

SUPPORTING MARKETING EFFORTS ASSIGNMENT

GOAL: To understand this practice's marketing efforts

LOGISTICS: Answer the following questions.

Have a meeting with the doctor or manager and find out how this practice handles marketing. Indicate that here.

What different marketing efforts are being used by the practice? How does the practice market to new and existing patients?

What would you do if you did not understand the service that was being marketed?

What can the team do to help contribute to the marketing efforts?

Date of completion:

Reviewed with doctor/manager:

Initial after satisfactory completion: