

Healthcare Brand Management made easy

Customize, distribute, and manage everything about your brand – including keeping documents accurate and compliant – in one easy to access portal.



Marketing Teams are Overwhelmed

Marketing teams are overwhelmed with requests from different departments and initiatives. There are simply too many for marketing departments with limited resources to handle. This doesn't even cover the time wasted on one-off requests like re-making brochures due to new regulations or because older collateral just couldn't be found. Marketers are in need of a force multiplier to better serve their various stakeholders.

A Single Solution

MarcomCentral is a single location where an organization can securely store their marketing collateral or other creative assets. Like a marketing intranet, it allows for deep customization and bulk changes to collateral, making everyone in your organization a mini-marketer. With MarcomCentral, one-off requests are non-existent as marketers can pre-approve templates and give the power to each department to customize for their needs.

Controlled (and guaranteed) Compliance

when maintaining compliance is critical, controlling key elements of your documents and collateral, as well as who can access and update those assets, takes on increased importance. Our web service facilitates automatic updates on sensitive data in real time, keeping everything compliant without the burden of administration management.

Features



A Single Portal

MarcomCentral gives you the ability to create a brand portal customized to your brand specifications and available 24/7/365.



Bulk Updates

With the power to make changes across multiple files at once, scrambling to fix compliance wording on hundreds of pieces of collateral is a thing of the past.



Deep Customization

Create a single brochure and add it to MarcomCentral with the ability to customize graphics, and content to suit multiple locations. Allow them to customize through our intuitive WYSIWYG editor.



On Brand Always

Marketing teams have full control over MarcomCentral and can be sure that everything inside is pre-approved.



Connect Direct to Fulfillment

Our integrations include the ability to connect to many print providers – giving users the ability to order collateral directly from the portal.



User Permissions

Ensure that the right locations, partners, or departments get access to the right collateral by segmenting them out into different groups. They'll only see the items most relevant to them.

Trusted By:

"Our core goals are to communicate, protect, and build the brand," stated Rod J., Brand Manager, Strategic Communications, Orlando Health. "We want to provide the foundation and resources to ensure the integrity of the Orlando Health brands by giving our network the tools they need to be successful while ensuring the brand is protected"

- Orlando Health