

Marketing your Clinical Practice

Ethically • Effectively • Economically



Robert P. Levoy

Marketing Your Clinical Practice Neil Baum, Gretchen Henkel, 2004 If you find you are suffering from burn out and or are not enjoying the practice of medicine as much as in the past if you have a contracting population base if you are receiving fewer referrals from other colleagues this year than you were two years ago or if managed care has moved your existing patients to another health care provider then this book is for you Marketing Your Clinical Practice Third Edition can help you sculpt the kind of practice you want target a desirable patient population and get more of a handle on your business This book will provide you with hundreds of marketing ideas that can be inexpensively implemented and that you can start using immediately And when you do you will find that you have happier patients a more enthusiastic staff and greater personal satisfaction This book is full of simple techniques that have been tested and that work It discusses each of the five component pillars of a successful practice and provides examples from an existing private practice on how to attract new patients how to develop the loyalty and bonding of patients already in your practice and how to keep staff members motivated organized and dedicated to caring for your patients Put simply after reading this guide you will have all of the tools and resources necessary to effectively ethically and economically market your practice Marketing Your Clinical Practice Neil Baum, Gretchen Henkel, 2010-10-22 This essential resource provides readers with the plans and real examples to market and grow a successful practice. The guide is filled with practical marketing tips and strategies based around the five components of a successful practice B2B Relationship Marketing Management in Trade Fair Activity Marcin Gebarowski, Dariusz Siemieniako, 2016-05-11 The issues of B2B management and B2B marketing are becoming of increasing interest to business scholars and practitioners This book is the first publication dedicated solely to the connection between relationship marketing management and trade fair activity management two essential marketing concepts It investigates the role of trade fairs with regard to B2B relationship marketing management in the era of the world economic crisis using the example of the retail real estate industry A vital issue tackled in this book refers to the exploration of the characteristics of retail real estate trade fairs from the perspective of creating conditions favourable for developing business relationships The book begins by presenting the issue of contemporary retail real estate trade fairs and the methods of researching into the marketing activity of exhibitors It then uses a four stage primary research method to propose a model of managing retail real estate trade fair participants relationships with customers and other trade fair participants. The results of this study are then used to present the issue of trade fair activity management in a project life cycle before the book goes on to explore the general problem of relationship marketing management in B2B services In addition it also discusses marketing activities participated in during trade fairs such as experiential marketing and a trade fair conversation As such the book provides an extensive perspective on the researched phenomenon and its findings will also be useful in other industries The Art of Aesthetic Surgery Foad Nahai, M.D., 2015-05-05 Seldom does a book achieve status as a classic in its first edition but The Art of Aesthetic

Surgery by Foad Nahai has been hailed as a masterpiece since its inception Reviews have been universally laudatory and residents and experienced practitioners alike have embraced this work as the ultimate resource on all things aesthetic Now this landmark work has been totally revised and updated with over 40 new chapters many with new authors and every chapter has been revised to reflect the latest trends techniques and information This three volume set also includes seven DVDs with 24 operative videos Comprehensive Coverage 93 chapters in three volumes cover the full range of cosmetic medical treatments and aesthetic operations Topics include Hair transplantation and brow lift Eyelid surgery Laser resurfacing and chemical peels Tissue fillers and fat grafting Rhytidectomy and face and neck lift Facial implants Rhinoplasty and ptoplasty Lip rejuvenation Breast augmentation reduction and mastoplexy Surgical noninvasive and minimally invasive body contouring Liposuction To address the modern physician s need for business acumen as well as surgical skill three chapters focus on practice management ranging from practice model options staff and financial management marketing and communications and legal issues World Renowned Authors Dr Foad Nahai is an acknowledged leader in aesthetic surgery He has personally written a third of the chapters for this three volume work His contributors representing the who s who of aesthetic surgery provide detailed accounts of their techniques for the different operations as well as the planning process so crucial to producing excellent results Help with Decision Making Of particular note are the clinical decision making chapters authored by Dr Nahai This invaluable insight provides readers with a unique overview of the various options for each problem along with his preferred solutions Complete with algorithms and case studies this problem solving feature offers the expert guidance necessary to sort through options understand their advantages and limitations and make the best choice for each patient Necessary Anatomy Key chapters introducing each major anatomic region or topic area focus on applied anatomy and provide essential information that the surgeon needs to know to execute these surgical maneuvers safely and effectively Reliable Format This new edition maintains the same features that made the previous edition so popular including beautiful medical illustrations large type for readability and a consistent comprehensive approach The semi atlas format features the applicable images located next to legend text for enhanced clarity The Business Basics of Building and Managing a Healthcare Practice Neil Baum, Marc J. Kahn, 2019-11-20 This book is intended to be a roadmap towards a successful practice for medical students residents fellows and doctors This roadmap focuses on how to build and manage a medical practice and can be applied regardless if the reader is employed joins a small group or if they are a doctor who decides to start their own practice Part I covers the basic business concepts that every physician needs to know Chapters emphasize the benefits that accrue to a physician who understands the basics of business Part II provides a guide for doctors who are beginning a medical practice. The chapters define the various options for doctors employment such as solo practice group practice and academic medicine The section also includes the process of negotiating contracts identifying the advisers who help physicians become successful and secure within their field and practice. The final part emphasizes strategies on

how to build and grow a successful practice by covering topics such as hiring staff employee motivation creating a brand gaining recognition online reputation and presence crisis management integrating new technology and work life balance The Business Basics of Building and Managing a Healthcare Practice serves as a valuable resource that helps doctors make a difference in the lives of their patients as well as help them make good financial decisions The Business of Building and Managing a Healthcare Practice Neil Baum, Marc J. Kahn, Jeffery Daigrepont, 2023-08-31 Building on the foundation of the previous edition this book takes readers to the next level of management of medical practices for the 21st century The road to becoming a physician is not an easy one to travel nor does it become easier once a doctor completes his her training After a long and arduous training process doctors embark on their professional journey and there are major crossroads that are fraught with challenges unknowns and risk The transition to professional practice is daunting and many physicians leave their training unprepared for the business of medicine Even at the peak of their careers sustaining a successful and profitable practice is not easy Opening chapters revisit the basic business concepts that every physician needs to know emphasizing the benefits that accrue to a physician who understands the basics of business from accounting and contracts to managing people and personal finances. The next set of chapters offers a roadmap for doctors who are beginning a medical practice and will include new methods and procedures that have become available since the original edition defining the various options for doctors employment such as solo practice group practice and academic medicine The final chapters emphasize strategies on how to build and grow a successful practice including the use of technology and telemedicine cybersecurity marketing and much more Unfortunately not every doctor has the background training and skills to manage a medical practice The Business of Building and Managing a Healthcare Practice simplifies the process of business management and provides the practicing physician with knowledge to be able to enjoy the business component of his her medical practice Business and Legal Essentials for Nurse Practitioners Sally J. Reel, Ivo Luc Abraham, 2007-01-01 Business and Legal Essentials for Nurse Practitioners fosters a relationship between health business and law The book addresses issues from negotiating an employment contract to establishing an independently owned nurse practitioner practice Each section in increments provides greater detail from a legal standpoint and describes what resources and options are available to the nurse practitioner upon graduation and beyond Written for the student graduate and practicing nurse practitioner Business and Legal Essentials outlines the necessary steps to eventual practice ownership KEY FEATURES Provides an overview of advanced practice including the scope of NP practice and prescriptive authority Covers details involved in owning a practice including advantages and disadvantages identifying various practice needs and the legal issues of reimbursement and credentialing Explains business plans in detail including important information regarding insurance administration support physical space and technology needs Provides a range of information on alternate types of nurse practitioner businesses Describes HIPPA and its effect on the nurse practitioner practice Includes effective marketing

strategies needed to promote a new or existing practice dadirect com Comprehensive Financial Planning Strategies for Doctors and Advisors David Edward Marcinko, Hope Rachel Hetico, 2014-12-09 Drawing on the expertise of multi degreed doctors and multi certified financial advisors Comprehensive Financial Planning Strategies for Doctors and Advisors Best Practices from Leading Consultants and Certified Medical Planners will shape the industry landscape for the next generation as the current ecosystem strives to keep pace Traditional g 222 Secrets of Hiring, Managing, and Retaining Great **Employees in Healthcare Practices** Robert P. Levoy, 2007 Based On The Research Findings From A Wide Variety Of Healthcare Providers Clinic Administrators And Practice Managers this resource Provides Simple Easy To Use Advice And Techniques For Successfully Recruiting Interviewing Compensating Managing Motivating Training Evaluating And Retaining Great Employees In The Clinical Practice Setting Current Catalog National Library of Medicine (U.S.),1992 First multi year cumulation covers six years 1965 70 Managed Care Success James W. Saxton, Thomas L. Leaman, 1998 The number of malpractice claims And The severity of final judgments could explode under managed care Physicians and managed care organizations are on a collision course with malpractice when patient expectations are at an all time high and pressures of efficiency are constantly increasing Defensive medicine doing procedures or additional tests To protect the provider will no longer work Utilization controls will penalize you and ultimately limit your practice So what s the solution to be successful in this evolving health care environment you ve got to change with it You ve got to be informed be prepared and ready to coexist with it That's precisely why you need Managed Care Success Reducing Risk While Increasing Patient Satisfaction You ll learn how to work with not against managed care The Wounded Physician Project Curtis G. Graham, MD, FACOG, FACS, 2014-11-22 The Wounded Physician Project is a fresh investigation into and the solution for the primary causes of private medical practice financial failure which today impacts not only the disintegration of private medical practice but also the overwhelming increasing attrition of physicians today The root cause has been ignored completely by medical educators for a century in spite of knowing the importance of resolving this issue and the enormous value and benefits it provides for every practicing physician today The complete elimination of these problems that all physicians in private medical practice have always had and now today is responsible for the frustration and deep disappointment over 50% of physicians have with their careers in medicine can be resolved almost immediately. The implementation of some very critical educational elements into the medical school curriculums is the answer to this persistent egregious enigma that is far overdue and mandatory The healthcare and medical profession are going through a revolution now that will not only destroy professional healthcare provider s careers but also will become the greatest impediment for quality medical care in our nation if the contents of this book are not heeded The Art of Aesthetic Surgery: Three Volume Set, Second Edition Foad Nahai, 2011-01-15 Seldom does a book achieve status as a classic in its first edition but The Art of Aesthetic Surgery by Foad Nahai has been hailed as a masterpiece since its inception Reviews have been universally laudatory and residents and

experienced practitioners alike have embraced this work as the ultimate resource on all things aesthetic Now this landmark work has been totally revised and updated with over 40 new chapters many with new authors and every chapter has been revised to reflect the latest trends techniques and information This three volume set also includes seven DVDs with 24 operative videos Comprehensive Coverage 93 chapters in three volumes cover the full range of cosmetic medical treatments and aesthetic operations Topics include Hair transplantation and brow lift Eyelid surgery Laser resurfacing and chemical peels Tissue fillers and fat grafting Rhytidectomy and face and neck lift Facial implants Rhinoplasty and ptoplasty Lip rejuvenation Breast augmentation reduction and mastoplexy Surgical noninvasive and minimally invasive body contouring Liposuction To address the modern physician s need for business acumen as well as surgical skill three chapters focus on practice management ranging from practice model options staff and financial management marketing and communications and legal issues World Renowned Authors Dr Foad Nahai is an acknowledged leader in aesthetic surgery He has personally written a third of the chapters for this three volume work His contributors representing the who s who of aesthetic surgery provide detailed accounts of their techniques for the different operations as well as the planning process so crucial to producing excellent results Help with Decision Making Of particular note are the clinical decision making chapters authored by Dr Nahai This invaluable insight provides readers with a unique overview of the various options for each problem along with his preferred solutions Complete with algorithms and case studies this problem solving feature offers the expert guidance necessary to sort through options understand their advantages and limitations and make the best choice for each patient Necessary Anatomy Key chapters introducing each major anatomic region or topic area focus on applied anatomy and provide essential information that the surgeon needs to know to execute these surgical maneuvers safely and effectively Reliable Format This new edition maintains the same features that made the previous edition so popular including beautiful medical illustrations large type for readability and a consistent comprehensive approach The semi atlas format features the applicable images located next to legend text for enhanced clarity National Library of Medicine Current Catalog National Insurance and Risk Management Strategies for Physicians and Advisors David Edward Library of Medicine (U.S.),1992 Marcinko, 2005 This book fulfills its promise as a peerless tool for physicians wanting to make good decisions about the risks they face Financial Management Strategies for Hospitals and Healthcare Organizations David Edward Marcinko, Hope Rachel Hertico, 2013-09-05 In this book a world class editorial advisory board and an independent team of contributors draw on their experience in operations leadership and Lean managerial decision making to share helpful insights on the valuation of hospitals in today s changing reimbursement and regulatory environments Using language that is easy to understand Financia Take Charge of Your Medical Practice-- Before Someone Else Does it for You Neil Baum, Elaine Zablocki,1996 For a physician to succeed in The New World of health care delivery he or she needs to focus on four key areas of medical practice his pati ents his office his business relationship with managed care plans h ospitals and other physicians

and his marketing plan Each of these a reas is a pillar of effective practice the importance of which will n ot be diminished or changed regardless of the direction of future heal th care reform *Medical Group Management Journal*, 1994 <u>Core Concepts in Advanced Practice Nursing</u> Denise L. Robinson, Cheryl Pope Kish, 2001 Developed specifically for masters level nursing courses this information packed text addresses nearly all core content subjects of the graduate curriculum It contains information on health care policy organization of the health care delivery system health care financing ethics professional role development theoretical foundations of nursing practice human diversity and social issues and health promotion and disease prevention Written by experts each chapter includes an overview of the topic definitions of relevant terms review and history of the literature critical issues priorities for research future directions implications for advanced practice nursing critical thinking activities and suggestions for further learning **American Book Publishing Record**, 2005

Marketing Your Clinical Practice Ethically Effectively Economically Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has be apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "Marketing Your Clinical Practice Ethically Effectively Economically," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect our existence. Throughout this critique, we shall delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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