









## 2021 Monthly Marketing Campaigns - GroupBuy Schedule

Month	Marketing Focus	Promo Item (subject to change)	Product Image	GroupBuy:OPEN	GroupBuy:CLOSE	Deliver By
JAN	COVID - safe at home, prevention, response	Fabric Mask		30-Nov	4-Dec	28-Dec
FEB	American Heart Month, Cardiopulmonary Programs	Double Heart Pen		4-Jan	8-Jan	1-Feb
MAR	Preventing rehospitalizations, predictive analytics	Memo Tape		25-Jan	29-Jan	26-Feb
APR	Pain and medication management	Clipboard, Pain Container		22-Feb	26-Feb	26-Mar
MAY	American Stroke Month + Nurses Week	Gel Pack / Utensils to Go		22-Mar	26-Mar	26-Apr
JUN	Lung Diseases	Tri-Highlighter		26-Apr	30-Apr	28-May
JUL	Happy Summer, Dehydration Awareness - helping patients stay safe, healthy and hydrated	32 oz. Tuf Tumbler		24-May	28-May	25-Jun
AUG	Care Transitions Program	Clipboard		21-Jun	25-Jun	26-Jul
SEP	Fall Prevention			26-Jul	30-Jul	27-Aug
OCT	Boo to the Flu - Influenza Management			23-Aug	27-Aug	27-Sep
NOV	National Home Care & Hospice Month			27-Sep	1-Oct	29-Oct
DEC	Home for the Holidays (referral source holiday gifts / no promo item)			25-Oct	29-Oct	26-Nov