

The 4 "Ps" of Marketing Worksheet as applied to Healthcare Practices

Category	Definition	Subject Practice
Product	Specialty, special services, doctor race-gender-language, etc	
Place	Location, solo-group-multispecialty, etc	
Price	Fees, coding, PPO, HMO, concierge, loss leaders, etc.	
Promotion	logo/image, message & media, doctor's communication skills, "How & what to market"	