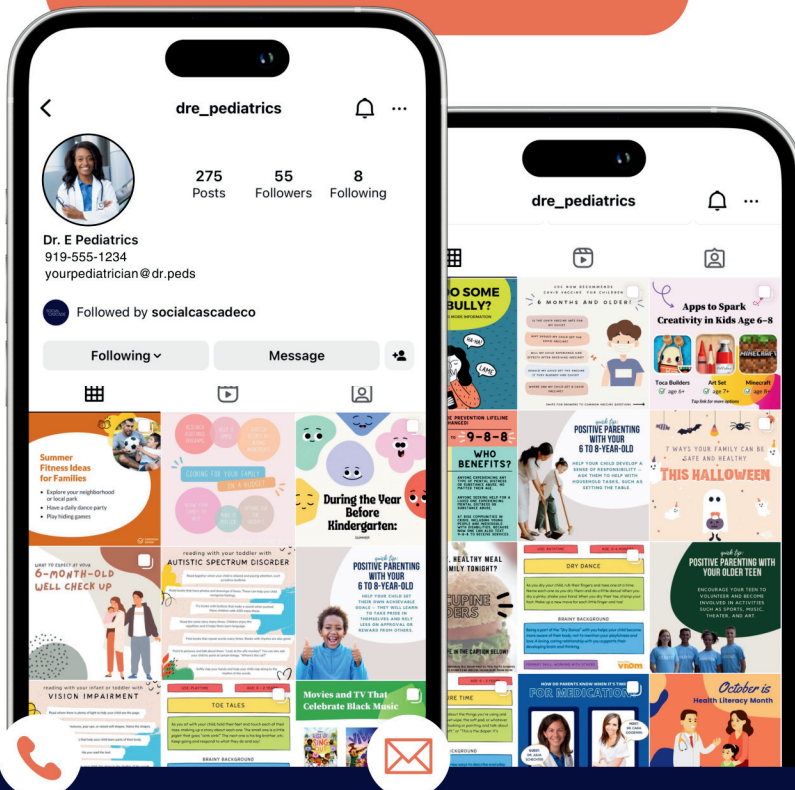
# CONNECT EVERYDAY

Well visits don't leave nearly enough time to cover everything you want your patients and caregivers to know across the year. Social Cascade can provide information you know they need outside of that short doctor visit - including seasonal concerns and trending topics.

Social Cascade allows me to stick with what I know while still giving me a way to connect with my patients every day. My patients thank me all the time for the wonderful resources I'm sharing on social.

**Melinda Beavers, MD**  
Bloom Pediatric Partners

socialcascade.co



# SOCIAL CASCADE

social media marketing  
for healthcare

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# A BETTER WAY TO DO PATIENT EDUCATION

**90%** of millennials say they use the internet and social media for healthcare decision making.

Social Cascade empowers pediatricians to make daily connections with patients and caregivers at the right time and in the right place - on social media. The result? More efficient and effective appointments and deeper trust between provider and patient.



## MINIMUM EFFORT MAXIMUM IMPACT



### Select Content Partners

Share information from leading local and national organizations & trusted partners



### Go About Your Day

Content is intelligently scheduled and posted from your social accounts



### See Your Impact

Receive monthly reports detailing engagement data, trending topics, and more

**72%** of patients indicated they do not currently follow their provider on social media, yet all said they would if they were active.

