## Altyno HEALTHCARE

Architectural Film:
High-Pressure
Laminates

## **HEALTHCARE MARKETING MATRIX**

This healthcare marketing matrix will serve to identify the primary and secondary stakeholders (as well as geographic regions) in the healthcare sector and the marketing messages that hold the most value for them in an effort provide guidance on where efforts are best focused with various decision makers / influencers.

|                       |                    |             |             | 5          |             |
|-----------------------|--------------------|-------------|-------------|------------|-------------|
|                       | Short Install Time | Cost Saving | Looks Great | Durability | Eco-Feature |
| Facility Managers     |                    |             |             |            |             |
| Maintenance           |                    |             |             | •          |             |
| Housekeeping          |                    |             |             |            |             |
| In-House Designers    |                    | •           |             |            |             |
| Directors of Nursing  |                    |             |             | •          |             |
| Nurses                |                    |             |             |            |             |
| CNAs                  |                    |             |             |            |             |
| Doctors               |                    |             |             |            |             |
| Therapists            |                    |             |             |            |             |
| Healthcare Executives |                    |             |             |            |             |
| Patients              |                    |             |             |            |             |
| Hawaii                |                    |             |             |            |             |
| California            |                    |             |             |            |             |