



# MERLIN

The Better Way to Market

Don't make assumptions.  
Make decisions.

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# Don't make assumptions. Make decisions.

BY RON CAPPELLO AND LIZZIE KUPERSMITH, Infinia Group LLC  
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We make assumptions all the time. Some are right. Many are not. When building your ASC brand, it's critical to not let inaccurate assumptions guide your decisions.

After 20 years consulting in the healthcare sector, we've discovered five assumptions that keep ASCs from achieving their full potential.

1. **We're about quality, which speaks for itself.**  
That's true for those who already know you, but for those who don't, you're missing out on a huge opportunity. Word of mouth only goes so far.
2. **We're already successful. We don't need to market.**  
Marketing from a position of strength is the best time to grow your business and truly discover what successful can mean.
3. **We can't afford the time or money for marketing.**  
Marketing is not as expensive as you may think, especially if you harness the power of digitally enabled media. Simple and memorable digital marketing can create value and engage customers for less than you'd imagine.
4. **People already know us.**  
How do you know? Get the facts about your brand recognition. Hope is not a growth strategy. Let data help you grow your business.
5. **We're going to sell. We're riding it out until our exit.**  
To maximize the value of your business, you need to maximize the value of your brand. A strong brand strategy and understanding of your market position shows your buyer the future potential of your business.

Stop assuming and start thinking about how a strong brand can grow your ASC business, can better engage with patients, and motivate your employees.

WE MAKE  
THE COMPLEX  
**SIMPLE** AND  
THE SIMPLE  
**MEMORABLE**

**MERLIN**

The Better Way to Market

Founded by *infinia*

Purpose-built by Infinia and Solve Digital Partners, MERLIN is a cloud-based platform that combines sales, marketing, and communication tools with expert consulting services, helping its members connect with those who matter most to grow and create value.

[www.merlinasc.com](http://www.merlinasc.com)

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The members of the Infinia Alliance are driven by imagination and craft to help clients meet their brand, marketing, and communication challenges.



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