





## 2022 Monthly Marketing Campaigns - GroupBuy Schedule

Month	Marketing Focus	Promo Item (subject to change)	Product Image	GroupBuy:OPEN	GroupBuy:CLOSE	Deliver By
JAN	Grow With Us	Seed Depth Tool/Bottle Opener		14-Dec	20-Dec	14-Jan
FEB	American Heart Month, Cardiopulmonary Programs	Heart Microfiber Cloth		12-Jan	18-Jan	11-Feb
MAR	Preventing rehospitalizations, predictive analytics	Multi-Use Desk Set		24-Jan	28-Jan	28-Feb
APR	Medication Management	Tri-Minder Pill Box		21-Feb	25-Feb	28-Mar
MAY	American Stroke Month + Nurses Week			28-Mar	1-Apr	29-Apr
JUN	Alzheimer's and Brain Awareness Month			25-Apr	29-Apr	27-May
JUL	Sepsis care			23-May	27-May	24-Jun
AUG	Post-Op Program (Home health focused) Advance Care Planning (hospice focused)			27-Jun	1-Jul	25-Jul
SEP	Fall Prevention			25-Jul	29-Jul	29-Aug
OCT	Boo to the Flu - Influenza Management			29-Aug	2-Sep	26-Sep
NOV	National Home Care & Hospice Month			26-Sep	30-Sep	31-Oct
DEC	Home for the Holidays (referral source holiday gifts / no promo item)			24-Oct	28-Oct	28-Nov