

Community Connections! Relationship Marketing for Healthcare Professionals

Kelley S. Pendleton DC & MPH

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Whether you're a veteran in the healthcare industry or just getting started, Community Connections contains the valuable advice and practical marketing ideas you need--from the reasons most healthcare practices don't "market," to gaining a deeper understanding of yourself and your community at large. Discover how implementing easy and affordable marketing activities can expand the success of your healthcare practice.

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 you're 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 forge a strong and genuine connection with potential clients, regardless of any previous marketing experience.



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