2027 HEALTHCARE MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	GIFT / GIVEAWAY
JAN	**Healthy start, helpful resources**	**Appointment reminder magnet**	Share clinic services, hours and tips for preparing for a visit.	Post a simple appointment-prep checklist with your contact details.	Community wellness fair / senior resource event	Offer appointment magnets at approved information tables.
FEB	**Heart health education**	**Heart-health bookmark**	Send clinician-reviewed heart health resources and care questions.	Share Heart Month tips from trusted public health sources.	Heart health awareness talk / community expo	Share bookmarks with links to vetted educational resources.
MAR	**Patient safety & communication**	**Pocket question notepad**	Provide a checklist of questions to bring to medical visits.	Explain how to prepare a medication list before an appointment.	Patient education open house / outreach day	Offer question notepads at patient information areas.
APR	**Prevention & wellness**	**Document organizer folder**	Invite patients to discuss appropriate screenings with their care team.	Post tips for organizing records and preventive care questions.	Spring community health fair / employer wellness event	Share folders for organizing health education materials.
MAY	**Celebrate healthcare teams**	**Branded thank-you journal**	Introduce care teams and thank staff for their work.	Share staff spotlights with permission during recognition events.	Nurses Week / staff recognition gathering	Present journals as approved employee appreciation gifts.
JUN	**Summer wellness & hydration**	**Reusable water bottle**	Share clinician-reviewed tips for staying safe in summer heat.	Post heat awareness reminders and summer office hours.	Summer wellness fair / community resource booth	Provide bottles at approved public outreach events.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: local event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Review HIPAA/privacy, consent, patient gift rules and marketing approvals.

No gifts for referrals or care decisions; use clinician-reviewed health content.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	GIFT / GIVEAWAY
JUL	**Safe summer routines**	**Branded cooling towel**	Share summer safety resources and guidance on when to seek care.	Post shade, heat and outdoor activity safety reminders.	Family resource fair / parks community event	Offer cooling towels at approved outdoor events.
AUG	**Back-to-school wellness**	**Health checklist notepad**	Share a family visit-prep list and school-year care resources.	Post a checklist for bringing forms and questions to visits.	Back-to-school resource drive / school fair	Give notepads at community information tables.
SEP	**Fall preventive care**	**Wellness reminder magnet**	Suggest discussing fall vaccines and prevention with a clinician.	Share trusted respiratory illness prevention resources.	Fall health expo / neighborhood outreach event	Provide magnets with clinic contact information.
OCT	**Breast health awareness**	**Screening question card**	Share guidance on asking a clinician about breast screening.	Post awareness resources; avoid individualized medical claims.	Community awareness walk / educational forum	Hand out branded question cards at approved events.
NOV	**Supporting caregivers**	**Caregiver planning notebook**	Offer practical tips to organize questions for a loved one's visit.	Share caregiver support resources and community services.	Senior services fair / caregiver support gathering	Offer planning notebooks at resource tables.
DEC	**Thanks & next-year planning**	**2028 desk calendar**	Send a thank-you note, holiday hours and general care resources.	Share team appreciation and accessible office-hour updates.	Community winter outreach / staff celebration	Offer calendars where clinic and gifting policies allow.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Adapt campaigns to your markets and budget.

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