

Why is Marketing your Clinic essential?



Code: MARK

Radiology clinics are finding it harder to maintain and grow their referral business and patient lists. Together with AdMarketing Australia, ASMI has developed a one day educational seminar presented by one of Australia's foremost marketing and brand strategists, Mr. Les Hall.

Declining revenues due to increased competition within the medical imaging industry are forcing many practice owners and managers to address the business side of building their practice. Clinics must learn advertising and marketing ideas to help them compete. Learn from a specialist marketing and creative advertising professional who boasts some of Australia's largest national and international brands as his success stories.

The curriculum includes:

Les believes there are five simple things practice managers and owners can do to attract more patients and this one day seminar will address and workshop these ideas:

1. Practice Target Marketing - Resist being talked into ineffective advertising
2. Embrace Local Area Marketing - Achieve excellent results with this strategy
3. Offer a Guarantee - Patients will be intrigued by your guarantee.
4. Provide an Offer - Make it easy to try your service and be remembered
5. Practice Dramatic Marketing – you have 4 seconds to grab attention.



“ Les Hall's creation of 'where will I meet you' and marketing creativity for 12 years was excellent ”

John Lazarou – Director The Coffee Club



Les Hall has, during his 35 years in the media, advertising and marketing industry, received 32 national and international awards for creative excellence and marketing effectiveness. Register now to learn from this amazing brand architect for many Australian and International brands including The Coffee Club, Flight Centre, Donut King and many other brands.

Mr. Hall is one of the most credible and respected authorities on creative effective strategies in the changing modern marketplace and is genuinely excited at the opportunity of helping practices successfully bringing in new patients. Contact us now for information on dates and venues.

