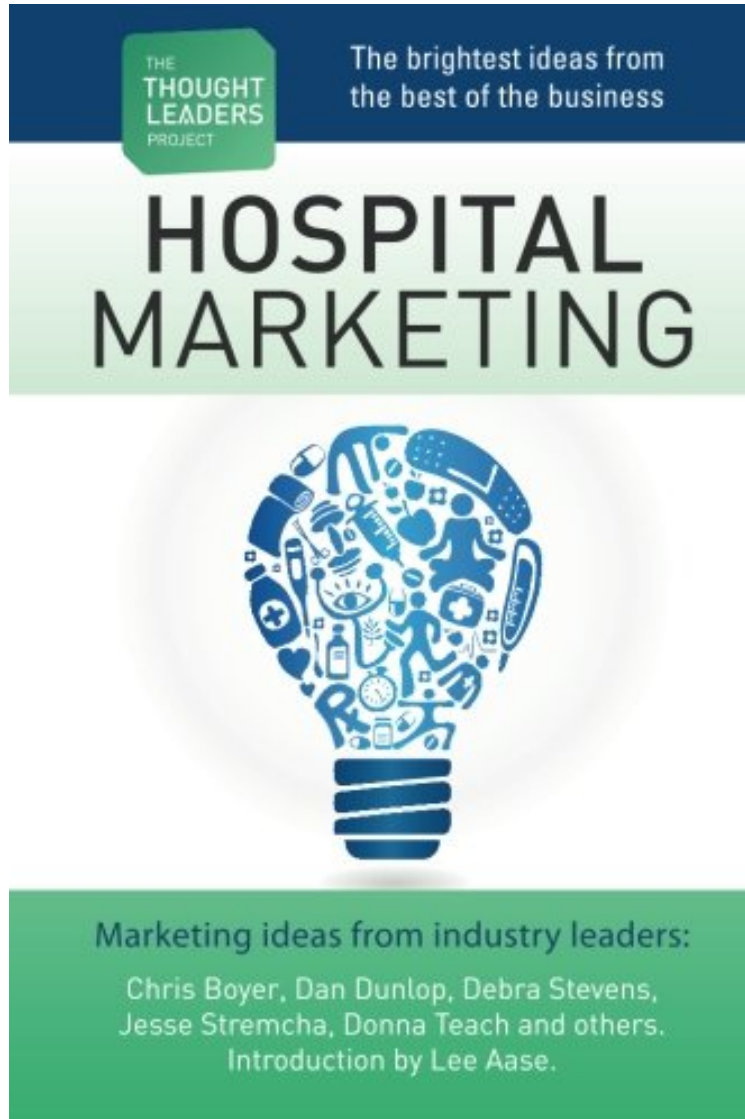


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The Thought Leaders Project : Hospital Marketing

Brian James Bierbaum

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Written for the marketer in the field using everyday language, examples, and case studies that will help all members of a hospital marketing department do their jobs better while spending marketing dollars wisely. The Thought Leaders Project: Hospital Marketing, is co-written by a team of marketing thought leaders in the healthcare industry. The book is a compilation of healthcare marketing insights, tips, and best practices written by leading healthcare marketers. The book itself covers a variety of topics such as the application of digital marketing strategies to patient acquisition, patient experience, patient retention, and service line marketing. With articles from the likes of Lee Aase, Chris Boyer, Dan Dunlop we are empowered with the tools and inspired to take action to impact the very lives of the patients we serve.

About the Author Brian James Bierbaum is a national digital healthcare consultant who has worked with a variety of healthcare organizations across the country. Bierbaum has more than 14 years of experience in interactive marketing for the healthcare industry and is an active speaker in the interactive marketing community.