



Top Ten Strategies to Acquire, Retain and Win Back Patients – and how to make them work for YOU!

Join us for “Breakfast with Champions,” brought to you by the Healthcare Marketing Shared Interest Group (SIG) of the Tampa Bay American Marketing Association

Friday, January 27, 2012

7:30 AM - 9:30 AM

**Hilton St. Petersburg Carillon Park
950 Lake Carillon Drive**

- Explore the top ten changes in patient expectations and how to address them effectively, efficiently and profitably.
- Delve into patient retention and referral strategies and techniques and learn effective and inexpensive ways to keep the gains you make.
- Take away valuable tips for increasing physician referrals.
- Learn the rules for hiring a capable, competent and effective website developer and search engine optimization and marketing provider.



James Doulergis
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James Doulergis is the Senior Strategist for Healthcare at HCP Associates in Tampa, Florida. His 35+ years of healthcare and biotechnology executive management expertise includes serving as President, CEO, and Director on a number of Boards for-profit, non-profit, public and private companies in the hospital, ancillary provider, medical device and healthcare services industries.

The Healthcare Marketing Shared Interest Group (SIG) of the Tampa Bay American Marketing Association was formed with the specific mission to bring added value to our membership by sharing, educating and igniting a passion and understanding of healthcare marketing. Our topics are selected based on current events and legislation affecting the healthcare industry and the healthcare marketer.

Explore the latest in healthcare marketing. Learn how perception and changes in patient behavior can impact marketing strategy. You will leave the event with actionable steps you can implement for immediate success.

Register today or read more about the event by visiting www.amatampabay.org

\$25 Members | \$40 Non-Members

OPEN TO ALL HEALTHCARE AND MARKETING PROFESSIONALS



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