



PHYSICIANS PRACTICE

AMERICA'S
LEADING
PRACTICE
MANAGEMENT
JOURNAL

TODAY'S CHALLENGING MARKET DYNAMICS

In today's economic climate, developing relationships with referring physicians is more critical than ever before. Since 1991, the cost-effective and efficient Physicians Practice program has helped hospitals and medical centers across the United States reach this crucial audience.



73%

of patients said their doctor was either the sole decision maker about their hospital choices or was consulted.

27%

made the decision alone, or with their families.

(Dartmouth University Medical School Study of 500 randomly selected Medicare patients, published in March 2007 Archives of Surgery.)

Each doctor generates

\$1.5

million of net revenue each year for their affiliated hospital.

(2007 Merritt, Hawkins & Associates Physician Inpatient/ Outpatient Revenue Survey)