The healthcare marketplace is more competitive than ever, and to be successful you must promote and build your practice. But hiring a marketing firm can be expensive and complicated, and many physician practice managers, physicians, and office staff lack the necessary marketing training to do the job themselves. The Physician Entrepreneurs: Marketing Toolkit book and CD-ROM can solve that problem by providing the resources you need to: Develop a marketing budget and strategic plan Reach new patients and promote your practice Choose the marketing method that best meets your needs Keep patients satisfied and coming back Increase your bottom line Attract new patients and promote your practice Marketing your practice can seem challenging or nearly impossible. Not only are you promoting a place or experience that most people hope to avoid, but the success of your efforts are not always evident. Through this comprehensive, easy-to-read resource, medical groups can gain the knowledge and skills they need to start or improve a successful marketing campaign.