

# GLOBID LLC

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## **Complete Our “Marketing Health Check-Up” Please return by fax at 614-488-8797**

- ⇒ Do you know what it costs your practice to find a new patient?
- ⇒ Is your website merely a passive “business card”?
- ⇒ What are you doing to locate new patients online?
  
- ⇒ Are you measuring your return on investment (ROI) from your existing advertising and marketing efforts?
- ⇒ Check types of advertising currently used:
  - Print
  - Radio
  - TV
  - Internet (Google AdWords or Banner Ads)
  - Other:
- ⇒ Name the top four ways patients find your practice now?
  
- ⇒ What marketing ideas would you like to learn more about?
  - New marketing materials (logos, brochures, etc)
  - Traditional advertising
  - Online marketing and advertising
  - Ad specialty items (golf shirts, gift baskets, etc.)
  - Special Events
  - Other:
  
- ⇒ Number of doctors in practice:
- ⇒ Type of practice:
- ⇒ Year practice formed:
  
- Name of Practice:
  
- Your name:
  
- Position:
  
- Phone number with extension: