

Physicians Marketing Services: Created by Doctors for Doctors

By Anthony Ricciardi, DPM

Physicians Marketing Services was created by doctors for doctors. As most of us know (that is, those of us who have been in practice for some time), the hardest part of being a doctor is knowing where your next patient is coming from. The next hardest part of practice is figuring out how to get a reasonable reimbursement from the insurance company for services rendered.

Well we have good news, bad news, and good news. The good news is that we have an internet marketer that provides more appointment requests in a month's time that you could possibly want. These appointment requests are provided for you at a fraction of the cost of doing newspaper, television, or radio ads, or direct mail.

These leads come to your phone and your computer day in and day out 365 days a year. Most days we wake up to find 3 appointment requests waiting for us. By the way, an appointment request is what most of you call a lead. We call them appointment requests because that is really what they are. These are people raising their hands and giving us information about their conditions and asking for us to call them to come to our offices and be seen.

Now for the bad news. There are no more reasonable fees for services to be paid to us as physicians by the insurance companies. So the real question is: who really wants to be working with the insurance companies and to be paid next to nothing for our services? The answer to that question is: really nobody. We are physicians who have trained hard and sacrificed a great deal to become the doctors that we are and it is a slap in the face to get paid

as poorly as we do. Now we return to the good news.

The good news is that we are an all-cash practice and we show you how to become a cash practice as well. Once you do this you will never go back. I myself have been all-cash for the past 16 years and it is a very refreshing idea. It is nice to see what you have earned at the end of each day, knowing that it is all yours and that the insurance company will not be coming back to you and asking for money they paid you that they now want back for some unknown reason. You can look at your bank

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account and see the deposits, either by patient financing, cash, check, or credit card. No E.O.B to look at to try to figure out why your bill was not paid or, if it was paid, then why for so little? The money you earn in your cash practice is all yours, right now and forever. Yes, it is a little hard to break away from insurance reimbursement, but once you do your life will be so much better. We not only teach you how to do the cash practice, but we teach your whole staff what it takes to run a cash practice. It really is a lot easier than you think.

So the final step is to call us. We will be glad to explain everything to you so that you understand what must be done to achieve the life you want. We will explain the costs of the marketing program and what you can expect in results via appointment requests. Notice that I said the costs of the marketing program, and that is because there are no other costs. The program that we teach you to become a cash practice is all about bonus points, and there is no cost for that. We are the only company that takes you from an appointment request, to your staff calling the prospective patient, to the consultation and finally to the cost to the patient and collecting the fees. Once again, you only pay for the marketing and that is so reasonable for the amount of money you can make it is hard to believe. We want you to become successful and stay with us for years to come as most of our doctors do—in short, we are the whole package just waiting to teach you everything you need to know.

Call us today, Dr. Barry Martin Schleider at 714-553-1812 and Dr Anthony Ricciardi at 702-239-3132 or click here for more information.

We look forward to hearing from you.
