

For More Information

Articles and Publications

Creating a High-Performing Clinical Team, by L. Gordon Moore, M.D., *Family Practice Management*, March 2006.

Nine Steps to a Strategic Marketing Plan, by Rebecca Anwar, Ph.D., and Judy Capko, *Family Practice Management*, November/December 2001.

“You Should See My Doctor”: Cost-Effective Marketing Ideas for Your Practice, by James M. Giovino, M.D., *Family Practice Management*, January 2002.

The March 2006 edition of the Medical Group Management Association’s publication, *MGMA Connexions*, features the “MGMA Digest: What Counts in Group Practice.” This issue offers a compilation of key data, rankings, profiles and contact information about companies in the top business categories that group practices work with most. The issue also features charts and rankings gathered from MGMA surveys and independent research. Subscriptions to *MGMA Connexion*, which is published 10 times a year, are priced as follows: institutional: \$175; single-subscriber: \$95; single-copy: \$15. For information or to place an order, call toll-free 877-275-6462.

Books

Marketing Your Clinical Practice: Ethically, Effectively, Economically, Third Edition. Neil Baum, M.D., Jones and Bartlett Publishers, 2004, \$82.95.

Performance and Practices of Successful Medical Groups: 2005 Report Based on 2004 Data, Medical Group Management Association. Price: \$280 for MGMA members; \$490 for nonmembers. For information, log on to www.mgma.org and click on store.

For information on the following American Medical Association titles, log on to www.ama-assn.org and click on “Bookstore” or

call (800) 621-8335:

- **Building and Implementing Physician Practice Websites**, by Michael A Rothschild. Price: \$50 (\$40 for AMA members).
- **Marketing the Physician Practice**. Price: \$42 (\$34 for AMA members).
- **Managing the Medical Practice**. Price: \$55 (\$45 for AMA members).
- **Personnel Management in the Medical Practice**. Price: \$55 (\$45 for AMA members).

Web Resources

Dr. Neil Baum's Website (www.neilbaum.com) includes articles and presentations on marketing a medical practice.

Healthcommunities.com sponsors 23 consumer healthcare sites and offers Website services to physicians that link to those consumer sites. The consumer health information on such Healthcommunities.com sites as allergychannel.net, cardiologychannel.com and seniorhealthchannel.com is developed and monitored by physicians. Website services include design, hosting, search engine optimization and ongoing development. For information, log on to www.healthcommunities.com.

Medem (www.medem.com) is a physician-patient communications network designed to facilitate on-line access to information and care for more than 90,000 physicians, their practices and their patients. Medem was founded by the American Medical Association and other leading medical and specialty societies. Medem's services include an interactive health record that allows patients to store, update and share medical information; consumer health education programs; physician-patient communications, including electronic fee-based clinical consultations, and physician practice Websites.