

Marketing to Grow Your Practice

The one resource that gives you both the ideas and the guidelines for implementing internal and external programs. It will spark your creative mind and show you how to turn your ideas into reality. Includes several examples.

PEN Members: \$28.50 List Price: \$40.00

1. Introduction

2. Build the Foundation:

- Define Who You Are
- Set Up Key Marketing Structures
- Marketing Foundation Checklist

3. Stimulate Patient Involvement

- Create a Remarkable First Impression
- Fundamental Internal Marketing Strategies
- Be Your Own Advocate
- Correspond with Patients
- Become an Educational Resource
- Supplementary Internal Marketing Programs
- Survey Your Patients
- Patient Involvement Checklist

4. Attract New Patients

- Define Your Target Market
- Understand External Marketing Methods
- Publicity for Your Practice
- Use of the Media
- Attracting New Patients Checklist

5. Marketing Significant Events

- Changes in Ownership
- Changes in Office Appearance or Location
- Expansion of Services
- Offering a Website