

Marketing Toolkit



NATIONAL LOCUM TENENS WEEK

AUGUST 14–18, 2023

Introduction

National Locum Tenens Week 2023, brought to you by NALTO®

National Locum Tenens Week, brought to you by NALTO®, returns for its seventh consecutive year August 14 – 18, 2023.

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 Posts
- ▶ Facebook & LinkedIn Profile Frames ***NEW FOR 2023***
- ▶ Sample Email Templates ***NEW FOR 2023***
- ▶ Sample Text Messaging Templates ***NEW FOR 2023***
- ▶ Power Point Template
- ▶ Zoom Background
- ▶ Promotional Ideas

Download resources: nalto.org/national-locum-tenens-week

Quick Start Guide



Brand Standards

Logos

Typefaces

Colors

Press Release Template

Social Media

Email & Text Message Templates

PowerPoint Template

Zoom Background

Promotional Ideas

Brand Standards

Logos

Download logos: nalto.org/national-locum-tenens-week

SQUARE WITH DATES



**NATIONAL
LOCUM TENENS
WEEK**

AUGUST 14–18, 2023

SQUARE



**NATIONAL
LOCUM TENENS
WEEK**

BROUGHT TO YOU BY NALTO®

HORIZONTAL



**NATIONAL
LOCUM TENENS WEEK**

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HORIZONTAL WITH DATES



**NATIONAL
LOCUM TENENS WEEK**

AUGUST 14–18, 2023

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Brand Standards

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

<Your Company Logo Here>

FOR IMMEDIATE RELEASE
<MONTH DAY>, 2023

(SAMPLE HEADLINE) <COMPANY NAME> HONORS LOCUM TENENS HEROES 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 14-18.

<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 full 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/

Social Media Profile Frames

Use the official **#locumtenensweek** profile frames!

- For Facebook, visit facebook.com/profilepicframes and search for "NALTO" in the search bar to add it to your profile picture.
- For LinkedIn, download the transparent Locum Tenens Week frame and add it to your headshot using Canva, Photoshop or other photo editing software. Then, save and upload your photo to your LinkedIn account.



Sample Social Media 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."

Sample Email Template

Email continues to be a daily component of recruitment marketing and the steady cadence used in managing the locum tenens provider experience. Consider integrating email and text messaging in this year's plan to work in tandem with your social media efforts.

Sample Email 1 Gift Card Idea

<Dr. (last name)>

In celebration of National Locum Tenens Week 2023, we'd like to express our gratitude for the care you provide to patients at healthcare facilities in the communities we serve.

As a small token of appreciation, we're offering all our locums providers <X>. To claim your <Amazon, Visa, Starbucks, etc.> gift card, please visit <website link to landing page> by <deadline> and we will send it to you within the next week.

Thank you for you making a difference in the lives of so many people.

<Rep name>

Note: There are advantages to the method by which providers claim their gift. Asking they claim it on your website better ensures budget is well spent, in addition to the opportunity to present potential next assignments, update their information, and reinforce the benefits of continuing to work with your agency.

Sample Email 2 H.R. 7881 Support

<Dr. (last name)>

This year NALTO®'s Locum Tenens Week is more than an annual celebration of healthcare providers. It's also an opportunity to support them and the future of our industry by urging Congress to pass the Healthcare Provider Shortage Minimization Act. Currently there are over 52,000 locum tenens providers who care for 7.5 million Americans every day in our country. Locum Tenens Week offers a national stage for us to come together with a unified voice to champion this legislation.

Start now by sending a message to Congress <https://bit.ly/3oV7QA3> and protect the rights of locum tenens providers to practice as independent contractors, ensuring that millions of Americans will continue to access healthcare services vital to our communities.

Disclaimer: Please ensure email messages are CAN-SPAM compliant.

Sample Text Messaging Template

Text messaging is increasingly becoming the preferred method by which locum tenens physicians prefer to be contacted. This year's promotion provides an opportunity to show your appreciation to your agency's current locum tenens providers on assignment. Sending a text is a simple, concise, and direct touch point to inform your providers about a gift, express your appreciation, or just say Happy Locum Tenens Week.

Here's an example text message consistent with the email copy regarding a gift, followed by another example supporting our efforts to pass the Healthcare Shortage Act in Congress.

Sample Text/SMS 1 **Gift Card Idea**

Happy Locum Tenens Week! We want to show our appreciation for all your hard work on behalf of <Company Name>. Click here <website link to landing page> to claim a gift from us to you. Thank you for making a difference.

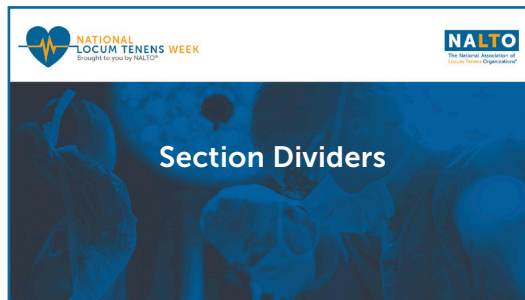
Sample Text/SMS 2 **H.R. 7881 Support**

Thank you <Dr. (last name)> for making a difference in the lives of so many people. For this year's Locum Tenens Week, we have a small token of appreciation that you can claim here: <website link to landing page>. Most importantly, let's send that message to Congress <https://bit.ly/3oV7QA3> and protect your rights as an independent contractor.

***Disclaimer:** Please ensure text messages are CAN-SPAM compliant.*

PowerPoint Template

Use this the National Locum Tenens Week power point 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/

Zoom Backgrounds

Back by popular demand are our National Locum Tenens Week official zoom backgrounds. Use these branded backgrounds for Zoom calls and presentations during the week's events.



Download resources: nalto.org/national-locum-tenens-week/

Promotional Ideas

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)

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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