



Montgomery County Medical Society Practice Management Update

All MCMS practice management updates are open to MCMS members and practice staff. There is no fee to attend this update.

Questions?
Call MCMS at 301.921.4300 or email asetlur@montgomerymedicine.org. Complete one form per person.
Fax back form to 301.921.4368.

Seating is limited and the topic is appealing. RSVP early!

RSVP Form: Fax to 301.921.4368

Attendee's Name:

Member Name: (if different from above):

Practice Name:

Preferred Email:

Question for Speaker: (will be reviewed to address in the session)

5 Marketing Resolutions to Keep in 2012

Tuesday, January 24, 2012

8:00 a.m. - 9:30 a.m.

MCMS Headquarters
15855 Crabbs Branch Way
Parking provided (If using a GPS, city is "Derwood")
Continental breakfast will be served

Speaker:

**Cara Reyman, Director of Marketing
Capital Digestive Care**

Ms. Reyman will review five marketing resolutions for your practice, including convincing your physicians that marketing is necessary, committing a budget, beginning at the beginning, taking control of your practice's online reputation, and sharing your successes.

Please join us for the first in a series of breakfast updates which will enhance your practice's success in 2012!

About Ms. Reyman...

A graduate of the Sellinger School of Business and Management at Loyola University Maryland, Cara Reymann began her career in the medical industry in 1998. Experienced across marketing disciplines as well as medical practices, Ms. Reymann is uniquely acquainted with the challenges of medical practice marketing, including the ultimate challenge, convincing a medical practice to market. Having a talent for doing so, Ms. Reymann has twice led the development and implementation of comprehensive medical practice marketing programs in newly created positions.

MCMS is dedicated to making your practice successful through education, advocacy, practice and resource development opportunities.