




*Right* **NOW** *consumers are*  
DECIDING ON MEDICAL SERVICES  
*or healthcare* PROVIDERS



*Don't you wish  
they had your offer  
or list of services  
in their hands?*





**88%**

of consumers  
prefer  
receiving offers  
in the mail.

Money-saving  
offers can be  
a tiebreaker when  
choosing between  
service providers.

Consumers  
know and trust  
the blue Valpak®  
envelope - nearly  
nine in 10 open  
it and look  
through the offers.

Sources: Research Alert, 2003; Directions  
in Research Readership Survey,  
March 2007

FOR MEDICAL SERVICE PROVIDERS, COMMUNICATING THE EXPERIENCE  
AND RELIABILITY OF THE PRACTITIONER AS WELL AS THE BENEFITS OF THE SERVICE  
ARE ESSENTIAL FOR ADVERTISING SUCCESS.

## VALPAK CONSUMERS SPEND MORE ON MEDICAL SERVICES:



Valpak consumers spend 16% more at dentists than the average household.



Valpak consumers spend 17% more at opticians and optometrists than the average household.

Source: Claritas, A Nielsen Company, with current year projections, March 2008

## VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE.

- Valpak selects only the best areas to reach upscale audiences with a history of spending more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

## MEDICAL SERVICE BUSINESS OWNERS TRUST VALPAK

*One billion medical services offers were mailed last year in the blue envelope.*

*“Professionalism is important and the quality of the Valpak product helps us convey that to our potential customers. Valpak consistently brings in new customers, which is crucial to the growth of our business.”*

**Nadine Bonin,**  
Office Manager  
Oakley Chiropractic  
Prairieville, LA

*“After the Valpak mailings went out, we had almost immediate results and continue to bring in additional clients. We do believe that Valpak has been the best way to reach our target audience.”*

**Kirsten C. Noppinger,**  
President  
DNA Labs International  
Deerfield Beach, FL

## VALPAK IS COST EFFICIENT AND EASY TO USE

- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs

# THE THREE KEYS

TO GETTING MORE  
MEDICAL SERVICES CUSTOMERS

## REACH

The number of homes you select to  
receive your ad

+

## FREQUENCY

The number of times a year your ad is seen by  
Valpak shoppers

+

## VALUE

The appeal and incentive to try your service or  
product that your ad delivers to consumers

=

## SUCCESS

A review of long time Valpak Medical Services  
advertisers showed they mailed an average of  
9 times a year to 3 different mailing areas.

An in-depth analysis showed that the more an advertiser mailed  
with Valpak, the more their satisfaction increased.



**Valpak**