

Gil Zeimer Healthcare Creative Director/Copywriter

With a #1 ranking for the SEO keywords “healthcare copywriting” on Google, Gil has an extensive history of healthcare copywriting for a myriad of clients, including medical practitioners, products and services:

- **Websites** for cosmetic and general dentists, periodontists, lap-band surgeons, LASIK surgeons, chiropractors, plastic surgeons, veterinarian laser equipment, retroscope colonoscopy devices, medical/biotech product engineering and manufacturing.
- **Blogs** for a So. Calif. healthcare marketing agency and America’s leading vein clinic.
- **18 Online Buying Guides** for Drugstore.com for Breath Sprays, Toothbrushes, Razors/Blades, and Children’s Sun Care Products.
- **Sales materials** for Oralcryst Oral Care Candy from Japan and The Sequoias – Portola Valley Health Center, a Skilled Nursing Rehabilitation Center.
- **Sales brochures and doctor bios** for Xpress Medicare, Maryland; Orthopedic Center of Illinois; and many more.
- **Radio commercials** for hearing aids, LASIK, lap-band procedures and pharmacies.
- **Direct mail projects** for Blue Cross of California and Anthem Blue Cross.
- **Catalogs** for U.S. Dentek Breath Remedy and other dental products.
- **Newsletters** for St. Joseph’s Medical Center for Health Excellence, Maryland.
- **Newsletters and direct mail projects** for No. Calif. Presbyterian Homes & Services (CA), ACTS Sr. Life Communities (East Coast), and Alaska Sleep Center.
- **E-newsletters** for “Caregiving Now” & “Nursing Now” Maxim Healthcare Services.
- **Direct mail/nurse recruitment** for St. Francis Hospital, St. Joseph’s Medical Center, Anne Arudel Medical Center, St. Mary Medical Center, and Towson Health Express.
- **Self-mailer** to oncologists for CancerTrust.com, a startup offering online advice for second opinions, electronic medical records, and clinical trials information.
- **Magazine articles** for *Alert Diver Magazine* about tropical sunburn, nitrogen narcosis, equipment upgrades, and when to abort a dive.

To see digital samples, visit:

<http://www.zeimer.com/portfolio/healthcare-copywriting>

and

<http://www.zeimer.com/portfolio/more-healthcare-copywriting>