



# PHYSICIANS PRACTICE

## TODAY'S CHALLENGING MARKET DYNAMICS

*In today's economic climate, developing relationships with referring physicians is more critical than ever before. Since 1991, the cost-effective and efficient Physicians Practice program has helped hospitals and medical centers across the United States reach this crucial audience.*

# 93%

of consumers surveyed who had a recent inpatient stay stated the recommendation of a doctor was important in choosing a hospital.

(2009 Professional Research Consultants, Inc. National Consumer Perception Survey)



Each doctor generates over

**\$1.5** million of net revenue each year for their affiliated hospital.

(2010 Merritt, Hawkins & Associates Physician Inpatient/ Outpatient Revenue Survey)