

**Jim Doyle's**

# Getting to the Docs: 18 Things You MUST Know About Healthcare Marketing in 2011

**Live via satellite on Thursday, November 18, 2010  
12 – 2:30pm, EDT**

In the last few years we've seen a huge increase in the amount of ad dollars coming from healthcare. But what's about to happen will make these last couple of years seem like crumbs. This category is about to explode, with the next wave of BIG MONEY coming from doctors. And the new healthcare reforms will only increase the opportunities. Don't miss out on the biggest revenue opportunity of our careers. Jim will share secrets on:

- The physicians you should target
- What you can say to get an appointment and get your voicemails returned
- The hot buttons for Docs with Healthcare Reform. (Hint: Say the right thing and you will have a very engaged listener!!)

You'll also see:

- Lots of commercials & creative ideas
- Success stories from doctors around the country
- Interviews with doctors and healthcare professionals
- Take-out video to show during presentations

**For questions or to REGISTER, contact [info@jimdoyle.com](mailto:info@jimdoyle.com)  
Or call: 941-926-SELL(7355)  
Only \$1395 per market – Group discounts available.**

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