



## The Better Way to Market Your ASC

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Marketing is essential to grow your brand and create value for consumers. But how can you do it for less?

Say hello to MERLIN: the affordable SaaS platform designed to help ASCs stand out from the competition and become a market leader.

We've combined 20 years of experience as creative marketing consultants for leading healthcare brands with proven, easy-to-use technology that houses all the customizable brand, marketing, and sales tools your ASC needs to:

- + Build and grow a great referral network.
- + Attract and retain patients.
- + Recruit and grow an all-star staff.
- Educate and inform communities.
- + Communicate and represent quality and integrity.

**MERLIN** provides the five "C's" for marketing success:

Creativity that connects.

Content that informs.

Coaching that supports.

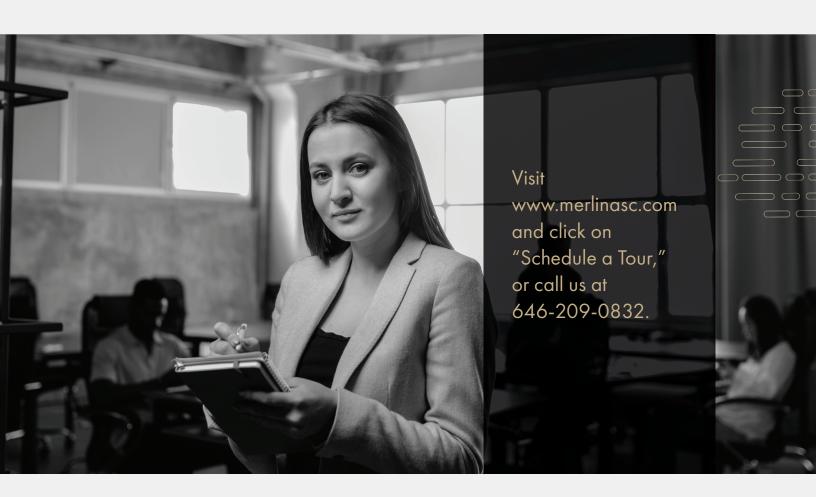
Clarity that resonates.

Channels that deliver.

It's time to stop assuming you don't have the time, money, or resources to market your business.

It's time to discover the magic of MERLIN.

See how powerful and accessible MERLIN can be for your ASC.



## **WE MAKE**

## THE COMPLEX SIMPLEAND THE SIMPLE MEMORABLE



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 www.infiniagroup.com

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











