



j. FITZGERALD **group**, INC.  
MARKETING COMMUNICATIONS



# Why JFG





Solving Problems,  
Delivering Results.

**Nimble, flexible, reliable  
and easy to work with.** At  
JFG, we pride ourselves  
on satisfying our clients'  
needs by providing sound  
strategy, creative solutions,  
and top-notch design and  
copywriting — all with  
flawless execution and  
unparalleled service.

**COLLABORATIVE**

**NIMBLE**

**PASSIONATE**

**STRATEGIC**

**UNIQUE**

**GROWTH-ORIENTED**

**ROI-DRIVEN**

**DEDICATED**

**Who We Are**

**TRUSTWORTHY**

**COMMUNITY-FOCUSED**

**RELIABLE**

**RESPONSIVE**



# About JFG

## **20+ Years in Business**

We have a proven track record of results and are trusted by many local and global clients, big and small, for over 20 years.

## **Focused on You**

Our smaller-scale team allows us to be more nimble, and able to innovate and adjust our efforts quickly based on budget, trends and your unique needs.

## **Health Care & Service-Focused Agency**

With a strong focus on service industries, especially in the health care, higher education, financial and nonprofit sectors, JFG offers specialized expertise.

## **Rooted in WNY**

As a local agency, we have the advantage of knowing the WNY area and who you are trying to reach.



# About JFG

## Our Service Offerings

### DIGITAL

Paid Search & Display Ads  
Social Media (Paid/Organic)  
YouTube Ads  
SEO  
Google Business Profile  
Reputation Management  
Website Design

### TRADITIONAL

TV/Radio Ads  
Print Collateral  
Outdoor Advertising  
Public Relations  
Trade Show Support  
Community Outreach

### STRATEGY

Brand Development  
Rebranding  
Media Relations  
Market Research  
Surveys & Focus Groups  
Strategic Marketing  
Communications Plans



# About JFG





Relevant Experience







Case Study

# Brand Development & Awareness Campaign

Northtowns Ambulatory Surgery Center



# Northtowns Ambulatory Surgery Center

## Background

- Northtowns Ambulatory Surgery Center (NASC), located in Buffalo's 716 Health Medical Complex, is a 38,000-square-foot state-of-the-art facility providing ambulatory surgical services. Sponsored by Kaleida Health, University of Buffalo affiliates, and 33 physician members, NASC offers a high-quality, cost-effective option for outpatient surgery.

## Challenge

- Establish a brand identity and website presence to support recruitment and build awareness before opening.

## Solution

- JFG collaborated with NASC to create a strong brand identity, which encompassed a contemporary logo, print collateral, recruitment materials, a dedicated landing page, and active social media presence. In addition, JFG managed the execution of a highly successful Grand Opening event, generating significant local interest. Ongoing marketing support continues to drive awareness and engagement for NASC's services.

## Results

- The strategic branding and marketing efforts successfully established NASC as a prominent name in the Buffalo healthcare community ahead of its opening. The new brand identity played a key role in attracting top-tier physician members and referring healthcare professionals. Social media outreach and Meta Ads drove significant traffic to the landing page, raising awareness and generating interest in NASC's services. The well-executed Grand Opening event not only garnered media attention but also elevated community awareness of facility. NASC continues to see sustained growth, with ongoing marketing efforts helping to solidify its reputation as a trusted provider of high-quality, cost-effective outpatient surgery.

# NASC 716

Northtowns Ambulatory Surgery Center

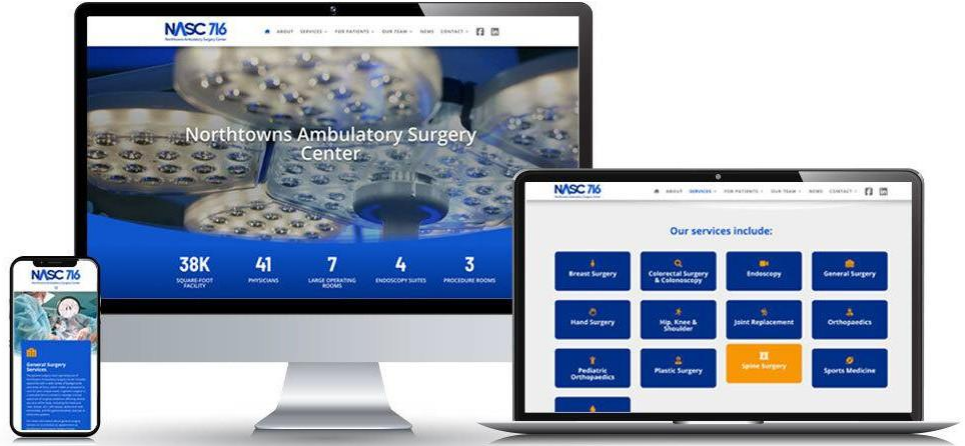


**NASC 716**  
Northtowns Ambulatory Surgery Center

## We Are Hiring

Join Our World-Class Team

**APPLY TODAY**



## Join Our Mission to Bring World-Class Surgical Care to WNY

**INTRODUCING**  
Northtowns Ambulatory Surgery Center

**38K** SQUARE FOOT FACILITY  
**41** PHYSICIANS  
**7** LARGE OPERATING ROOMS  
**4** ENDOSCOPY SUITES  
**3** PROCEDURE ROOMS

**Orthopaedics**  
**Breast Surgery**

**Colorectal Surgery**  
**General Surgery**  
**Plastic Surgery**

**Vascular Surgery**  
**Endoscopy**

Centrally located in the newly built 716 Health Medical Complex, Northtowns Ambulatory Surgery Center provides world-class outpatient interventions, state-of-the-art equipment and the highest level of patient care.

Learn More About a Rewarding Career in Health Care & Apply Now to Join Our Growing Team  
**716.817.0450**



111 North Mapleview Rd., Suite 170  
Buffalo, NY 14221

**NASC 716**  
Northtowns Ambulatory Surgery Center

**NASC 716**  
Northtowns Ambulatory Surgery Center

**NASC 716**  
Northtowns Ambulatory Surgery Center

**NASC 716**  
ROBERT SEMIDEK, MD  
Surgeon

At Sun 161-916-1046  
or [robert.semidek@northtowns.com](mailto:robert.semidek@northtowns.com)  
or [www.northtowns.com](http://www.northtowns.com)

111 North Mapleview Rd., Suite 170, Buffalo, NY 14221

**NASC 716**  
Northtowns Ambulatory Surgery Center

**APPOINTMENT**

Patient: \_\_\_\_\_  
Date: \_\_\_\_\_ Time: \_\_\_\_\_

Northtowns Ambulatory Surgery Center  
111 North Mapleview Rd., Suite 170, Buffalo, NY 14221

**NASC 716**  
Join Our Mission to Bring World-Class Surgical Care to WNY

PHYSICIAN

111 North Mapleview Rd., Suite 170, Buffalo, NY 14221

**NASC 716**  
Northtowns Ambulatory Surgery Center

**NASC 716**  
Northtowns Ambulatory Surgery Center

111 North Mapleview Rd., Suite 170, Buffalo, NY 14221



Case Study

# Brand Development & Awareness Campaign

UBMD Orthopaedics & Sports Medicine



# UBMD Orthopaedics & Sports Medicine

## Background

- UBMD Orthopaedics & Sports Medicine (UBMDOSM), the largest orthopedics group in WNY partnered with JFG more than a decade ago. Several marketing strategies and campaigns have been initiated during this time.

## Challenge

- Reposition UBMDOSM as the leading provider of accessible, expert orthopaedic care, with fellowship-trained physicians across every specialty and subspecialty. Focusing on elevating brand awareness while promoting the full range of services, including UB OrthoCare, highlighting all physicians, and showcasing positive patient outcomes

## Solution

- JFG developed a unified brand platform for UBMD Orthopaedics & Sports Medicine, centered around the messages “**Expertise is Everything**” and “**The Best at Making You Better.**” This dual messaging strategy was designed to resonate with both patients seeking trusted care and referring physicians looking for top-tier specialists. By positioning UBMDOSM as the premier provider of orthopaedic care, the brand strategy helped solidify a strong, memorable identity. This messaging continues to be integrated across all ongoing marketing initiatives—including website content, social media, print collateral, and internal communications—ensuring a consistent and powerful brand presence at every touchpoint.

## Results

- Brand awareness has grown steadily across Western New York and beyond, translating into year-over-year increases in patient volume. Strategic, data-driven marketing campaigns have improved engagement across digital platforms and increased visibility among both new and returning patients. Referrals from healthcare partners have also strengthened, supported by consistent brand recognition and trust. As our partnership continues, JFG remains focused on optimizing outreach, expanding digital efforts, and reinforcing UBMDOSM’s position as the go-to destination for expert orthopaedic care.



### EXPERTISE IS EVERYTHING FOR

## Joint Replacement

Request an Appointment

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

### EXPERTISE IS EVERYTHING

## Sports Medicine

ubortho.com | 716.204.3200

### Announcing our Newest Location now open in Williamsville

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**  
716 Health  
111 North Devonport Rd., Suite 100  
Williamsville, NY 14221

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**  
The largest orthopaedics group in Western New York  
Specializing in the entire spectrum of treatment for bones, joints, muscles and concussions.

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**  
Leaders in Orthopaedic Care Has Expanded

Trusted Orthopaedic Care for Bones, Joint, Muscles, Concussions.

Call us at 716.204.3200  
ubortho.com

### EXPERTISE IS EVERYTHING

## Hand & Wrist

ubortho.com | 716.204.3200

### UB MD ORTHOPAEDICS & SPORTS MEDICINE

## Leaders in Orthopaedic Care Has Expanded

Trusted Orthopaedic Care for Bones, Joint, Muscles, Concussions.

Call us at 716.204.3200  
ubortho.com



### EXPERTISE IS EVERYTHING FOR

## Foot & Ankle

We are Leaders in Foot & Ankle Care

We Keep You Moving

### EXPERTISE IS EVERYTHING FOR

## Joint Replacement

We are Leaders in Joint Replacement

We Keep You Moving

### EXPERTISE IS EVERYTHING

## Our Services

Specializing in the entire spectrum of treatment for bones, joints, muscles and concussions.

- Bone & Spine Trauma
- Complex Hip Replacement
- Complex Shoulder & Elbow
- Foot & Ankle
- Hand & Wrist
- Joint Replacement & Reconstruction
- Joint Replacement & Reconstruction
- Joint Replacement & Reconstruction
- Joint Replacement & Reconstruction
- Joint Replacement & Reconstruction
- Joint Replacement & Reconstruction

Specializing in the entire spectrum of treatment for bones, joints, muscles and concussions.

We provide treatment for the entire spectrum of musculoskeletal conditions such as bones, joints, muscles – and more – in Orthopaedics & Sports Medicine.

Request an appointment through the largest network of specialists in Western New York.

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

Trusted Orthopaedic Care for Bones, Joint, Muscles, Concussions

Amherst | Buffalo | Depew | Niagara Falls | Orchard Park | Williamsville

### EXPERTISE IS EVERYTHING FOR

## Urgent Care

Expertise is Everything

We're ready with urgent, expert care.

**UB ORTHOCARE**  
Urgent, Orthopaedic Experts

Our locations

Call to schedule - 716.204.3200

716 Health  
111 North Devonport Blvd., Suite 100, Williamsville, NY 14221

South Buffalo  
8000 McKinley Park, Suite 100, Niagara Falls, NY 14222

Southwest Cheektowatch  
8000 McKinley Park, Suite 100, Niagara Falls, NY 14222

See locations map for full listing.

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### EXPERTISE IS EVERYTHING FOR

## Pediatrics

Our Expert Pediatric Team

William S. Binkley, MD  
Jennifer P. Binkley, MD  
Michael S. Ferick, MD  
Robert S. Galvin, MD, MChC  
Christopher J. Hunsell, MD, MChC

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Trusted Orthopaedic Care for Bones, Joint, Muscles, Concussions

Amherst | Buffalo | Depew | Niagara Falls | Orchard Park | Williamsville







Case Study

# Website Development & Awareness

OWM Integrative Wellness





# OWM Integrative Wellness

## Background

- OWM Integrative Wellness is a Buffalo-based center that offers a diverse range of services, including integrative, regenerative, naturopathic, and functional medical care, as well as advanced medical aesthetics and yoga. With a holistic approach to health, OWM focuses on personalized wellness, blending traditional and cutting-edge treatments to meet individual needs.

## Challenge

- The challenge was to increase brand awareness and expand OWM's online presence to effectively communicate their comprehensive range of services, both within Western New York and across the Canadian border. The goal was to attract Canadian patients seeking alternative and integrative treatments that may not be as readily available in their home country, while also educating the local community about the full spectrum of offerings at OWM.

## Solution

- JFG partnered with the OWM to design and launch a new website focused on user experience and driving conversions. To increase visibility and attract qualified traffic, a comprehensive SEO strategy was implemented to improve keyword rankings and boost organic search performance. In addition, JFG developed targeted Meta and Google ad campaigns, engaging e-newsletters, compelling video assets, and dedicated landing pages to support and convert digital ad traffic.

## Results

- OWM has seen substantial growth in digital ad performance, exceeding industry averages. Additionally, they have achieved significant increases in engagement, leads, web traffic, and awareness, resulting in higher patient volume.



# OWM

Integrative Wellness

Your Total Health Center



Call Us  
716.626.6301

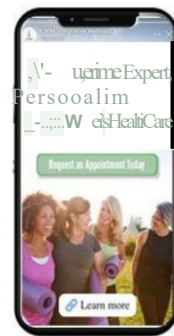
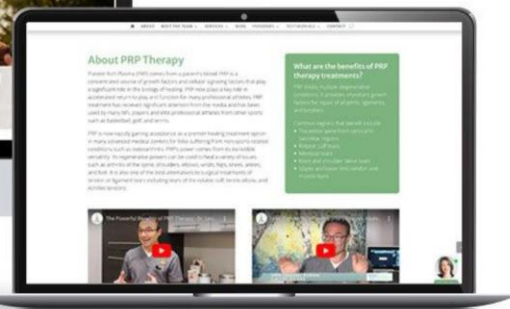
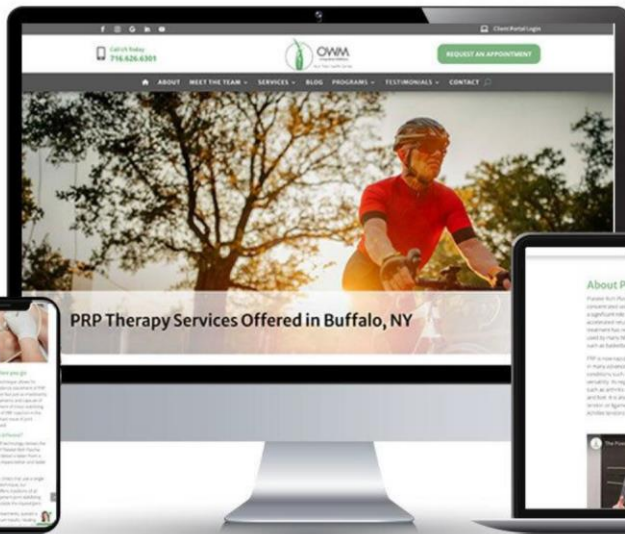
### Did You Know?

OWM Integrative Wellness

- 1 Offers a comprehensive annual health program that includes optimization of Gut Health, Stress Reduction and Sleep Improvement.
- 2 Offers a groundbreaking, pain-free comprehensive subcutaneous breast Ultrasound Breast Screening Therapy program.
- 3 Offers one of the very few (and oldest) certified providers in Western New York for hormone therapy services to boost the healing effects of their procedure.
- 4 Offers a "Brain Spa" that can correct mental fog and improve cognitive function.
- 5 Offers a professional on-site hair care program that includes optimization of a high level of natural and available on the morning of July 2024.
- 6 Will soon have a Private Gut Body MRI without contrast available on the morning of July 2024.
- 7 Offers a groundbreaking, pain-free comprehensive subcutaneous breast Ultrasound Breast Screening Therapy program.
- 8 Offers a groundbreaking, pain-free Ultrasound Breast Screening Therapy program.
- 9 Provides you with the ability to add an IV infusion to any of your regular services to boost the healing effects of their procedure.
- 10 Offers a "Brain Spa" that can correct mental fog and improve cognitive function.

Come Experience Your Total Health Center -

Buffalo, NY



A black and white photograph of three women smiling and talking at a social event. The woman on the left has blonde hair and is wearing a light-colored blazer. The woman in the middle has long, wavy blonde hair and is wearing a white lace top. The woman on the right has dark curly hair and is wearing a dark top. They are all looking towards the right of the frame. The background is blurred, showing other people at the event.

Case Study

# Brand Development & Awareness Campaign

Windsong Radiology Group



# Windsong Radiology Group

## Background

- From 2014 to 2022, JFG partnered with Windsong on a range of campaigns to promote women's breast imaging services, including the launch of 3D Mammography and the Mobile Screening Mammography initiative. JFG also led the rebranding of Windsong's Women's Imaging/Mammography Center of Excellence to reflect a broader focus on radiology services for the entire family.

## Challenge

- Educate the community and raise awareness that 3D Mammography was available for women with dense breast tissue while continuing to promote all other imaging services Windsong offered.

## Solution

- JFG developed a new brand articulation and messaging platform—**"Windsong Knows"**—paired with a strategic audience segmentation approach. This became the foundation for a comprehensive, multi-channel marketing strategy executed across television, billboards, social media, radio, print, digital, transit advertising, vehicle wraps, and supporting collateral. The campaign was designed to consistently reinforce Windsong's expertise and accessibility across every touchpoint.

## Results

- Ongoing marketing efforts significantly boosted brand awareness, establishing Windsong as a leading and trusted provider in the region. The improved brand perception also led to a rise in direct inquiries, appointment bookings, and patient referrals. Additionally, more patients began requesting advanced imaging services by name—further reinforcing Windsong's reputation for innovation and excellence in care.



# Windsong Radiology Group

**WINDSONG**  
WHERE PATIENTS COME FIRST

Windsong Radiology Group  
Where patients come first.

WNY's **Leader in Mammography** is now downtown

Screening saves lives! Walk-ins welcome with a doctor's script.  
631.2500 | 899 Main Street | windsongradiology.com

Do you need 3D?

Windsong Radiology Group

The areas only outpatient facility offering 3D Mammography

Do you need 3D Mammography?  
Windsong knows.

For many women with dense tissue or family history 3D is a better way for detection. Screening that shows breast tissue in thin layers, giving your doctor a view never before possible. Ask your doctor if you are a candidate for 3D

Windsong Radiology Group

The areas only outpatient facility offering 3D Mammography  
www.WindsongRadiology.com • 631-250-2000  
Address: Hamburg, Lancaster, Westmoreland, West Seneca

family STORY

Windsong Radiology Group PC  
Sponsored · 48

Quality care comes to you with Windsong Mobile Mammography. You may be eligible for a mammogram at no cost to you. Visit our website to see when we'll be in your area.

No excuses. Get screened.

Early Detection Saves Lives.

Windsong Radiology Group PC  
Sponsored · 48

We come to you! So there are no excuses not to get a mammogram. Check our calendar to see when Windsong Mobile Mammography will be near you.

Mammograms Made Easy

Windsong Radiology Group PC  
Sponsored · 48

Quality care comes to you with Windsong Mobile Mammography. You may be eligible for a mammogram at no cost to you. Visit our website to see when we'll be in your area.

Experience you can trust.

Early detection

Windsong Radiology Group

Experience you can trust

3D Mammography Breast Cancer Screening

Bringing quality care to you

Where patients come first.

716.929.9494  
windsongradiology.com/mobile

GET SCREENED  
ALL LIVES  
Department of Health

WINDSONG  
WHERE PATIENTS COME FIRST

Dr. Thomas Summers  
President



SIEMENS

1028

MAGNETOM Verio  
A Tim System

Case Study

Canadian MRI Awareness Campaign  
Buffalo MRI by Windsong



# Buffalo MRI by Windsong

## Background

- Buffalo MRI and Windsong Radiology Group joined forces to create a comprehensive diagnostic and treatment center. The combined entity offers a wide array of services, including advanced diagnostic imaging like MRI, breast imaging, and general radiology for WNY and into Canada.

## Challenge

- Buffalo MRI wanted to significantly increase awareness across Toronto and Southern Ontario, driving interest and generating patient volume for MRI imaging services. By focusing on a comprehensive range of offerings, including mammograms, express mammograms, MRI, and PET/CT scans, the strategy aimed to raise awareness of the full spectrum of services available.

## Solution

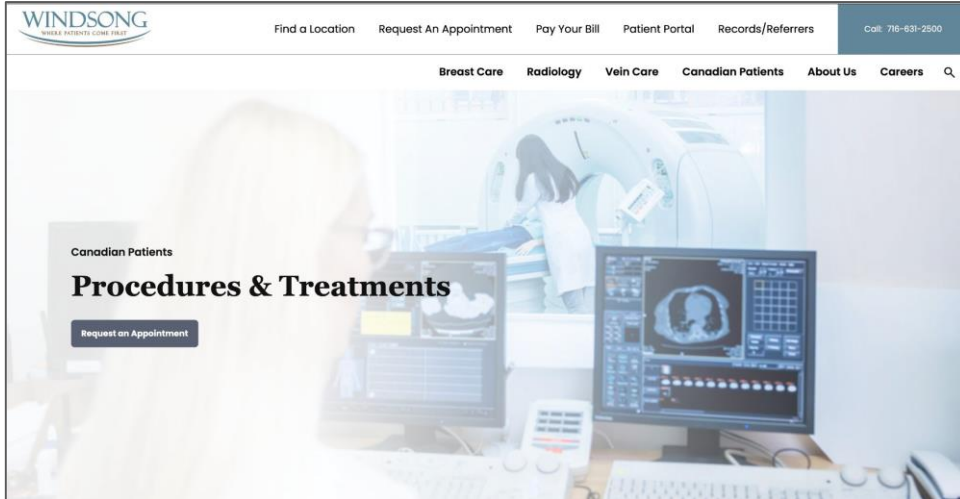
- JFG developed several effective radio scripts, paid search and banner ads. Messaging was concentrated on expanding the Canadian patient base, increasing the number of Canadian residents seeking MRI and related services who did not want to wait. We also positioned Buffalo MRI as a trusted, accessible provider for high-quality imaging solutions in the region.

## Results

- A stronger digital presence led to increased website traffic, more phone inquiries and form submissions, ultimately resulting in higher patient volume.



# Buffalo MRI by Windsong







[jfitzgeraldgroup.com](http://jfitzgeraldgroup.com)



Let's Work **Together** | To Amplify Your Brand

12 West Main St. | Lockport, NY 14094 | 716.807.8283