

INTEGRATED MARKETING AND OPERATIONAL PERFORMANCE

Marketing and operations are not separate management functions that only come together at the executive staff meeting. The product (health care services) is delivered through operations but must be market-driven, or else there will be no product to deliver. Having a thorough understanding of how health care operations intersect with marketing is key to an organization's ability to addressing "real-time" marketing issues and to achieving lasting patient satisfaction.

Our exclusive organizational design assessment examines all operational areas to determine how they may become more consumer-focused. Working together, the team of PBHBS, service line leaders, clinical directors and marketing director identify solutions to "unfriendly" processes across the health care delivery spectrum.

***TO LEARN MORE, CALL PATRICK T. BUCKLEY, MPA AT (262) 408-5549, OR EMAIL
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