

Medsider's Interview With Me: Medical Sales Reps Can Help Physicians Market Their Services

Click here to go to Medsider to hear Scott Nelson interviewing me on ways sales reps can help physicians in new ways. When I consult with companies who want to understand new ways to work with medical practices, I advise them to consider more carefully the role the staff play in making practice services happen. It may be the physician's name on the referral, but it's probably the referral clerk who is pulling all the strings!