



Building Your Brand
and Enhancing
Customer Satisfaction

***Part 4 - Practical Steps and Expert Advice to Consider When Implementing an
Enterprise Risk Management Plan – Building Your Brand and Enhancing Customer Satisfaction***

Thursday, September 6, 2018 | Sheraton Eatontown Hotel

6 Industrial Way, Eatontown New Jersey

8:00 – 11:00 a.m. | Registration/Breakfast 7:30 a.m.

This workshop is the 4th in the series on Enterprise Risk Management for the medical practice. This session focuses on company culture, patient satisfaction and digital ranking of your practice. Do your employees project your practice's mission, vision and values? Do they support you by connecting your brand promise to organizational behaviors, which in turn support service delivery? Our expert panel will discuss the variety of strategies and tools available to turn patient satisfaction data into actionable information to improve the patient experience. Are consumers only finding your competitors when they search Google for your practice offerings? Our search engine optimization (SEO) expert will discuss how your practice can create an online presence that will enable you to optimize your digital visibility.

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Presenters:

Scott Dailey, Vice President, Sales and Marketing | Single Throw Marketing

Expert Panel:

Jana Foor, Administrator | Orthopedic Sports Medicine and Rehabilitation Center, PA

William Schmitt, Chief Executive Officer | Monmouth Cardiology

Tom Zeug, Chief Operating Officer | Tenafly Pediatrics, PA

Christopher Schierer, Administrative Director of Operations | Tri-County Orthopedics

Pre-Registration is Required!

Attendance at Parts I, II and III are not prerequisites for Part IV.

To register for this program, fax or e-mail registration to Kolby Seidl at 978-244-5111 or KSeidl@mdanj.com, or register online at www.MDAdvantageonline.com.

Physicians who attend this program will earn one (1) Risk Education Credit.

Name: _____
Specialty: _____
Practice Affiliation: _____
Mailing Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Mobile Phone: _____
E-mail Address: _____



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