



Powerful Healthcare Marketing Communications Solutions

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**Envision Solutions, LLC Publishes Free E-Book  
Providing Guidance on How To Communicate Effectively  
About Healthcare in a Social Media World**

*- This free resource will help people in the healthcare industry  
communicate successfully in a world where social media  
is becoming increasingly influential. -*

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**NEWS FACTS**

- Envision Solutions, LLC (<http://www.envisionsolutionsnow.com>) today announced the release of a free e-book, "From Command & Control To Engage & Encourage."
- This publication provides people in the healthcare industry with guidance on how to communicate effectively in an environment where social media is increasing in prominence and power.
- Currently, companies like Dell, Microsoft and General Motors are using social media technologies such as blogs to engage and communicate with their stakeholders. These corporations understand that social media has given the masses the power to significantly influence their economic fortunes.
- Despite this shift in the communications landscape, many in the healthcare industry have been hesitant to do more than dip their toes into the social media ocean. They fear that engaging social media will require giving up control of their messages.

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- However, the masses are already shaping perceptions of the healthcare industry. Individuals and organizations in this sector will have no choice but to develop a strategy for communicating effectively in a social media world.
- Readers of this e-book will learn:
  - Why traditional "command and control" communications is slowly becoming less relevant
  - How to engage creators of social media appropriately and encourage them to communicate healthcare industry messages accurately
  - How to develop social media and retain content ownership
- This free e-book is available for download at Envision Solutions' Web site: <http://www.envisionsolutionsnow.com/ebook.html>.

### **About Envision Solutions, LLC**

Envision Solutions, LLC is a full-service healthcare marketing communications consulting firm. The company provides innovative products and services to not-for-profit and for-profit organizations. Envision Solutions' core competencies are in the areas of analysis, strategic and tactical recommendation development, training and content development. Please visit <http://www.envisionsolutionsnow.com> for more information about the firm.

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