



Symptoms That May Indicate You Need a New Way to Outsource Your Medical Marketing Communications Projects

- ✓ You mention AdvaMed and your agency responds, “Huh?”
- ✓ Your freelancer is talking about combining her freelance business with a daycare center and pet grooming service, all of which she’ll be running from her home.
- ✓ You just saw an article about the guy who runs your ad agency. He’s in the style section because he just bought a \$50,000 barbecue set-up for his million dollar mansion.
- ✓ Your freelancer stores your highly confidential materials on the lap top he routinely forgets at Starbucks.
- ✓ You just got a bill from your agency and you don’t remember asking them to do anything.
- ✓ You can’t find your freelancer and his project is overdue. You think you just saw him on *America’s Most Wanted*.
- ✓ You got your draft back from a freelance writer with coffee stains all over it. At least you hope it’s coffee.
- ✓ Your ad agency insists on presenting to you about a project you’ve mentioned but are only considering assigning. They give a great presentation, but your boss decides to axe the project. You get a bill for \$5,000.
- ✓ Every time you call your freelancer (who does good work), you have to listen to him whine about how busy he is interspersed with his stories about his latest vacations.
- ✓ The ad agency drops by and takes everyone at your office to lunch and sends you the bill. It’s for \$800.
- ✓ Your freelancer calls you frequently during the day just to talk. You’re her new best friend. By the way, she has issues that would make Dr. Phil blush.
- ✓ Call your agency and ask for a CD copy of the file they sent you yesterday. The bill is \$365. You’re pretty sure the guy who actually burned the CD and ran it over to FedEx makes \$10 an hour. It takes eight weeks to get it, which is about six weeks earlier than it took to get the invoice.
- ✓ The agency copywriter got his medical training by watching *House* on A&E.
- ✓ The freelancer you hired tells you horrible stories about other clients. Remember, she’s probably telling her other clients about you.
- ✓ The guy who assists your ad agency guy drives a better car than you do.

If you can relate to these, laugh it off and call us! There is help!