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What the Doctor Orders: What Every Healthcare Professional Needs to Know about Marketing to Physicians

By Howard Manns

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 Manns 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: -...



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Reviews

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-- **Torrey Jerde**

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