

# Practice Management and Business Consulting Services

## Patient Engagement & Marketing

We understand that treating your patients is your primary focus, but how do you attract new ones and create loyalty with your existing population? Many factors effect a patient's choice in physicians—The Verden Group understands this and can help cement your place at the top of the list!

Using the latest technological tools, we deliver targeted marketing plans designed to improve your position in the marketplace, increase patient volume and revenue.

- **Patient Attraction**

Become the most recognized and recommended practice in your area! Successfully marketing your practice requires the right tools and materials. We provide promotional plans, targeted marketing and technological tools designed to improve your public relations online and in person. Make sure your name stands out to potential patients and referring physicians!

- **Patient Engagement**

Get your patients off the phone and online! A website is not only a way to advertise your practice, its an essential tool to engage your existing patients. Give your patients the freedom and flexibility to interact with your practice on their time.

Wondering how social networking can help your practice? Let us take the mystery out of Facebook and other social networking sites. We'll show you how to effectively navigate the online community and get your practice noticed.

- **Patient Satisfaction**

Every business needs a communications plan. Your practice is no different. How you share health-care news, policy information and new service offerings with your patients is a reflection of your practice and your commitment to their health. A professionally designed newsletter or patient bulletin is a cost-effective and engaging way to reach new and existing clients.

Knowing your patients means knowing your practice. Give your patients a voice by conducting a customized patient satisfaction survey from The Verden Group. A valuable source of information, surveys can tell you the types of services your patients are looking for, what they are willing to pay, and how they rate your practice.

Visit us at [www.TheVerdenGroup.com](http://www.TheVerdenGroup.com)