

CMGMA

Please Join Us for Our

September Educational Program

In the reality of our shifting healthcare climate, successful, business-minded medical practices are shifting the way they approach marketing. Successful practices are now putting the focus back on their patients and using innovative marketing strategies that bring greater return on their investment.

As a Practice Administrator, how do you lead your office to capitalize on the new marketing tools available to you while strengthening referral relationships with your current patient base? You can grow your patient volumes in this changing climate and during this session you will learn what it takes to make that happen. You will learn key marketing initiatives you can implement right away in your current practice to increase your new patient retention and referral sources and jumpstart your social media efforts with professionalism and legal compliance. Be ready to walk away challenged to shift your thinking of traditional marketing and armed with the knowledge you need to implement your own marketing strategy to see patient volumes increase as a result!

For more information on this and other upcoming programs, please visit our website: www.cmgma.org

MARK YOUR CALENDARS!

FRIDAY, NOVEMBER 18, 2011

HEALTHCARE YEAR IN REVIEW

JENNIFER COX, ESQ.

FOLLOWED BY A HOLIDAY NETWORKING SOCIAL

Travel Directions to the Holiday Inn

3580 East Main Street, Waterbury, CT 06705

Phone: 203-706-1000

FROM POINTS WEST & SOUTH (NEW YORK):

Take Route 84 East to Exit 25A (Austin Road). Take a left off the exit. At light turn right, hotel is immediately on the right.

FROM POINTS EAST & NORTH (HARTFORD):

Take Route 84 West to Exit 26. Take a right off the exit and the hotel is 3/4 mile on your left.

**Thank You
"Friends of CMGMA"**

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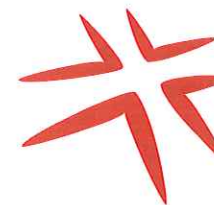
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Where Do I Begin? A Practice Administrator's Guide to Successful Practice Marketing

Featuring

Jamie Verkamp

Friday, September 9, 2011

**Coco Key Water Resort Hotel
3580 East Main Street
Waterbury, Connecticut**

**September Educational
Program Speaker**



JAMIE VERKAMP has been involved in the medical marketing industry since 2002, assisting medical professionals in creating strategic marketing initiatives that contribute to the growth of their practices. Her success in marketing comes from her ability to truly listen and understand the nature of a practice, while partnering with her clients to work towards their goals. As a sought-after speaker, trainer and consultant, Verkamp shares her knowledge of medical marketing in a straight-forward, interactive manner that not only educates her audiences and clients, but enables medical professionals to develop and implement their marketing strategies successfully. Speaking at over 30 events each year, her signature topics to share with medical professionals include innovated approaches to practice marketing in a changing economy and how creating positive, memorable patient experiences in their practices enhance their overall marketing strategy, increasing patient referral volumes and growing their bottom line. Jamie Verkamp is Director, Growth and Development at (e)Merge.

Friday, September 9, 2011

9:00 a.m. - 3:00 p.m.

Coco Key Water Resort Hotel
(directions on reverse)

Schedule

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

Registration

ACMPE Breakfast

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

Cathy Annulli, CMGMA President

Welcoming Remarks

9:30 a.m. - 10:30 a.m.

Jamie Verkamp

**"Where Do I Begin? A Practice Administrator's
Guide to Successful Practice Marketing"**

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - 12:30 p.m.

Jamie Verkamp

(Continuation)

12:30 p.m. - 1:30 p.m.

Lunch

1:30 p.m. - 3:00 p.m.

Closing Session with Jamie Verkamp

American College of Medical Practice Executive (ACMPE)

Credit Hours: To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions, go to mgma.com and choose the "My Transcript" option under your Member Profile to enter your hours.

REGISTRATION FORM

Register ONLINE at www.cmgma.org or

Please send this registration form
and check made payable to **CMGMA** to:
CMGMA, P.O. Box 30, Bloomfield, CT 06002
or fax to: 860-286-0787

Name: _____

Nominee Certified Fellow

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration Fee received on or before August 26:

___ \$ 95.00 CMGMA Member (*)

___ \$ 135.00 Non-Member

Registration Fee received after August 26 or at the door:

___ \$ 130.00 CMGMA Member (*)

___ \$ 190.00 Non-Member

Fee is non-refundable.

*** Please note that member rates apply to all office staff attending with CMGMA members.**

Check Enclosed # _____

Credit Card# _____

Expiration Date _____

___ AMEX ___ MasterCard ___ VISA

Name on Card: _____

Signature: _____

Are you a new CMGMA member? ___ Yes ___ No

Is this your first CMGMA meeting? ___ Yes ___ No

For further information, please call Kristin or Lori
at the CMGMA Executive Office: 860-243-3977
or email us at info@cmgma.org.