



ORTHO*SWIFT*®

Care on Arrival

*Is There More To A Good
Orthopedic Medical Practice
Than Good Medicine?*

Yes, Good Business!

Orthopedic medical practices are often locked into financial insurance reimbursements that do not fairly compensate them for services provided to their patients.

Unfortunately, it appears this trend will continue as insurance carriers and Medicare are decreasing payments to providers. Also, patients continue to migrate from one orthopedic practice to another as insurance coverage shifts.

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

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



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

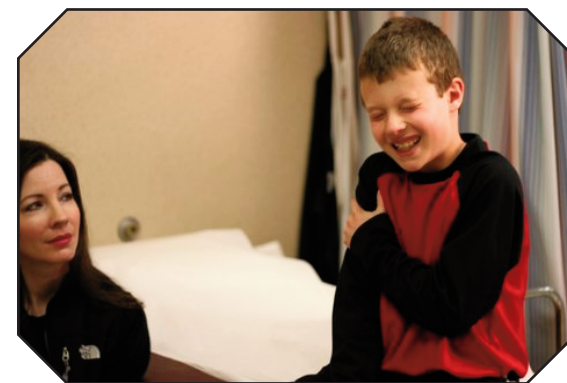
ORTHO*SWIFT*®

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is available by licensing arrangement with select orthopedic practices that meet certain criteria. The license will have a geographic area of protection within your region.

ORTHO*SWIFT*® *Care on Arrival* can be used alone or with your orthopedic practices' name. It is for practices interested in offering pediatric and adult orthopedic services for acute orthopedic injuries such as sports injuries, sprains, fractures, dislocation and sudden neck and back pain.

If the injury or pain is of a chronic nature, patients should be making an appointment.



ORTHO*SWIFT*® *Care on Arrival* offers patients an alternative to crowded emergency rooms! Your practice will be able to offer direct patient access.

Aftercare can be done in your existing offices with Physicians and Physician Assistants who are familiar with the injury.



Utilizing the latest Digital X-Ray technology on site enables accurate diagnosis and treatment of musculoskeletal injuries. While it is important to have this technology available, the practice needs to be staffed to service the many **NEW patients**.

A high percentage of **ORTHO**SWIFT**Care^{on} Arrival** patients are **NEW patients** to your practice!

Where do these New patients come from?

Patients come from near and far. It's not just the convenience of receiving Care On Arrival, but the certainty of choice and making the initial correct decision.

*How did NEW patients learn of **ORTHO**SWIFT**Care on Arrival**?*

From many reassuring sources! Neighbors, friends, teammates, coaches, school nurses and athletic departments in their school, primary care physicians, parents of treated patients. From media campaigns: radio, television, cinema, newspaper ads, and magazine articles.

What should you do in your orthopedic practice to make it grow?

You need to ACT and not alone! What is occurring in the medical profession today clearly impacts your bottom line tomorrow. Competition from other orthopedic practices for the same NEW patients is aggressive. Your practice needs to standout with **ORTHO**SWIFT**** being a proven vehicle to look at your practice as a valued brand.

Building The Brand

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

When someone asks a question enquiring about orthopedic practices, "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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