

Marketing Guidance

SERVICE:

A well-coordinated marketing plan is critical to the success of a medical practice. WARE LANGHORNE & ASSOCIATES provides consulting services to guide local and overall marketing efforts, develop quality-marketing materials, and builds communications with referral sources.

WARE LANGHORNE & ASSOCIATES is the ideal outsourcing partner for physicians who recognize today's market opportunities. Our principals have an unmatched 30+ year track record in successful practice management in Virginia and a pioneering commitment to physician success. WARE LANGHORNE & ASSOCIATES is taking a leadership role in a partnership paradigm - as an indispensable enabler of physician success.

- Assessment of existing marketing strategies
- Broaden or focus practice's marketing scope
- Development of strategic objectives, goals and budget
- Advertising
- Development of promotional materials, including brochures
- Patient and community education programs
- Patient and professional referral programs
- Patient Satisfaction Surveys



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