

MARKETING/MANAGEMENT EDUCATION CONSULTING

How do you build an organization that doesn't look at marketing of health care services as the job of the marketing department? Sure, staff in the marketing department make sure that marketing is happening, and happening in the right way. But the marketing department can take it only so far. PBHBS has counseled hundreds of health care employees and medical staff physicians in the principles and tools of the marketing discipline. Through a one and a half day course for health care managers (and a half-day course for the medical staff), PBHBS engages your most important customers—your employees and physicians on staff—with real market scenarios and case studies designed to instill an internal marketing mentality.

The Program For Health Care Managers

This course will cover the principles of brand and business development, marketing planning, and will include an interactive session, focusing on a particular service line, to demonstrate how service line marketing can be effectively implemented. Each manager will be provided with a workbook (available on CD) that will facilitate learning and that can be used for on-going marketing education with existing and new employees.

The Program For Medical Staff

The program for physicians is a half-day session that is designed to create a basic understanding of the marketing mission and to develop “champions” for advancing clinical business development. It is not focused so much on developing marketing plan “how tos” as it is on getting physicians to incorporate marketing principles in their patient care interactions and on getting the specialists to effectively manage their referral sources.

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