

IS THERE MORE TO A GOOD **Care *a*rrivalCenter™** THAN GOOD MEDICINE ?

YES, GOOD BUSINESS

The medical profession, which includes Urgent Care and Walk-Ins, specialty practices and sub specialties, private hospitals and non-profits are often locked into financial reimbursements that do not fairly compensate them for services provided to their patients.

Unfortunately, it appears this trend will continue to worsen as insurance carriers and Medicare are decreasing payments to providers. Also, patients continue to migrate from one practice to another as insurance coverage shifts. The future environment continues to be highly competitive for patients, with capturing market share a very high priority. Feeding the frenzy are investors willing to invest and own clinics, medical centers and hospitals. Mergers and acquisitions are prevalent with business leaders taking director seats, Presidents and CEO positions seeking to drive ROI.

Next Generation Healthcare is seeing the introduction of state of the art medical devices and diagnostic machines that are capable of enhancing early diagnosis and treatment of serious illnesses.



Because medical practices are locked into existing medical insurance contracts, it does not mean that they are locked out of growing their own practice. All must attract and continue to deliver the highest level of professional medical care to existing patients and ... ***NEW patients.***

TJG® Healthcare, a division of The Serota Group LLC, with its Marketing & Consulting division in the medical profession has experience and expertise to make the difference in improving the bottom line of your clinic... ***it's just good business!***

Care *a*rrivalCenter™

is available by sale, with a licensing arrangement or franchise to select medical healthcare systems and practices that meet certain criteria. The arrangement will have a geographic area of protection within you region.

Let us show you how good business is accomplished with a customized Marketing Program developed and implemented to maintain sustainable growth.

Building The Brand

Building the brand is creating awareness in your region that informs the general public that your practice offers the finest medical services to patients. Branding establishes your position in the medical community that positions your practice in the forefront of competing medical practices. The surest way to stand out and be considered the best has proven to be by building your practice as a leading brand.

When someone asks a question enquiring about your medical “how are they?” there is a reason. What they and you too, really want to hear is “they are the best”. Mediocre responses such as “not bad” or “okay” doesn’t generate patients. Building the brand generates patients while enhancing your practice’s standing as the first and best choice.

Marketing Services

- Brand Building • Start Up Divisions

ALL MEDIA

- Radio • Television • Internet Magazine Feature Article and Ads • Outdoor Signage
- High Definition Web and Cinema Production utilizing Digital Communication[™] Transcending Time

MEDICAL BUSINESS PRACTICE FUNCTIONS:

- Organization analysis • Restructuring
- Executive Search • Financial Analysis
- HIPPA Compliance

The Serota Group LLC has a high level retained Executive Search division that services multi industries and professional practices, including the medical field on a national basis. These searches are for physicians, partnerships, practice administrators, directors and managers.

We consider searches in the medical field to be highly confidential.

Our Marketing and Consulting Division, with our Associate network of experienced and talented executives, enables us to consult with clients’ on all business functions, including mergers and acquisitions.

Feel free to contact us to confidentially discuss your concerns and needs.



Joel M. Serota, President

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GOOD FOR YOUR BUSINESS, PATIENTS AND THE COMMUNITY!