

Lynne Cunningham's
Book Review

I just read a valuable book that I think should be added to your Service Excellence Library.

Book	<i>Physician Entrepreneurs: Marketing Toolkit</i>
Author	Patrick T. Buckley
Pillar of Excellence	Growth
Publisher's Book Description	<p>The healthcare marketplace is more competitive than ever, and to be successful you must promote and build your practice. But hiring a marketing firm can be expensive and complicated, and many physician practice managers, physicians, and office staff lack the necessary marketing training to do the job themselves. The <i>Physician Entrepreneurs: Marketing Toolkit</i> book and CD-ROM can solve that problem by providing the resources you need to:</p> <ul style="list-style-type: none"> • Develop a marketing budget and strategic plan • Reach new patients and promote your practice • Choose the marketing method that best meets your needs • Keep patients satisfied and coming back • Increase your bottom line
LC Review	<p>This book is an A to Z resource for the practice marketer who is a novice (either to marketing or to healthcare) and a guide for physicians wanting to learn more about how to market a practice. The book is well-organized with objectives for each chapter, a summary on the discussion in each chapter, and resources on CD-ROM. There's a good marketing glossary.</p>
Page	<i>Lynne suggests that you pay special attention to some of these features in the book.</i>
xi	<p>This book will present practical insight into the world of physician practice marketing and will provide tools to help you diagnose and treat the marketing needs of your practice.</p> <p>The book covers four essential areas that all medical practices, size notwithstanding, must master: marketing planning, marketing management, marketing implementation and measuring marketing success.</p>
6+	<p>Medical practice marketing entails the provision of preventive, diagnostic, curative, restorative, and palliative healthcare by highly skilled healthcare professionals in response to an individual's expressed need or want for these services. The aim of marketing a medical practice is to educate individuals regarding good health and its achievement.</p> <p>The 5 Cs of success medical practice marketing</p> <ol style="list-style-type: none"> 1. Clinical knowledge and experience 2. Customer service and convenience 3. Cultivation of patient trust and practice relationships 4. Communications

	5. Costs and collections	
15	How does marketing work for medical practices? When consumers need to see a doctor, they rely on four primary sources to make their decision: <ol style="list-style-type: none"> 1. Self (Internet research, calling offices directly, telephone directories, advertising) 2. Personal endorsers (word of mouth from a friend, neighbor, relative, coworker or trusted source) 3. Caregivers (physicians, nurses, therapists, and other health professionals) 4. Hospitals, physician referral services, healthcare plans 	
20	The difference between happy patients and unhappy patients is that happy patients feel that they are more in control of their situation.	
34+	Five components in the development of a marketing plan for a medical group practice: <ol style="list-style-type: none"> 1. Research and analyze the market 2. Assess the practice's strengths, weaknesses, opportunities and challenges 3. Share market intelligence internally 4. Establish goals and objectives 5. Develop effective strategies 	
47	A marketing plan is only as good as its execution.	
75+	<i>Good information on using the web to market the medical practice.</i>	
78	The biggest problem that group practices have isn't getting a Web site up and running – it's keeping it current.	
97+	What should be on the group practice marketing team's top priority list? <ul style="list-style-type: none"> ▼ Evaluate the patient care process from top to bottom. ▼ Solidify the group practice's brand image. ▼ Employ providers who extend your practice. ▼ Follow up, follow up, follow up. 	
Overall rating	A good primer on how to market a medical practice. A sound investment.	
Publisher and Year Published	HCPPro	2008
Price	\$99	Discounted on www.amazon.com
Recommended by	The author	

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