

# Marketing Toolkit

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## NATIONAL LOCUM TENENS WEEK

Brought to you by NALTO®  
August 10-14, 2020

# Introduction

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## National Locum Tenens Week 2020, brought to you by NALTO®

National Locum Tenens Week, brought to you by NALTO®, returns for its fourth consecutive year August 10 – 14, 2020.

Our purpose is to continue to recognize the contribution of locum tenens physicians and provide a valuable opportunity for locum tenens recruiters to share their stories on a national stage.

This toolkit is to provide healthcare staffing agencies with official brand assets that unify us in celebrating the locum tenens industry together, while also allowing each individual company to leverage this campaign with their own unique brand promotion.

Included in this toolkit are the following elements:

- ▶ Logo Suite & Brand Standards
- ▶ Sample Press Release
- ▶ Social Media
- ▶ Posters
- ▶ Power Point Template
- ▶ Promotional Ideas

Download resources: [nalto.org/national-locum-tenens-week](https://nalto.org/national-locum-tenens-week)

# Quick Start Guide

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**NATIONAL**  
**LOCUM TENENS WEEK**  
Brought to you by NALTO®

## Brand Standards

Logos

Typefaces

Colors

## Press Release Template

## Social Media

## Posters **\*NEW FOR 2020\***

## PowerPoint Template **\*NEW FOR 2020\***

## Promotional Ideas

# Brand Standards

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## Logos

Download logos: [nalto.org/national-locum-tenens-week](http://nalto.org/national-locum-tenens-week)

SQUARE WITH DATES



**NATIONAL  
LOCUM TENENS  
WEEK**

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August 10-14, 2020

SQUARE



**NATIONAL  
LOCUM TENENS  
WEEK**

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HORIZONTAL



**NATIONAL  
LOCUM TENENS WEEK**

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HORIZONTAL WITH DATES



**NATIONAL  
LOCUM TENENS WEEK**

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# Brand Standards

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## Type

Headline Museo Sans 700

Headline Museo Sans 500

Subheadline Museo Sans 300

Note: Museo Sans is available for purchase online or as part of your Adobe Creative Cloud subscription via Adobe Typekit. Alternatively, you may substitute with the typeface Raleway which is available for free through Google Fonts.

## Colors

### BLUE

HEX 016699  
RGB 1-102-153  
CMYK 100-91-6-1

### GOLD

HEX FAA41A  
RGB 250-164-26  
CMYK 0-41-100-0

### GRAY

HEX 606261  
RGB 96-98-97  
CMYK 62-52-53-23

# Press Release Template

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<Your Company Logo Here>

FOR IMMEDIATE RELEASE  
<MONTH DAY>, 2020

(SAMPLE HEADLINE) <COMPANY NAME> HONORS LOCUM TENENS PROVIDERS THIS WEEK

<CITY, STATE>: <Company Name> is honoring locum tenens providers and joining healthcare staffing agencies from across the industry in recognition of National Locum Tenens Week, August 10-14.

<Insert quote from company leadership here>.

<And/or insert statement(s) specific to your company's program, or mission as a locum tenens staffing agency in relation to National Locum Tenens Week>.

National Locum Tenens Week occurs annually the second week in August. Led by the National Association of Locum Tenens Organizations® (NALTO®), the program's annual platform provides a forum to collectively recognize locum tenens doctors and the contributions made by staffing agencies to the U.S. healthcare industry.

**About NALTO® (www.NALTO.org):** The National Association of Locum Tenens Organizations® (NALTO®) is the only professional association of temporary physician staffing firms committed to a code of ethics and to maintaining the highest industry standards.

**About <Company> <(URL)>:**  
<Enter your company description here.>

###

Contact:  
Name, Title  
Company  
Phone:  
Email:

<Additional Logos may include the National Locum Tenens Week program logo or NALTO Member logo if applicable.>

# Social Media

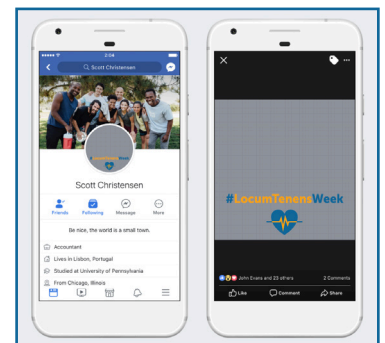


Social Media has become the predominant marketing channel for locum tenens agencies to share their **#locumtenensweek** pride. Download the official banner and apply it to your company or personal profile. Pre-sized artwork has been provided for LinkedIn, Facebook, and Twitter. Please include the **#locumtenensweek** hash tag in your content plan and don't forget to connect with our NALTO official pages as well.

Download resources: [nalto.org/national-locum-tenens-week/](https://nalto.org/national-locum-tenens-week/)

## Facebook Profile Frame

Use the official **#locumtenensweek** profile frame on Facebook! Visit [facebook.com/profilepicframes](https://facebook.com/profilepicframes) and simply type "NALTO" into the search bar to add it to your profile picture.



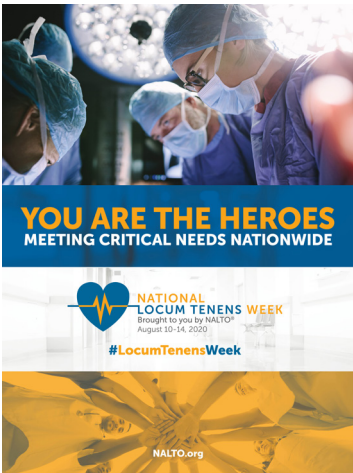
## Sample Posts

- Did you know? More than 50,000 physicians (over 5% of all doctors) work locum tenens assignments annually.
- Did you know? 90% of US healthcare facilities use locum tenens physicians every year!
- Did you know? Locum Tenens doctors provide care for an estimated 7.5 million Americans every year.
- Top reasons why physicians try locum tenens: extra income, flexible schedule, ability to travel, grow professionally, avoid burnout, spend more time with patients.
- Did you know? Locum Tenens is latin for "to hold the place of."

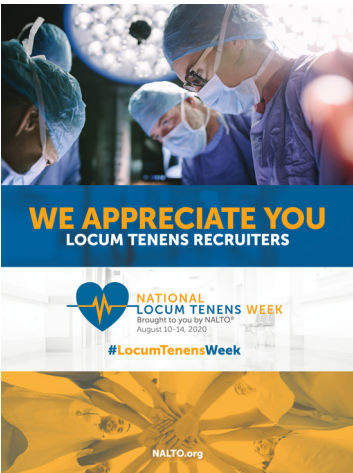
**\*NEW FOR 2020\***

# Posters

New to this year’s toolkit are National Locum Tenens Week posters. Hang them in your office or even at home. Use your local vendor for printing. Or if using an online print vendor, upload the high-resolution PDF when prompted after selecting “upload your design.”



Version 1



Version 2

Download resources: [nalto.org/national-locum-tenens-week/](https://nalto.org/national-locum-tenens-week/)

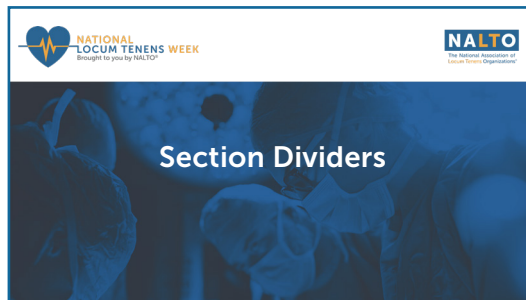


**\*NEW FOR 2020\***

# PowerPoint Template

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Also new to this year's toolkit is the National Locum Tenens Week power point template. Use this branded template for presentations during the week's events. The deck includes a cover slide, section divider slides, and a series of regular text slides to make your presentation celebratory and complete.



Download resources: [nalto.org/national-locum-tenens-week/](https://nalto.org/national-locum-tenens-week/)

# Promotional Ideas

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## Build Relationships with Physicians and Clients

- ▶ Tell your story.
  - ▶ Talk about the impact your locum tenens physicians make at medical facilities in need of coverage to meet the increasing demand for care.
  - ▶ Reinforce your unique identity. What differentiates you from other healthcare staffing firms? Have you been recognized for the customer experience you provide or the culture you've created at your company?
- ▶ It's an opportunity to thank your physicians and the facilities at which they provide coverage for their loyalty to your business.
- ▶ Introduce locum tenens staffing solutions to a wider audience by incentivizing permanent placement business units for presenting you to new clientele as a trusted source for locum tenens coverage.
- ▶ Choose from the logo suite and incorporate a new design into your current advertising campaign. Grab attention with the official NLTW mark; then drive home your firm's message and distinct brand equities.
- ▶ Focus your external communications on further educating your audience about the locum tenens industry. This may include announcing the results of a recent survey you conducted, or publishing a white paper in conjunction with your NLTW promotion.
- ▶ Entertain clients and candidates at your place of work by hosting a client appreciation event in your market. Locum tenens professionals rarely have the chance to see customers face-to-face; take the opportunity during NLTW to invite them to visit the place and meet the people who make it all happen.
- ▶ Unable to bring customers to you? Think about what might make your doctors just a little bit happier while on the road, and send them a thank you gift from their agency rep.

# Promotional Ideas (CONTINUED)

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## Drive Revenue with Your Team

- ▶ National Locum Tenens Week is a week-long opportunity for the entire company to collaborate together on shared revenue goals.
- ▶ It's also an entire week to compete. Challenge and incentivize producers to hit KPI's during National Locum Tenens Week.
- ▶ Identify and recognize recruiters, marketers, and shared services that excel both individually and through collaboration. Then take a moment to share their best practices with the team.
- ▶ Produce internal signage to post in the halls of your office that celebrates, motivates, and unifies your team.
- ▶ Do you have an exciting announcement to share in front of everyone, such as a promotion? Shine a spotlight on your locum tenens leadership during National Locum Tenens Week.

# Contact

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