



## NEW SERVICE ANNOUNCEMENT!

### **An exciting, convenient, and proven new Physician Marketing service in 2018 offered by Bob Tysoe of Hearing Healthcare Marketing Co.**

Bob Tysoe of HHMC will provide three days of on-site training, plus 30 Days of Physician Marketing Program implementation. He will make in-person calls on primary care physicians in the customers market-place, promoting the hearing healthcare providers practice locations, along with the designated "physician liaison", (if appointed). If a "physician liaison" has not been hired, he will intensively market the practice services, using "key account management" strategies.

Assistance will be provided with the development of market-ready messaging and quality promotional literature. Defining the market, segmenting the priority physicians into workable itineraries, and the creation of solution oriented strategies are included services. Fee for the above is by individual quote only, plus travel expenses, auto rental, and the cost of the training materials.

Contact Bob Tysoe at [robert.tysoe@netzero.net](mailto:robert.tysoe@netzero.net) for a customized quote for your practice.

*At the completion of the 30 Day On-Site program, all responsibility for implementation is assumed by the customer and his/her staff. Ongoing training is optional, as are quarterly business development, and "messaging meetings".*

"Bob Tysoe - Hearing Healthcare Marketing Company"

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