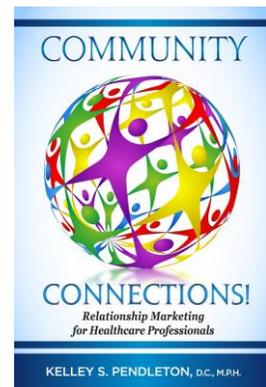


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FOR IMMEDIATE RELEASE



Community Connections!

Relationship Marketing for Healthcare Professionals

By Kelley S. Pendleton, D.C., M.P.H.



Is this YOUR healthcare marketing plan?

A recent survey indicated an alarming majority of physicians are unhappy with third-party payers and wish to work in a practice that doesn't accept insurance. The result? From CA to IL to CT, reports of physicians leaving managed-care practices to venture out on their own continue to populate the media. Called "house call practices," "concierge medicine," "boutique practices," "direct care medicine," "direct primary care," "DPC," "primary care medicine" and "personalized care medicine," the trend is sweeping the nation!

Early assumptions as to the benefits of this trend include increased access to healthcare, decreased healthcare expenses, increased consumer choice, and increased consumer satisfaction. It sounds like a dream-come-true for overworked physicians trying to keep up with paperwork and government mandates while receiving less compensation.

However...there's one potential stumbling block for physicians branching out on their own. Most of them weren't trained in business skills, including marketing. And many of them have never had to market their practice, thanks to the captive-audience of insurance plan patients.

If physicians continue to leave managed-care practices but are unsuccessful at running and marketing their own practices, it may have devastating impact on consumer choice options, the economy, and even the health of our nation.

Written by a healthcare professional for healthcare professionals, *Community Connections!* is the first in a series of books designed to bridge the gap between what healthcare providers are taught in school and how to market a practice in the real world. Using this collection of easy and

affordable marketing ideas, any independent healthcare provider can begin forging a strong and genuine connection with potential clients, regardless of previous marketing experience. Following the marketing advice in this concise book could help healthcare professionals build the practice – and life – of their dreams.

ABOUT THE AUTHOR:

For more than ten years, Dr. Kelley Pendleton has worked in the healthcare industry in various capacities—as an employee, business owner, healthcare marketing consultant, mentor, professional speaker, and educator. Dr. Pendleton graduated from Logan College of Chiropractic in 2005 with a Doctorate in Chiropractic. She also holds Master’s degrees in Public Health and Alternative Dispute Resolution, as well as Bachelor’s degrees in Psychology, Sociology, and Human Biology. She currently lives in Mandeville, Louisiana with her fiancé, Michael and their two dogs.

Please visit <https://drkelleypendleton.com>.

Suggested Interview Questions:

1. Where did you get the idea to write *Community Connections*?
2. In the changing landscape of healthcare, why do healthcare providers need to market their practices?
3. What types of healthcare professionals could benefit from reading this book?
4. What does the title, *Community Connections*, mean?
5. Describe your experiences marketing your independent healthcare practices.
6. What marketing advice you would give to new healthcare practitioners?
7. What do you hope the reader will take away from *Community Connections*?

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