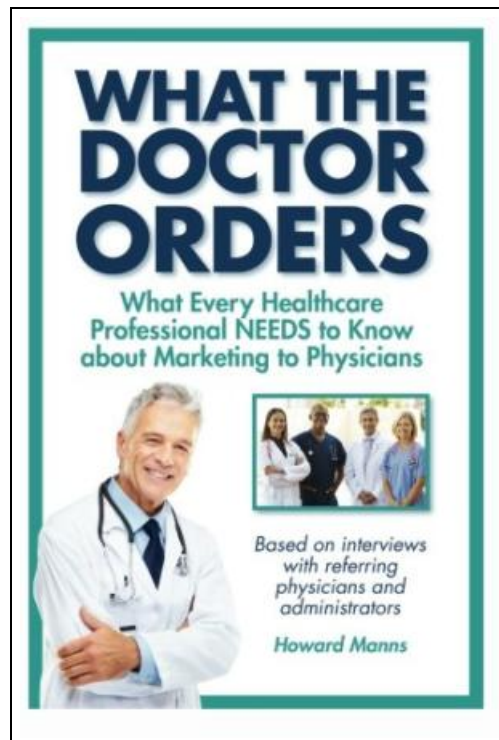


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WHAT THE DOCTOR ORDERS: WHAT EVERY HEALTHCARE PROFESSIONAL NEEDS TO KNOW ABOUT MARKETING TO PHYSICIANS



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Professional Healthcare Development, United States, 2014. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.A Prescription for Success! Referral-based marketing is the cornerstone of healthcare census building and business development for all sectors: assisted living/ personal care, homecare, hospice, independent living and rehabilitation services. WHAT THE DOCTOR ORDERS is a strategic approach to optimizing your efforts. And it's all based on answers from the doctors themselves! The results of Howard Mann's six-month study, interviewing physicians, and in some cases, administrators and discharge planners, provides insights into the following questions: - What are the key skills and attributes you look for in a marketer before you consider referring your patient? - What are the major mistakes that you see in marketer's approaches? - How much time do you typically allow to meet with a marketer? What makes you SHORTEN that visit? - How do you feel about Lunch Learn presentations at your office? - How important is your relationship with a marketer? These questions and many more are answered for you, including explanations of how to address each area. Additionally, bonus sections deal with important concepts, such as: - How to Conduct a Successful Lunch Learn Presentation - Getting Past the Gatekeeper - Ideas for Marketing to Healthcare Professionals - Healthcare Observances and Events You Can Take Advantage of As the healthcare industry continues to change, it's more important than ever to stay ahead in your planning and tactics! WHAT THE DOCTOR ORDERS provides a GPS to successful relationship marketing! Howard Mann has held leadership positions in several marketing and healthcare organizations. His Success and Lunacy keynote speech and his leadership and marketing team training sessions focus on his belief that everyone can be successful—if they're crazy enough.



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