

# 2020 Sales & Marketing Plan

**ENTERHEALTH**

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ADDICTION TREATMENT

**Sarah Wegrzynowicz & Nicole Stejskal**

December 6, 2019

# OVERVIEW

## Lattes & Learning Events

- To be held at locations around DFW area
- To be held on first Friday of month unless holiday would impact attendance

## Referral Dinner Events

- To be held at locations around DFW area
- To be held on third Thursday of month unless holiday or football game would impact attendance

## Referral Special Events

- To be held at locations around DFW area
- To be held on TBD dates unless otherwise scheduled

## Webinar Events

- To be held at corporate office
- To be held on second Wednesday of month unless holiday would impact attendance

# JANUARY

## Lattes & Learning Event

- Date: January 10
- Location: Denton/Flower Mound Area
- Presenter: Scott Trout
- Topic: Comprehensive Wellness in Recovery

## Referral Dinner Event

- Date: January 23
- Location: North Texas PHP or Park Cities Area

## Referral Special Event

- Date: TBD
- Location: SMU Basketball

## Webinar Event

- Date: January 15
- Location: Corporate Office
- Presenter: Harold Urschel
- Topic: Dual Diagnosis Treatment with MeRT

# FEBRUARY

## Lattes & Learning Event

- Date: February 7
- Location: Frisco/Plano Area
- Presenter: Ashley Young
- Topic: Substance Abuse Treatment Insurance

## Referral Dinner Event

- Date: February 20
- Location: Bedford/Euless/Hurst Area

## Referral Special Event

- Date: TBD
- Location: Dallas Mavericks

## Webinar Event

- Date: February 12
- Location: Corporate Office
- Presenter: Susana Mendez
- Topic: Family Support in Treatment & Recovery

# MARCH

## Lattes & Learning Event

- Date: March 6
- Location: Downtown Dallas Area
- Presenter: Kier Bison
- Topic: Brain Injuries & Substance Abuse

## Referral Dinner Event

- Date: TBD
- Location: Fort Worth Area

## Referral Special Event

- Date: March 19
- Location: Gun Club

## Webinar Event

- Date: March 11
- Location: Corporate Office
- Presenter: Cara McLeod
- Topic: Eye Movement Desensitization & Reprocessing

# APRIL

## Lattes & Learning Event

- Date: April 3
- Location: Southlake Area
- Presenter: Elizabeth Mikhail
- Topic: Bariatric Surgery & Substance Abuse

## Referral Dinner Event

- Date: April 16
- Location: Las Colinas Area

## Referral Special Event

- Date: April 24
- Location: Outpatient Open House

## Webinar Event

- Date: April 8
- Location: Corporate Office
- Presenter: Ruth Baron
- Topic: Healthcare Industry Marketing Strategies

## Lattes & Learning Event

- Date: May 1
- Location: Park Cities Area
- Presenter: Harold Urschel
- Topic: Dual Diagnosis Treatment with MeRT

## Referral Dinner Event

- Date: May 21
- Location: Frisco/Plano Area

## Referral Special Event

- Date: TBD
- Location: FC Dallas

## Webinar Event

- Date: May 13
- Location: Corporate Office
- Presenter: Alex Frascino
- Topic: Neuropsych Testing & Neurofeedback Treatment

# JUNE

## Lattes & Learning Event

- Date: June 5
- Location: Downtown Fort Worth Area
- Presenter: Susana Mendez
- Topic: Family Support in Treatment & Recovery

## Referral Dinner Event

- Date: June 18
- Location: Colorado

## Referral Special Event

- Date: TBD
- Location: Texas Rangers

## Webinar Event

- Date: June 10
- Location: Corporate Office
- Presenter: Sarah Wergzynowicz
- Topic: Substance Abuse Treatment Ethics



## Lattes & Learning Event

- Date: July 10
- Location: Dallas Area
- Presenter: Ruth Baron
- Topic: Healthcare Industry Marketing Strategies

## Referral Dinner Event

- No Event Due to Summer Travels

## Referral Special Event

- No Event Due to Summer Travels

## Webinar Event

- Date: July 15
- Location: Corporate Office
- Presenter: Scott Trout
- Topic: Comprehensive Wellness in Recovery

# AUGUST

## Lattes & Learning Event

- Date: August 7
- Location: Bedford/Euless/Hurst Area
- Presenter: Megan Aul
- Topic: Outpatient Treatment Services

## Referral Dinner Event

- Date: August 19
- Location: Oklahoma City

## Referral Special Event

- No Event Currently Scheduled

## Webinar Event

- Date: August 12
- Location: Corporate Office
- Presenter: Kier Bison
- Topic: Brain Injuries & Substance Abuse

# SEPTEMBER

## Lattes & Learning Event

- Date: September 11
- Location: Arlington Area
- Presenter: Cara McLeod
- Topic: Eye Movement Desensitization & Reprocessing

## Referral Dinner Event

- Date: TBD
- Location: Dallas Area

## Referral Special Event

- Date: September 23
- Location: Gun Club

## Webinar Event

- Date: September 16
- Location: Corporate Office
- Presenter: Ashley Young
- Topic: Substance Abuse Treatment Insurance

# OCTOBER

## Lattes & Learning Event

- Date: October 2
- Location: Las Colinas Area
- Presenter: Panel Discussion
- Topic: TBD

## Referral Dinner Event

- Date: October 14
- Location: Houston

## Referral Special Event

- Date: October 23
- Location: Inpatient Open House

## Webinar Event

- Date: October 14
- Location: Corporate Office
- Presenter: Elizabeth Mikhail
- Topic: Bariatric Surgery & Substance Abuse

# NOVEMBER

## Lattes & Learning Event

- Date: November 6
- Location: Rockwall/  
White Rock Area
- Presenter: Alex Frascino
- Topic: Neuropsych  
Testing &  
Neurofeedback  
Treatment

## Referral Dinner Event

- Date: November 18
- Location: Southlake  
Area

## Referral Special Event

- Date: TBD
- Location: Dallas Stars

## Webinar Event

- Date: November 11
- Location: Corporate  
Office
- Presenter: Michelle  
Hook
- Topic: Eating Disorders  
& Substance Abuse

# DECEMBER

## Lattes & Learning Event

- Date: December 4
- Location: Downtown Fort Worth Area
- Presenter: Sarah Wegrzynowicz
- Topic: Substance Abuse Treatment Ethics

## Referral Dinner Event

- No Event Due to Holiday Travels

## Referral Special Event

- No Event Due to Holiday Travels

## Webinar Event

- Date: December 9
- Location: Corporate Office
- Presenter: Megan Aul
- Topic: Outpatient Treatment Services

# Questions & Answers

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