

STAGE 3: PRACTICE MANAGEMENT & MARKETING

STAGE 3 offers strategies for practice management and proven marketing programs to generate new Paragon CRT patients. Resources available to you through your affiliation with Paragon CRT are supported by each of the *BEST PRACTICE TIPS*. Be sure to take advantage of Paragon's ongoing clinical education and marketing programs!

I. PRACTICE MANAGEMENT: *BEST PRACTICE TIPS*

II. MARKETING: *BEST PRACTICE TIPS*

Activity Check List: STAGE 3

Implement Practice Management Tips

- How to "WOW" With Personalized Care in 5 Minutes or Less!
- How to Increase Revenue
- How to Spread the Word
- Implement a "Solution Delivery" Customer Service Program
- Promoting CRT to Parents: Parent Demonstration
- The "WOW" Factor: Generating Referrals
- Care & Handling: Reduce Chair Time
- Create Interest Using the Patient Lifestyle Questionnaire

Implement Marketing Tips

- How to Motivate Staff
- Using Recall to Generate Interest in CRT
- Using Billing Statements to Generate Interest
- Using Patient Testimonials to Generate Interest
- Using Direct Mail to Educate
- Increase Awareness by Running the Patient Information Video
- Take Digital Photos of Paragon CRT Patients