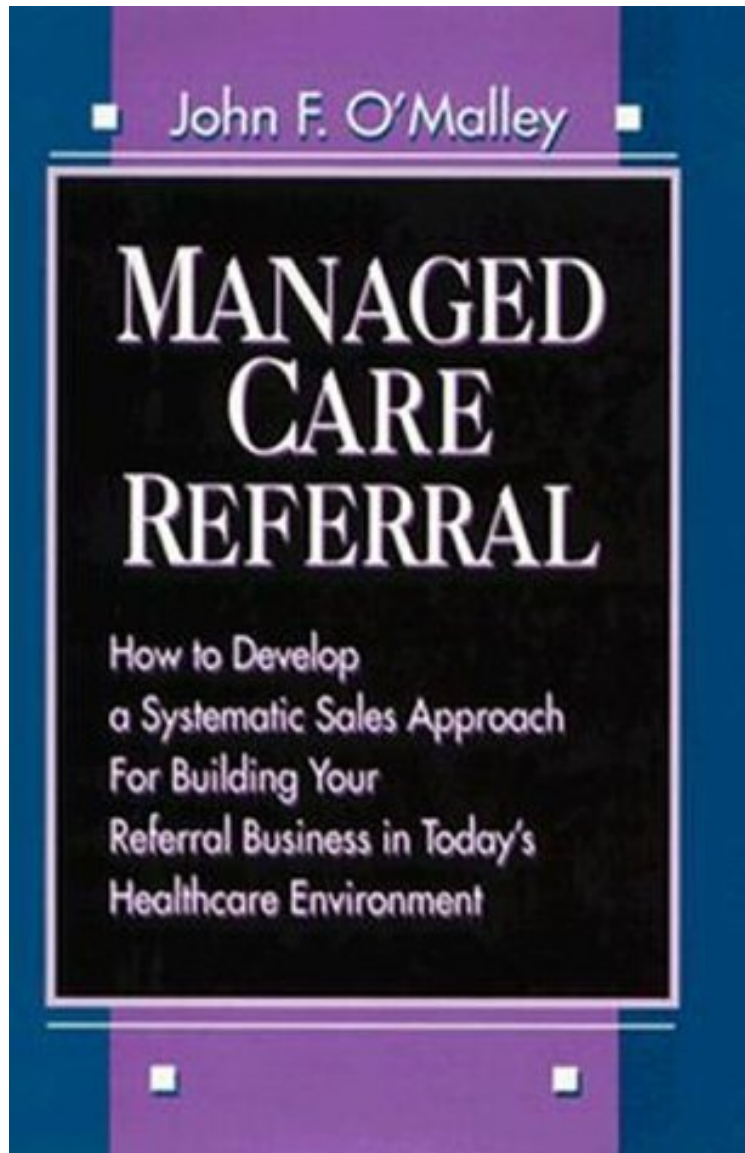


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Managed Care Referral: How to Develop a Systematic Sales Approach for Building Your Referral Business in Today's Healthcare Environment

John F. O'Malley

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would be worth my time, and all praised **Managed Care Referral: How to Develop a Systematic Sales Approach for Building Your Referral Business in Today's Healthcare Environment:**

This reference guide aims to define internal and external strategies and methodologies to acquire, manage and retain referrals in a managed care environment. It provides an understanding and means of identifying and capitalizing on existing and new referral opportunities after learning the intricacies and dynamics of referral acquisition, management and retention. A major portion of the book deals with recruiting, training, compensating, managing and monitoring a healthcare sales team.