



Advanced Medical Billing Marketing for the New Economy

Alice Scott, Michele Redmond

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"Advanced Medical Billing Marketing for the New Economy" is an indispensable tool for building your medical billing business by finding and signing up new clients. 114 pages of new ideas for finding doctors in need of your services and ways to get their attention. It explains why this is a great time to start a medical billing business and teaches you new methods of reaching your market more effectively and quickly.

Chapters include starting a marketing plan, how change offers marketing opportunities, writing an effective sales letter, the secret is in the offer, set and achieve concrete goals, effective time management skills and a powerful marketing toolbox with 13 strategies that work! If you want to grow your medical billing business this book is an invaluable resource written by a mother/daughter team who has worked in their own medical billing business since 1994. They offer the most effective ideas they have used in their 18 years of marketing their medical billing business. This is their 15th book on medical billing and the medical billing business.

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