Marketing Your Clinical Practice: Ethically, Effectively, Economically

Bestselling guide to medical practice marketing including new topics and advanced techniques

This essential resource provides readers with the plans and real examples to market and grow a successful practice. It's filled with practical marketing tips and strategies based around five components of a successful practice: retaining current patients; attracting new patients; motivating staff; working with managed care and other physicians; and utilizing the Internet and consultants.

This book is the perfect resource for any physician in a single or group practice looking to improve their business and medical students learning how to develop a practice.

Publication Year 2009
Edition 4th
Author/Editor Baum, Neil and Henkel, Gretchen
Publisher Jones & Bartlett Learning
Platform Ovid
Product Type Book
Speciality Primary Care/Family Medicine/General Practice
Language English
Pages 574
Illustrations 0