

Hire a KPI-driven Fractional CMO for MSOs & Physician Management Organizations

CMO: Engaged (3-month commitment)

- A fractional Chief Marketing Officer for your business for 15 hours per week
- Deploys the Functional Marketing® Framework to build out marketing strategy, establish KPIs and reporting, define positioning, and more
- Functional Marketing Systems Map delivered after the first 30 days
- Quarterly Planning calls quarterly, Sprint Planning and Review calls led weekly, and Daily Stand-Ups with the team
- Hire, train, evaluate and fire vendors, employees, & contractors
- **3-month minimum commitment (short-term, high-octane)**
- **Investment Starting at \$9,000/month**

CMO: Half-Day Consultative Strategy Session

- 4-hour Strategy Session for your team using the Functional Marketing® Framework to focus your marketing strategy. Custom, bespoke based on your company's needs.
- 7-day Preparatory Period via email correspondence
- Delivery includes immediate marketing punch list, list of blindspots, and marketing campaigns for next 3 months
- **1-week commitment**
- **Investment: Starting at \$12,000 (+ travel, if required)**

Book a discovery call

CMO: Advisor (6-month commitment)

- A fractional CMO leading your team as a strategic advisor
- Quarterly Planning calls quarterly, Sprint Planning calls led twice-monthly
- Unlimited email correspondence (excludes Slack or messaging tools)
- Grow long-term with the least financial risk
- Access to our marketing campaign standard operating procedures (SOPs)
- **Available after at least one 90-day sprint with CMO Engaged or a Half-Day Consultative Strategy Session**
- **6-month commitment**
- **Investment: Starting at \$6,000/month**

CMO: 30 day Review & Strategy Session

- A focused 30-day engagement to assess, align, and accelerate your marketing strategy before a new quarter.
- Comprehensive review of current marketing plan, KPIs, and campaign performance to identify blind spots and quick wins.
- Evaluation of systems, dashboards, and attribution setup to ensure visibility and data accuracy.
- Delivery of a refined KPI framework and 90-day roadmap aligned to business outcomes.
- 60-minute live Marketing Plan Review session with leadership team.
- **Investment: Starting at \$4,000 (no commitment)**



Ready to chat?

I'm Taylor Desens, and I help multi-location healthcare groups simplify their marketing systems, align strategy with technology, and scale growth across their provider networks.

Book your no-cost 20-minute chat at

<https://app.hellobonsai.com/s/desens-digital/chat-20>