



**Denver Medical Society: Young Physicians Program**  
**Thursday, September 17, 2009 6:00 p.m.**  
**VOLUNTARY SURVEY TO ESTABLISH YOUR MARKETING BASELINE**  
**Marcia L. Brauchler, MPH, CPC and CPHQ**

1. What is your gross revenue **growth** goal over the next 12 months?

Over 100%     50% to 100%     25% to 50%     25% or less

2. Does your practice have a written marketing plan?

Yes, and we follow it                       Yes, but we don't really stick to it  
 No, we don't need one                       No, but it would be great if we did

3. How often do you update your plan?

Each time a new employee takes responsibility for it  
 Quarterly                                       Annually  
 Update it? It's worked just fine for the last decade, why change it now?

4. How would you rate your current marketing program?

Highly effective: goals are being met via the use of a written plan  
 Somewhat effective: inconsistent efforts and/or results  
 Not effective: no plan and/or no measurable results  
 A what? Huh?

5. How often do you ask new patients the specifics of how they heard about you?

Always     Usually     Sometimes     Never

6. How do most of your new patients find you?

Advertising/PR efforts                       Patient referrals                       Professional referrals  
 Insurance listings                               Not sure/unknown                       Other

7. Is competition an issue?

Yes, it is a tremendous problem     Somewhat     Not really

8. What has the revenue growth trend been for your practice from the previous year?

- Up 25% or more       Up 10% -25%       No significant change  
 Down less than 10%       Down more than 10%

9. How would you rate your staff at representing your practice to new patients as well as to other practices?

- Tremendous asset       Good, not great       Inconsistent       Needs help

10. What is your current annual marketing budget?

- \$0 - \$1,000       \$1,000 - \$5,000       \$5,000 - \$15,000       \$15,000 +

11. List of what is included in that budget:

12. Which of those things do you consider to be the most and least valuable?

13. What is your desired timeline for implementing new or different marketing ideas?

- Yesterday       30-60 days       No hurry - more than 60 days

14. Which of the following potential changes in your practice most accurately reflect your goals? Select as many as applicable and prioritize. I'd like to...

Focus more time on professionally satisfying cases

Concentrate on cases that take advantage of my specialized expertise

Enhance my reputation in the medical community

Hire quality administrators allowing me to focus on the medical side of my practice

Win more referrals from doctors and other professional sources

Attract higher paying, elective and/or cash cases

Target particular insurances

Elicit new partners, associates and extenders

Relocate my office and ensure that the new location will start lucratively

Add another office location and want to effectively promote it

Launch my first office on my own

Respond to aggressive competition in my area

Build up my practice so that I can sell it for the highest possible price

Enable the practice to commit to supporting charitable/community causes

Take more time off to spend with my family or pursue other interests