

(Ebook pdf) Community Connections! Relationship Marketing for Healthcare Professionals

# Community Connections! Relationship Marketing for Healthcare Professionals

*Kelley S. Pendleton DC MPH*

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#989607 in eBooks 2014-09-15 2014-09-15 File Name: B00M9QLYDK | File size: 27.Mb

**Kelley S. Pendleton DC MPH : Community Connections! Relationship Marketing for Healthcare Professionals** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Community Connections! Relationship Marketing for Healthcare Professionals:

3 of 3 people found the following review helpful. promote good health, and change our communities for the betterBy Nesly ClergeCommunity Connections written by Dr. Kelley S. Pendleton, DC,MPH is a must for all practicing healthcare providers. As an author, I found her segments on marketing and social branding very informative. As a

chiropractic doctor and owner of several multidisciplinary clinics, I found her chapter on building a reputation in the community quite valuable; this book should have been in existence when I started my first practice. It is so true that doctors graduate with the utmost optimism and the attitude to help others, promote good health, and change our communities for the better; however, our clinical background did not arm us with the marketing skills necessary to survive the business aspect of a practice. Her book highlights some of the personal skills that are needed for this journey, skills such as: self-awareness, self-assessment, understanding your passion, and building a reputation in your community. While similar books provide a brief description of the tools needed, Pendleton describes the key points that are needed to run a successful marketing campaign in a sumptuous manner. She explains the importance of understanding your geographic surrounding, and the basics of marketing ranging from external marketing to social media awareness. I recommend her book to all practicing doctors her book covers the full spectrum of community and connections.<sup>3 of 3</sup> people found the following review helpful. this is like having personal marketing consultant for 3 hours for \$25 By Michael M. WOW! This book, *Community Connections!* and Dr. Kelley's website ([www.drkelleypendleton.com](http://www.drkelleypendleton.com)) are the business advice "bargain of the century." *Community Connections!* is like having a personal marketing consultant for 3 hours for \$25! Dr. Pendleton's book is essentially a marketing cookbook of affordable marketing ideas any healthcare professional in private practice can put in place immediately and benefit. Every healthcare professional in private practice should have this book on their desk. Also, if you are just getting out of school and plan on going into practice for yourself, this is a MUST read for you. In addition, if you go to her website, [www.drkelleypendleton.com](http://www.drkelleypendleton.com), you can sign up for her FREE Marketing Tip of the Month Newsletter and receive a FREE 117 page Personal Goals Workbook, as well as access to her FREE downloads section, which has a FREE 45 minute PowerPoint presentation jumpstart kit on Wellness 101, including the speaker notes.....all FREE! Thanks Dr. Kelley for a great source of healthcare marketing materials to help grow our private healthcare practices.<sup>2 of 2</sup> people found the following review helpful. Excellent read! By le Must read for any physician in private practice or considering of opening one. Community connections are essential to successfully growing a medical private practice. The skill sets required to develop and grow community connections should be taught in medical institutes. Dr Pendleton's book fills the gap. It provides a broad framework for any healthcare professional to learn and follow to develop community connections. It is through these connections we realize the big picture goal in life, to lead happier and fuller lives. I had the pleasure of personally meeting Dr Pendleton in a recent conference, such a lovely and genuine person. Thank you for this book, much appreciated.

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.

From the Back Cover Whether you're a chiropractor, medical doctor, massage therapist, veterinarian, acupuncturist, or any other provider of a healing art, the healthcare industry is rapidly changing. If you want to connect with your community and achieve greater success, marketing is a must--a fact that has unfortunately been overlooked in many health-related fields of study.