



# A Marketer's Guide to Physician Relations: Best Practices for Successful Sales Programs

*HealthLeaders Media a division of HCPro, Kriss Barlow RN MBA*

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### **Position your physician sales program for maximum growth**

There's no question that physician referrals are mission-critical to your hospital or health system's bottom line. But increasing or maintaining referrals requires more than just an occasional visit to the practice. A successful physician sales program must promote quality and solidify your hospital as the hospital of choice for their patients.

### **Kriss Barlow gives you the keys to successful physician sales!**

Take your physician relations program to the next level with *A Marketer's Guide to Physician Relations: Best Practices for Successful Sales Programs*. HealthLeaders Media has teamed up with healthcare marketing superstar Kriss Barlow to bring you this new, must-read guide for developing, positioning, and enhancing your physician sales program.

### **Real-world advice and examples from your peers**

Packed with real-world examples and healthcare-specific advice, this comprehensive resource offers more than 250 pages of content that will help physician sales leaders:

- Create and sustain focus and build on momentum
- Identify and hire the best salespeople
- Build internal support for the program
- Differentiate your organization from the competition
- Measure the ROI of your efforts
- Increase bottom-line referral revenue

Backed by years of in-the-field experience, Barlow offers numerous tips and examples from your healthcare peers who have implemented successful physician sales programs, and are reaping the rewards.

### **The eight best practices you need for success**

Take a look at the detailed, focused information you'll find in the pages of *A Marketer's Guide to Physician Relations*:

- Best Practice Attribute #1: **Focus**
- Best Practice Attribute #2: **Senior Leadership Involvement**
- Best Practice Attribute #3: **Capable Staff**
- Best Practice Attribute #4: **Ability to Measure Outcomes**
- Best Practice Attribute #5: **Momentum**
- Best Practice Attribute #6: **Planned Integration**
- Best Practice Attribute #7: **A Physician-Centric Culture**
- Best Practice Attribute #8: **Ability to Differentiate**

Put these proven techniques and strategies in place at your hospital to increase referrals, revenue, and your overall market share. Order your copy of *A Marketer's Guide to Physician Relations* today!

### **Who needs this book?**

Healthcare professionals in charge of physician relations and sales and anyone in the organization charged with growing programs will benefit from this valuable knowledge. Specific titles include:

- Director or VP of physician relations/physician outreach/physician sales
- Director or VP of marketing, communications, and public relations
- Director or VP of business development/business relations
- Director or VP of strategic planning and marketing
- Service line directors and C-suite leaders

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**Mary Lamm:**

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