



# EFFICIENT COST-EFFECTIVE MORE WITH LESS PRACTICAL

In today's challenging economy, hospital marketing professionals are being tasked to increase revenue with fewer resources. Practical tools that save both time and money are essential to marketing departments forced to do more with less.

For nearly 20 years, hospitals and medical centers have turned to Physicians Practice's comprehensive program to help them gain critical referrals from local physicians. Our partners include major academic, community, specialty, and faith-based hospitals and health systems across the United States.

The market-exclusive Physicians Practice program provides turn-key solutions to address all your physician marketing needs.



## PUBLIC RELATIONS AND MARKETING

- Client-defined market exclusivity.
- Cover branding on every issue of *Physicians Practice*.
- Seven-page insertion of your hospital's content to appear in six issues of *Physicians Practice*.
- All seven sponsored hospital pages will be prominently featured on heavier stock paper, differentiating this section from the rest of the journal's content.
- Hospital's branding on Physicians Practice.com, including logo and five links to the medical center's Web site.
- Co-branded weekly e-mail newsletter, "Physicians Practice PEARLS," sent out to local physicians in your market.
- Introductory letter to physicians, poly-bagged with the first issue.
- Annual survey to measure readership.
- Monthly updated AMA file used for each issue. Place up to 25 additional sponsor-identified individuals on complimentary VIP list.
- Nationally-distributed press release announcing your hospital's commitment to bringing critical practice management information to area physicians.



**PR Newswire**  
United Business Media

- Discounted news distribution through sister company PRNewswire, the global leader in news distribution services.

## CME

- Free accredited CME.
- Physicians can obtain up to 12 credits per year in category 1 of the AMA/PRA.
- Convenient and easy — physicians can read the content, take their test, receive test scores instantly, and print out their certificate — all online.

## EDUCATIONAL NETWORKING

- Educational opportunity to learn marketing successes and challenges from your peers in a non-competitive environment.
- Learn from industry experts on best practices in physician marketing.
- All-expense-paid invitations for two hospital representatives to attend our Annual Impact on Marketing Conference.

## PHYSICIAN RELATIONS

- Client-defined market exclusivity.
- 100 extra copies of the medical center's version of *Physicians Practice* for use by your physician relations team, distributed within your hospital, or for other programs and campaigns.
- Opportunity to provide free practice management articles, tools, and downloadable forms at Physicians Practice.com through partnership.
- Free interactive webinars from highly rated practice management experts on topics that are relevant to physicians and administrators.
- Free access and link to SearchMedica, the medical professional's online search engine, from your hospital's Web site.

## RECRUITMENT, RETENTION, AND COMMUNITY

- Free online and discounted print advertisements for physician job opportunities.
- Improve retention by featuring physician staff and key employees in your hospital's center section.
- Build awareness in the physician community of your medical center's special offerings and developments.

## PARTNERSHIP

- Dedicated team to assist with program implementation, follow-up visits, and program measurement.
- Opportunity to reference article samples and photos of other hospitals' pages for ideas on topics, layouts, and images.
- Bimonthly client-focused e-mail newsletter with updates to the program, tips for communicating to your physicians and client highlights.