

# Check Us Out

## A Grassroot Marketing Strategy to Introduce Allergy Services to Library

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### INTRODUCTION

- Vallen Allergy and Asthma is a private practice located in Quincy, MA that specializes in allergies, asthma, and immunology.
- Vallen Allergy and Asthma has a sister company, the New England Food Allergy Treatment Center, located on the same floor that specializes in the desensitization of food allergies.
- Many families are unaware that food allergy desensitization is an effective therapy designed to provide bite protection (reduced sensitivity) against food allergens, an effective treatment option. To address this gap, flyers were created and distributed to five local libraries.



### INTERNSHIP PROJECT OBJECTIVE

- To increase community awareness of the clinic's services and increase patient volume through a community centered marketing project
- increase patient volume by expanding the clinics visibility through low-cost community centered marketing.
- Expand the practices presence through consistent branding and educational materials.

### RELATED LITERATURE

- Fahy and Jobber (2019) argue that healthcare marketing strategies must be highly localized and relationship-driven to be effective.
- Oral immunotherapy (OIT) is a treatment that involves gradually consuming small amounts of an allergenic food to increase tolerance and reduce the risk of severe reactions (AAAAI, 2025)
- Warren et al. (2021) surveyed 781 U.S. food-allergic patients and caregivers, finding that 72% had never heard of OIT, and >95% had no personal experience with it.

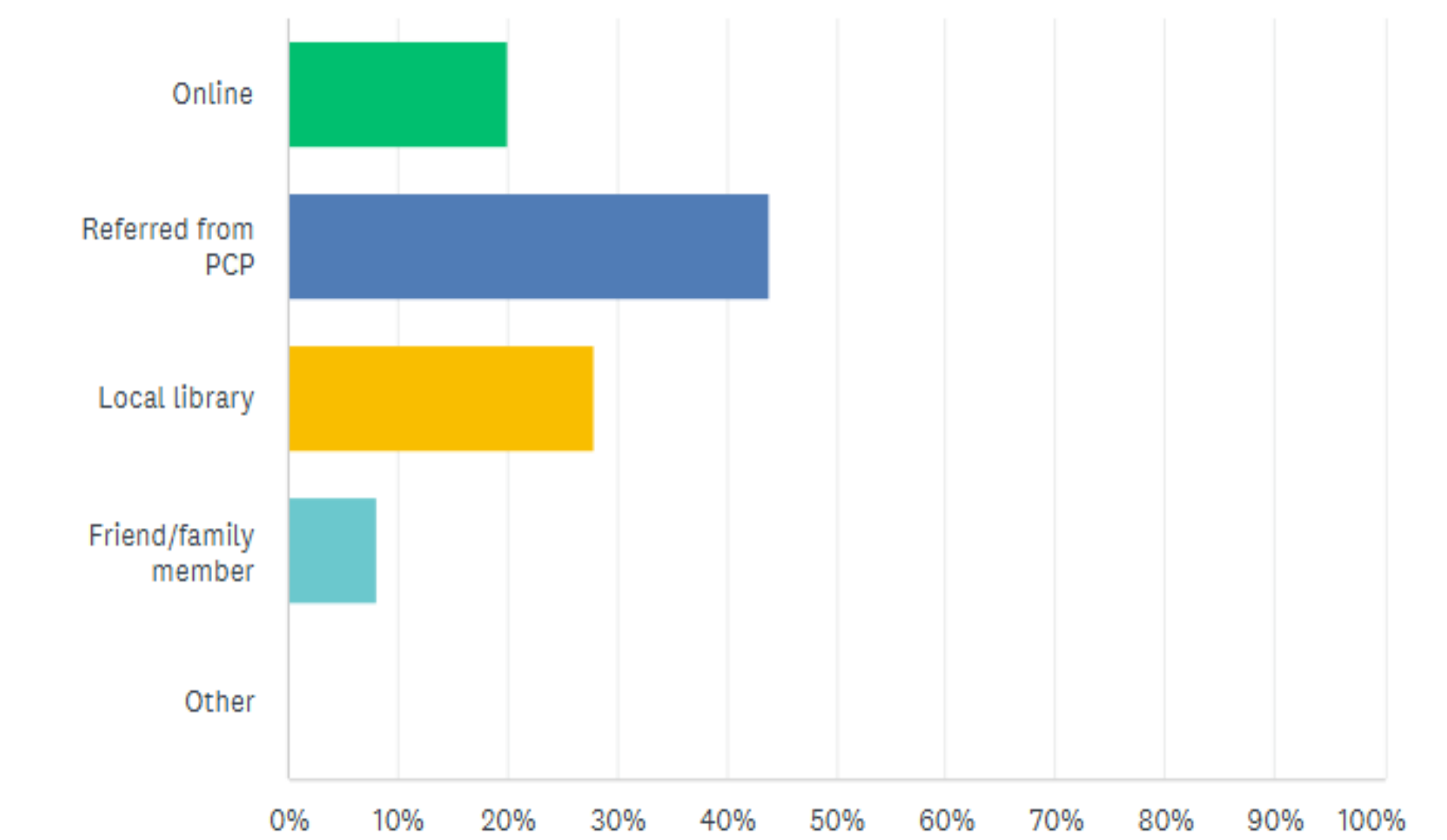
### MATERIALS & METHODS

- Clear, visually appealing flyers were created that effectively communicate the services offered at New England Food Allergy Treatment Center.
- Collaborated with clinical staff to ensure medical accuracy of all outreach content.
- Flyers were distributed for community bulletin boards and dropped off at 5 local libraries.
- Tracked engagement by creating a SurveyMonkey questionnaire titled "How Did You Hear About Us?"
- Distributed the survey automatically to all new patients after booking new patient appointment via email.
- Monitored responses weekly to track trends in referral sources.
- Used survey data to evaluate the impact of library-based community outreach.

### RESULTS

How did you hear about us?

Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES
Online	20.00% 5
Referred from PCP	44.00% 11
Local library	28.00% 7
Friend/family member	8.00% 2
Other	0.00% 0
Total Respondents: 25	

### CONCLUSIONS

- The survey results show that the marketing project worked well because the local library, which was the focus of the outreach, made up 28% of responses. That's the second biggest source of referrals after primary care physicians. This means the library visits and materials handed out led to new patients finding the office.
- The data supports the project objectives of increasing community awareness and driving new patient inquiries providing evidence that the community outreach efforts had a measurable impact.

### REFERENCES

- American Academy of Allergy, Asthma & Immunology. (2025, July 8). *Oral immunotherapy defined*. In *Allergy, asthma & immunology glossary*.
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#### Oral Immunotherapy for food allergy (OIT)

• Oral Immunotherapy (OIT) is a treatment for food allergies where individuals gradually consume increasing amounts of their food allergen to desensitize their immune system.

• NEFATC has successfully desensitized over 85% of their patients.

• NEFATC also offers sublingual therapy (SLIT) which uses lower doses of allergen in drops placed under the tongue, and helps reach a level of desensitization to protect against accidental exposures of food allergens.

#### Benefits of OIT

- ✓ Improved quality of life: increased freedom by reducing the anxiety associated with food allergy
- ✓ OIT can significantly reduce the risk of anaphylaxis
- ✓ 100% protection from cross-contamination

Do you or your child have a food allergy? Come see us at New England Food Allergy Treatment Center

#### Foods we offer for OIT

- Peanut
- Tree nuts
- Sesame
- Chickpea
- Wheat
- Sunflower
- Milk
- Egg