

Marketing for Physicians Who Provide Superior Quality of Care

by Marc Aronson

How Business Builders Can Help You Manage Your Income

Is This You?

School was always easy. You were close to or at the top of your class. You were always confident, knowing you would succeed no matter what path you chose. Perhaps your childhood dream was to become a physician. You stuck to your goal, went to a fine medical school, worked hard and graduated with honors. Then, you enrolled in a challenging residency program. You faced every obstacle and burned the midnight oil with a relentless passion to become exceptional.

Today, you believe you are among the best in your field... or, at the very least, tops in your specialty within your community. You know your area of medicine. The quality of care you provide is always on the cutting edge and your patients' level of satisfaction could not be much higher.

Yet, despite how hard you have strived, the level of financial independence you anticipated has never come to fruition. It frustrates you when other physicians in your specialty who are located within your primary service area are doing as well as you financially... or even better. Perhaps your practice should be busier or your payor mix better. If either is so, Business Builders can help.

Should You Market Assertively?

It is only ethical to market your practice aggressively if prospective patients are better off receiving care from you than your competitors. In this case, you owe it to your community to make it known you provide an outstanding level of care. Your marketing, however, only will work effectively if it is carried out in good taste and received well by the local medical community.

Business Builders' seven-step *Formula for Market Dominance* enables businesses to compellingly and

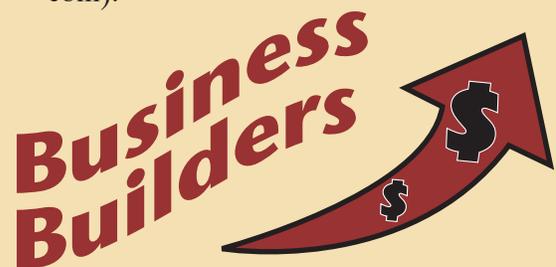
tastefully translate the excellence of your practice to each local constituency. Physicians and patients will refer more. Patient retention will improve, and your ads and promotion will drive in business. When applied correctly, the *Formula for Market Dominance* always produces results for the practice that provides superior services.

It Would Be an Honor to Work with You

We specialize in taking market share away from competitors. Our methodology, *The Formula for Market Dominance*, is an ethical approach that achieves market dominance of our clients based on integrity. We believe it is ethical for us to take patients away from other physicians when the practice we represent provides care that is superior to them. Working with physicians like you excites us because we know we are helping people in need to receive the best care.

Steps You Should Take

- 1) Study the *Formula for Market Dominance* on our website (marketingstrategy.com)
- 2) Contact us to schedule a free consultation with Marc Aronson (freeconsult@marketingstrategy.com).



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