



A Marketer's Guide to Physician Relations: Best Practices for Successful Sales Programs

By **Kriss Barlow RN, MBA**

There's no question that physician referrals are mission-critical to your hospital or health system's bottom line. But increasing or maintaining referrals requires more than just an occasional visit to the practice. A successful physician sales program must promote quality and solidify your hospital as the hospital of choice for their patients. Take your physician relations program to the next level with ***A Marketer's Guide to Physician Relations: Best Practices for Successful Sales Programs***. Put these proven techniques and strategies in place at your hospital to increase referrals, revenue, and your overall market share.

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