



The Health Advocate's Basic Marketing Handbook (Paperback)

By Trisha Torrey

Diagknowsis Media, United States, 2014. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. (This description is for the 2014 updated version of The Health Advocate's Marketing Handbook.) As a private health or patient advocate or navigator, you may think about marketing and shudder. You understand its importance, but marketing seems like an incomprehensible time and money eater that just takes you away from your advocacy work. Marketing doesn't have to be that difficult to understand or plan. Nor does it need to be expensive to implement. In fact, once you understand the basics, and see how they apply to your business, you'll find yourself thinking of new ideas on a regular basis. You might even like marketing! This book is a must-have for those who choose to manage private advocacy and health-related practices including: patient advocates, patient navigators, case managers, care managers, midwives, doulas, therapists, guardians, conservators, life planners, family mediators, disability advisors, acupuncturists, health coaches, yoga instructors, massage therapists, elder care professionals, nursing home advisors, medical bill reviewers, health insurance advisors, medical legal advisors and others. It provides advice and guidance to help you optimize...



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