



 **WG Content**  
Strategy and Creation

**Shape meaningful content experiences for your brand in the health space**

Content to the core.

# We create clarity... one word at a time

**WG Content is a content agency with more than 100 employees and associates from all over the country.** We're writers, editors, strategists, designers and animators.

You can rely on these savvy communicators to help drive traffic to your websites, strategize SEO, capture leads and embrace bold solutions. To do it with clarity. With solid communication over so-called cleverness. And with a seasoned understanding of how digital content should perform so you can reach your marketing goals.



## Your complete content partner

Everything we do is about content for clients like you: Branding. Influencing. Dominating SEO rankings. Refreshing massive websites. Along with many more services that are core to who we are and have been for 20+ years.

### WG Content has decades of experience in all things health

You'll have access to a talent pool that's deep and wide. Whether you're in the business of delivering care or delivering goods and services to those who do, you can have the team you need to build your B2C and B2B relationships. Our foundational services include content development and content strategy.

### Content development services

Content development moves your brand ahead of the competition where it will be noticed — and remembered. As a leader offering visionary services in the health space, we know the best content builds the best relationships for all involved. Each service from our wide range taps into content needs at every stage of your business.

- **Blog writing.** Build your online presence — and ongoing loyalty at the same time.
- **Doctor and provider videos.** Expect engaging bios that generate appointments and referrals.
- **Website content.** Work with SEO-savvy writers to customize and boost rankings.

### Other content development services include:

- Content marketing writing
- Email marketing
- Graphic design, video and animation
- Internal communications
- Patient education
- Thought leadership marketing and reports

### Content strategy services

Our strategy team's superpower is helping you see beyond the competitive digital landscape to possibilities that others can't imagine. You'll have WG Content strategists by your side when you want measurable results, the competitive advantage and conversion optimization. Among a wide range of services, we offer:

- **Content audits and gap analysis.** Understand the current state of your digital content and uncover opportunities.
- **Competitive analysis.** Gain a commanding market lead and sustain your revenue.
- **Website strategy and user experience.** Engage site visitors with a tailored, consistent user experience.

### Other strategy services include:

- Content marketing strategy
- Content planning
- Location and provider strategy
- Recruitment content strategy



## The clients we work with

Over the years, more than 400 clients have decided we're their kind of healthcare content agency. We welcome a broad range of industries — and the challenge of creating clear, custom content for them all.

### Healthcare and wellness organizations

- Marketing
- Internal and external communication

### Hospitals and health systems

- Academic medical centers
- Cancer centers
- Children's hospitals
- Regional health systems

### Retail providers and disruptors

- National drugstore chains
- Global online shopping sites

### Government entities

- Departments of public health
- Health and human services

### Health plans

- Traditional
- Provider

### B2B companies

- Technology and SaaS businesses
- B2C or B2B health-based startups

### Fundraising and philanthropic organizations

- Associations
- Foundations

### Life sciences

- Med devices
- Biotech

## The work we do for them

Build your key relationships with content and strategy, as we join your push to lead in the health space.

### B2C clients

- Email nurture campaigns
- Patient education
- Patient stories
- Provider bios
- Social media
- Videos and infographics

### B2B clients

- Case studies
- eBooks and white papers
- Leadership bios
- Thought leadership
- Paid advertising copy
- Website content

### Internal comms

- DEI communications
- Health and wellness campaigns
- Employee newsletters
- Merger and acquisition communications
- Nursing recruitment and retention campaigns
- Video scripts, design, production and animation

### Physician marketing

- Accomplishment reports
- Annual reports
- Marketing U.S. News & World Report rankings
- Physician-focused blogs and newsletters
- Reputation management
- Thought leadership articles



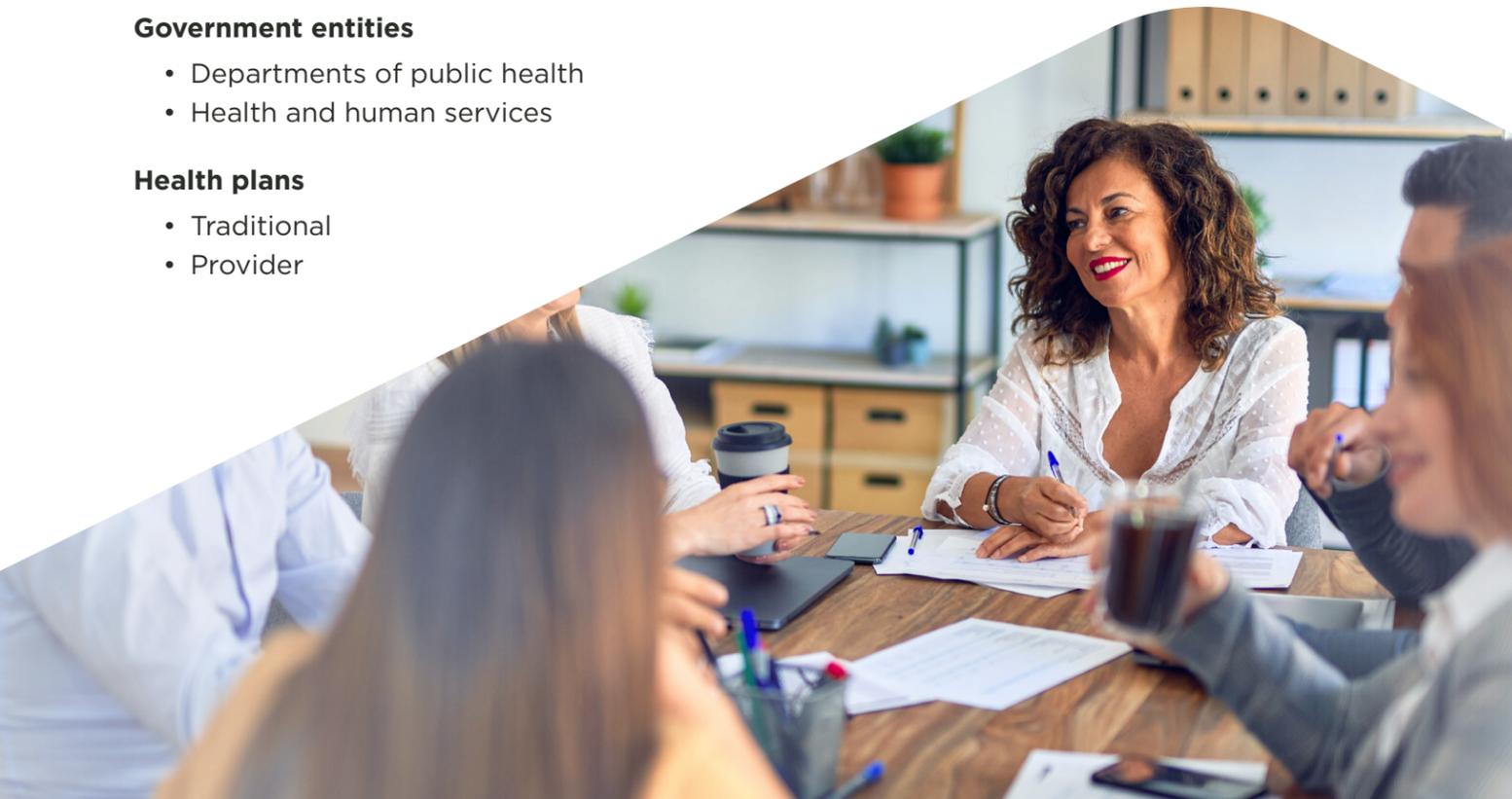
**Working with WG Content is an excellent, creative and seamless experience.**

The content is thorough, thoughtful, well-written and accurate.

### Julie Levin

*Sr. Director of Development Communications*

University of Miami Health System  
Miami, FL



## Meet our clients

These are just a few of the clients we support toward their goal to advance in their industry.



## What our clients are saying



I just cannot rave enough about WG Content and the entire organization. Everyone I've met has been intelligent and easy to work with. They delivered ideas we hadn't even considered. **It felt like a true collaboration, not just delivering on a task list.** WG Content provided top-tier service — it felt like they were part of our internal team.

**Ronak Assadi**

*Program Manager,  
Network Development and Innovation  
Children's Health  
Dallas, TX*



The partnership felt very collaborative. **It took worry out of the equation because I was working with people I could trust.**

**Missy Gleason**

*Brand Journalism Lead  
OhioHealth  
Columbus, OH*



Using WG Content saved us time and allowed us to be more efficient with our budget. **From a time and dollar standpoint, it was an excellent investment for us.**

**Nichole Stevens**

*Director of Marketing  
Roper St. Francis Healthcare  
Charleston, SC*

## About WG Content

More than 20 years ago, WG Content became the first company to focus solely on content for the healthcare industry. Year after year, our ultimate mission is to put relationships at the center of all we do. As savvy communicators with combined decades of content strategy and creation, we partner with clients to drive traffic to websites, optimize search, capture leads, provide bold marketing solutions and much more. All while cultivating unique soft skills that create strong connections. Every day, our team works to shape meaningful content experiences and build lasting relationships for caring clients — one word at a time.

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