



Columbus Medical Association

# COLUMBUS MEDICAL ASSOCIATION'S PRACTICE MANAGEMENT SERIES



## Understanding Customer Service and Effective Web Strategies

Presenters: Gary Stelluti, Health Care Marketing Strategies, LLC  
Brian Greenwood, >BMG  
Stephanie Rauschenbach, Cardinal Orthopaedic Institute

**Essentials of Customer Service: 8:00am – 9:15am**  
**Customers, in this case patients, are the backbone of your practice**

- What works, and what doesn't
- Real practice examples
- Steps for creating patient satisfaction and loyalty

**Effective Web Strategies for Your Practice 9:30am—10:45am**

**The majority of physician offices have developed or are developing practice web sites.**

- Is your practice web site attracting new patients, marketing to current patients or raising your practice's profile?
- Are you writing effectively for patients?
- Are you optimizing effective design and search engine strategies?
- Are you using social media to work for you?

Date: Thursday, April 29, 2010

Time: 8:00am to 10:45am (7:30am registration & continental breakfast)

Location: McConnell Heart Health Center 3773 Olentangy River Road  
Columbus, OH 43214

**PROGRAM RECOMMENDED FOR Practice Managers & Key Staff**  
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