

Marketing and Sales in the Context of Your Healthcare Practice

Private healthcare is a competitive business and if you are in a crowded market, people have a multitude of choices with regard to their service provider. As such you need to differentiate your practice from the others and get noticed to obtain referrals. This workshop focuses on the *hows* of differentiating your healthcare practice and getting noticed with a view to attracting *patients/clients*.

12 participants:

Orthodontist
Dental Hygienists
Laboratory Technician
Receptionists – Patient Coordinators
Assistants

Feedback forms below.....



A strength-guided, goal-oriented approach to the positive growth and development of people and services.

Evaluation Form

Training Session: **Marketing/Sales - Your Healthcare Practice**

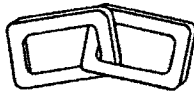
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Please respond to the following items by placing an "X" in the appropriate box.

| | Absolutely Fabulous ★★★★★ | It Rocked! ★★★★ | So,So ★★★ | Better Luck Next Time ★★ | Sorry, but... ★ |
|----------------------------------------------------------------------------------------|-------------------------------------|---------------------------|---------------------|------------------------------------|---------------------------|
| The workshop was well organized | X | | | | |
| The content and scope met my expectations | X | | | | |
| The workshop notes covered the subject adequately | | X | | | |
| The presenter's preparedness for the course and knowledge regarding the course content | X | | | | |
| The presenter's ability to add value/information beyond the scope of the course | X | | | | |
| How much of the information covered in this workshop was new to you? | 100% | X 80% | 60% | 40% | 20% |
| Which term best describes your overall experience? | X Excellent | Very good | Good | Fair | Poor |

What was the most important thing you gained from this workshop? 1) Did you know...
2) Data gathering

Comments for/about the presenter: Great presentation / workshop
I learned alot Thank you for your time.



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What was the most important thing you gained from this workshop? _____

We are all responsible for Marketing

Comments for/about the presenter: _____

Great interaction



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What was the most important thing you gained from this workshop? That everyone in the office is part of the marketing + sales

Comments for/about the presenter: I really enjoyed your presentation + the style in which you presented it.



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What was the most important thing you gained from this workshop? stop being defensive

Comments for/about the presenter: _____

INTERACTION CONSULTANTS



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What was the most important thing you gained from this workshop? _____

That I need to make some positive changes!

Comments for/about the presenter: *Enjoyed Gary very much -*

lots to think about!



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What was the most important thing you gained from this workshop? _____
 Sales → Burn in the chair
 Did you know?

Comments for/about the presenter: _____
 Great job Gary. It was a pleasure
 and definitely a learning experience, for me.



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What was the most important thing you gained from this workshop? _____
 The value of the "did you know".

Comments for/about the presenter: Awesome, dynamic,
motivating + very knowledgeable.
Loved the presentation!
please come back!



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What was the most important thing you gained from this workshop? _____

*Keeping on topic was awesome - we tend to go off a lot
need to get data in place to solve problems
- the way we as staff perceive things as opposed to
reality could be different!*

Comments for/about the presenter: _____

Very interesting and engaging



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| The presenter's preparedness for the course and knowledge regarding the course content | ✓ | | | | |
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| Which term best describes your overall experience? | ✓ Excellent | Very good | Good | Fair | Poor |

What was the most important thing you gained from this workshop? TAKING CONTROL OF THE SITUATION AND NOT WAITING FOR SOMEONE ELSE

Comments for/about the presenter: GREAT PERSONAL INTERACT.



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| Which term best describes your overall experience? | ✓ Excellent | | | | |

What was the most important thing you gained from this workshop? I learned that you always have to think positive, and be very careful with the words you use when talking to a patient or a client.

Comments for/about the presenter: I think Gary spoke very well. I learned alot about everything and im looking forward to changing alot of things at work and out of work, to better myself and the people around me



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What was the most important thing you gained from this workshop? _____
Different mind set. More knowledge
in many different situations.

Comments for/about the presenter: _____



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What was the most important thing you gained from this workshop? We all need to provide better quality attitude + a better positive environment for our patients.

Comments for/about the presenter: Very good! Hope to see you again!