



Marketing para Consultórios Médicos (Portuguese Edition)

Artur Vecchi

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Da mesma maneira que o médico aprende a cuidar de pessoas, ele agora deverá aprender a cuidar do seu consultório. Ele precisará lidar com questões como o local do seu consultório, o valor da consulta, a atração e a manutenção de pacientes, a qualidade do seu atendimento e de seus funcionários, a comunicação dos seus serviços, a competição com outros profissionais e, ainda por cima, manter-se atualizado na sua especialidade.

Este livro apresenta, de forma sintética, ao profissional de saúde, ferramentas para que ele possa pensar estrategicamente no seu consultório e, assim, transformar informações em vantagens, que o possibilitarão ter um consultório saudável e pronto para os desafios destes novos tempos.



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