


THERASTAFF

Series of inserts developed for THERASTAFF and placed in an industry newsletter. Each insert included a mail-in application form that could be ripped out of the newsletter, filled out and mailed. If the card was returned, the sender was eligible for two hours of bonus pay on their first THERASTAFF assignment. Marketing effort was successful and resulted in a number of applications from qualified therapists.



Advertisement for THERASTAFF featuring logos of partner medical centers. The central text reads: "You're in good company with THERASTAFF." The logos include:

- SUMMIT MEDICAL CENTER
- BROTMAN MEDICAL CENTER
- SHARP HEALTHCARE
- HEALTHSOUTH Sports Medicine & Rehabilitation Center
- BEVERLY ENTERPRISES
- HEALTHPOINT The Rehabilitation Specialists
- ENCINO-TARZANA NORTH HOLLYWOOD HOSPITALS & HEALTHCARE NETWORK



Advertisement for THERASTAFF with a key icon and a padlock icon. The central text reads: "THERASTAFF. Unlocks A Range of Services".



Advertisement for THERASTAFF listing benefits. The central text reads: "Benefit With THERASTAFF." The benefits listed are:

- Cash Bonus
- Health Insurance
- Entertainment Discounts
- Paid Time Off
- Paid Holidays
- Flexible Schedule
- Tuition Reimbursement



THERASTAFF. links you

To professionals dedicated



To enhancing your career goals and opportunities.



To providing you supplemental income and excellent compensation plans and benefits.



To finding the best possible match between our therapists and the finest facilities



To helping you achieve your income goals, your work goals and your lifetime goals.

1-800-478-6856

*Return the attached application and receive two hours bonus pay on your first **THERASTAFF** assignment.*