

MARKETING PROCESSES

For this section, gather materials, if possible.

- Can you easily determine the practice's USP?

- Does the practice have a recognizable logo and "catchphrase"?

- Does the practice have a mission statement?

- Describe the practice's Yellow Pages ad: How large, what copy is included? Is there a photo on the ad? A map? What is most memorable about this ad?

- What advertising media does the practice use on a regular basis (newspaper, radio, television, etc.)?

- How does the doctor talk to people in the community to build relationships?

- What community, religious, sports, or social groups does the doctor belong to which have been good networking and practice building vehicles?

- What external special events did the practice participate in last year?

- Over the past year, what internal patient promotion events did the practice sponsor?

- Did the doctor speak at community meetings? Community events?

- Did the doctor do mall screenings?

- Does the practice sponsor a youth sports team or a local professional team?

- Did the doctor have a booth at a health fair or county fair?

- Does the practice have a brochure? If so, how/when is it distributed?

- What other promotional items (pens, notepads, refrigerator magnets, water bottles, etc.)

- How does the practice track the effectiveness of its marketing and promotion efforts?

- Over the past year, what promotion device generated the most new patients?
