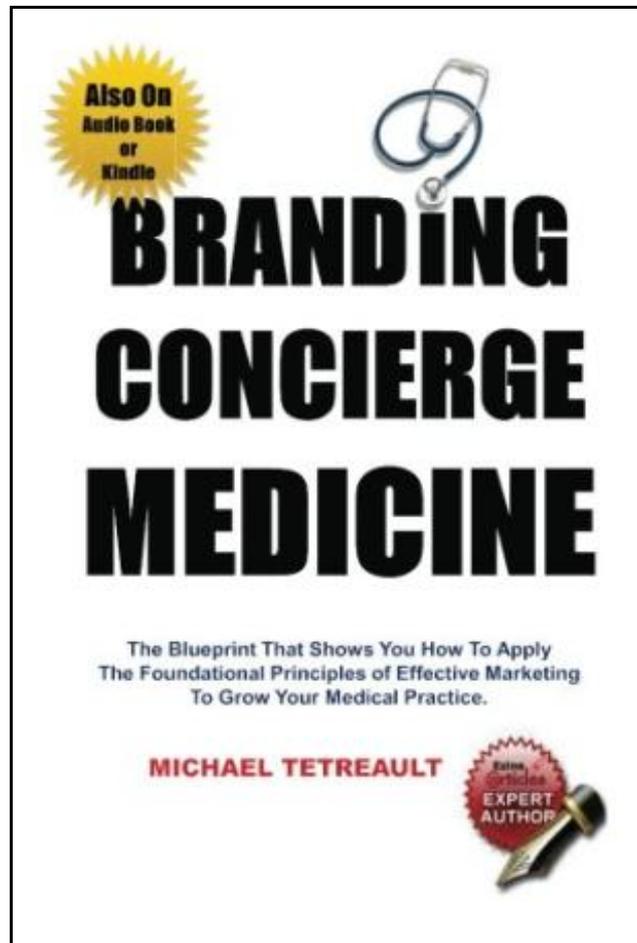


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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 174 pages. Dimensions: 8.9in. x 5.9in. x 0.6in. Concierge medicine has always had somewhat of a brand identity problem in the media, amongst patients and in the widely discussed health care debate. But in general, the term concierge medicine is used to describe a modern-day relationship with a doctor in which the patient pays an affordable fee for access and cost effective care with their primary care of family physician. **BRANDING CONCIERGE MEDICINE** explores the popularity of concierge medicine across the U. S. and examines recent data and surveys inside these medical practices showing how exactly they are growing and why. Tetreault also outlines the specific marketing and branding strategies being used, both online and offline and how each concierge medical practice can follow six simple rules to reinforce and communicate their brand in their local community. This item ships from La Vergne, TN. Paperback.



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