

# MaxSurge Healthcare Solutions

## Strategic Marketing

### Affordable – Practical – Effective

Gone are the days when doctors could hang a sign outside the door and have confidence that their practice would grow. Winning the trust of the dental, medical, and patient community takes time, effort, planning, and a sensible marketing budget.

**Effective marketing is the lifeline of your practice.** Do not leave the success of your business and future to chance! You can rely on the MaxSurge professional consultants to guide you through a practical, tried-and-true strategic marketing plan. Your personal consultant will provide consistent, effective, affordable and measurable marketing tactics that will help you grow your practice to its next level.

- Starting with an overall practice assessment, our consultants gather information about your current marketing efforts and establish a baseline for measuring the effects of our marketing strategies.
- A MaxSurge Consultant will help you establish a sensible marketing/advertising budget.
- Your personal marketing consultant will guide you step-by-step in achieving growth and success.
- Your strategic marketing plan will include marketing to other professional offices, to the community, and to patients with innovative, as well as proven ideas.
- Monthly one-on-one consulting will guide you and your staff down the road to achieving your practice goals.
- Includes a Referring Office Satisfaction Survey (ask for more details) with a six month follow up survey.
- Optional branding and Identity packages are also available and include logo design, customized advertising, access to our virtual "Advertising/Marketing Bank," and a full range of professionally designed business cards, stationary, referral slips, new patient brochures, appointment cards, prescription pads, and a range of other products to promote your practice.

**Take the first step to reaching your production goals!**

**877-MAX-SURGE** <http://www.maxsurge.net>

