

ASSESSMENT OF INTERNAL MARKETING PROGRAMS PRACTICE CHECKLIST

- Waiting room and exam room displays.
- Brochures
- Posters
- Patient education videos.
- Procedure request check-in form.
- Quick reference sheets at all telephones.
- Patient education seminars.
- Practice website.
- Patient newsletter.
- Internal Database Marketing/Patient Recall Program (check all that apply):
 - Mining letter to prior cosmetic patients.
 - Reactivation letter to draw prior BOTOX patients back.
 - Prospecting letter for targeted direct mail.
 - Cross marketing promotions for cosmetic/esthetic patients.
 - Coupon for discount when other package procedures are purchased.
 - Combination treatment “specials.”