



1180 East Home Road
Springfield, Ohio 45504
(937) 390-2564

www.medicalproresources.com

"Treating Clients with Customer Focused Care"

ATTENTION: PHYSICIANS, PROVIDERS AND OFFICE STAFF

Medical Professional Resources, (MPR), LLC is proud to announce a new service line "Marketing & Promoting" launched in September 2010. With all of the regulatory changes, it is becoming more difficult for the hospital to assist practitioners in promoting their practices to the community. Since this was a responsibility that I had in my previous role at the hospital, it was a natural addition to the array of services provided by MPR, LLC.

Marketing and promotion is not only a value tool in protecting a practice but also in capturing additional market share. The first part of the development of a marketing plan is to review current revenue and practice data to establish the current benchmark. Then, a strategic plan for building your brand needs to be defined reflecting who you are as a practitioner and communicating to potential patients what your practice has to offer.

Social networking & communication tools such as websites, Facebook & Twitter may be something that you haven't utilized but should consider along with other marketing resources / tools.

If you are interested in exploring what marketing & promotion might do for your practice, feel free to contact me at c.walters@medicalproresources.com or FRIEND me on Facebook at www.facebook/cmwalters106.