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## WHAT HEALTHCARE MARKET ISSUES KEEP YOU AWAKE AT NIGHT?

Calling all hospital CEOs and practice administrators!

We're planning the editorial calendar for our monthly eNewsletter, [Protocol: The Marketing Report for Hospital CEOs and Physicians Practice Administrators](#), and we're looking for your ideas and suggestions.

We hear from our clients on a day-to-day basis about hospital marketing initiatives, but now we're reaching out to other healthcare leaders to see what is on their minds at this moment in time.

What keeps you up at night? Tell us about your hospital marketing challenges, and we'll do our best to address these topics in upcoming issues. We will also occasionally feature articles from guest columnists if you have content that might be of interest to hospital leaders.

Add your suggestions to the comments field below, or contact us directly. We appreciate your ideas and contributions.

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## PLEASE ADD A COMMENT

Mary | Feb 5th, 2012

Thanks for the iivtne, Michelle. I already subscribe to CCR Newsline, a very valuable tool for our industry. When are you going to do a blog featuring my "alternative" approach the use of collection agencies? Hmmmmm?J

Angie | Feb 28th, 2012

United is only wilnig to pay for what they get. Bristol Hospital doesn't provide top of the line services...they are middle of the road AT BEST, so why the heck should United pay higher reimbursement rates? If Bristol Hosp shapes up and starts providing better services, better quality of care care and have higher standards... like Middlesex Hosp, Midstate Hosp and New Britain Hosp all have, then maybe United would pay more. When I step foot into Bristol Hosp these days, I feel like I stepped back in time 15 years. Not to mention that I NEVER once felt that any employees gave a damn about their jobs and especially not about me as a patient. Most are too busy gossiping or moping around. I usually hear thing like "I can't wait to get out of here" or "This day is never going to end" or sometimes they just plain ignore you and wont even make eye contact. When you go to the other hospitals i've mentioned above, you rarely see this. People are helpful. They actually like their jobs and like being there. They are patient, kind and most of all they pay attention to details! The Doctors at Bristol Hosp are good. The nurses, administration and other staff are terrible. They deserve what they get. If they aren't wilnig to put in some actual effort



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and provide high quality professional care, then they don't deserve to reap the benefits. Just my personal opinion.

Johan | Feb 28th, 2012

I like this web very much. This is such a great web. And it is not like other money-oriented places, the content here is super useful. I am definitely bookmarking it as well as sharing it with my friends.

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