



Peter K. Britton, help Dr. Britton bring in more of the patients you want for the practice when both of you attend our special Strategic Marketing Workshop!

No matter how the doctor wants to grow the practice - whether it's more OB, more gynecological surgery, more infertility or even cases to help build a "women's health center", our Workshop can help you map the way. **Plus, when Dr. Britton registers during the next 30 days, you attend for free.**

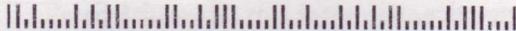
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Protect
YOUR REPUTATION
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- Practice Builders Weekend Workshop
- On-site Consultations for the Elite Practitioner
- Successful Practitioner Seminar Series

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KEY CODE: 11BOBOT
Peter K. Britton
25 Via Lucca # J442
Irvine, CA 92612-0675



Dear Peter K. Britton,

Dr. Britton relies on your judgement to help make important decisions for the future of the practice. And the future of the practice is what Practice Builder's Strategic Marketing Workshop is all about.

With the right tools and plan, Dr. Britton *can control the future growth and direction* of the practice - and you can help. All it takes is one phone call.

Together, you can build a dream practice with the professional expertise you get at the Practice Builders' Strategic Workshop.

Just see what other attendees say about the Workshop.

On the next page, you'll see their testimonials. These are words of praise from practitioners who recognized what they needed to do to build the practices they wanted.

Dr. Britton's and your investment of just three days over one weekend could prove to be the most valuable time you'll ever spend on the practice. Unlike so many other workshops, the Practice Builder's Strategic Marketing Workshop is geared to meet the specific needs and requirements of the practice.

Six things make this weekend more important, more critical than any your practice will face.

(Please read the next page...)

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YOUR CONFIDENCE
with an ever-increasing mastery of what's already working.

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1. Pre-workshop workbook.
2. Information intensive sessions in small groups.
3. Hundreds of specific ideas, tips, strategies and tactics.
4. A unique, personalized analysis of your market.
5. A one-on-one session with your Senior Marketing Director to focus on how to achieve your goals.
6. The most unique guarantee available.

Your Pre-Workshop Preparation is Unique.

You or Dr. Britton have probably been to dozens of lectures, seminars and workshops. Now, you will attend the most powerful and important weekend for the future success of the practice. As a sign of the importance of this investment, with your help, Dr. Britton will be asked to do some diagnostic work. Not on a patient, but on the practice.

Before you attend your Workshop, you and Dr. Britton will be asked to take a look at what you are doing to attract patients. You will also be asked to look at what kind of practice the doctor really wants. The goals of this 45-minute examination are: a) to give your Senior Marketing Director a starting point for the doctor's unique practice analysis, and b) to give you two the opportunity to spend a few minutes taking a close look at where the practice should be headed.

Based on the information the two of you provide, your Senior Marketing Director will call before the workshop, to discuss goals, desires and dreams. After the prep work is completed, it's time to begin the vital task of building Dr. Britton's practice.

At the Core of Your Weekend: Small Group Sessions

Registration for each weekend Workshop is limited. We want to give Dr. Britton and you the most personalized service we can, so instead of spending your entire time in large groups, the majority of the weekend is spent in small groups, usually four or five other practices.

We will be in your corner, working with you to achieve your goals.

Not every applicant is accepted to our Workshops. Only those with a sincere desire to build and succeed will share time in your small group. Like-minded professionals who want to learn and discover the exciting possibilities their future holds.

Peter Britton, we have helped thousands of practices all over the United States in the past 15 years. Our record of success speaks volumes in the number of our clients who have succeeded beyond their dreams. Our goal is to make Dr. Britton's the most successful practice in Irvine.

You Will Discover Hundreds of Proven Ideas, Tips, Strategies and Tactics

Under the experienced leadership of your Senior Marketing Director, you and the doctor will find out which strategies work and why others don't. You will learn the "insider buzz words" to help you understand your plan.

Learn how to get referrals from patients and fellow professionals. Find out what single source of new patients can almost guarantee the successful future of your practice. Uncover the "diamonds in your own backyard."

"In addition to attracting more patients, I brought in more of the fertility cases I enjoy and built my reputation in the community."

— Charles V. Bennett, Jr., MD, OB/GYN

"It can help take your practice from ordinary to extraordinary."

— Marion Smith-Waison, MD, OB/GYN

You will learn how to get the kinds of cases Dr. Britton really wants to see:

Whether it's more OB, more gynecological surgery, more infertility or even cases to help you build a "women's health center", including weight loss, hair removal, cosmetic procedures from chemical peels to liposuction, nutrition, endemologie, counseling, wellness and more.

Dr. Britton's Unique Practice Analysis

To know the future, we must examine the past. Let's look together at where your current patients are coming from. Who refers cases to your practice? What are the demographics of your market area, and what are the telling psychographics of your market?

At the Workshop, you get a unique, personalized look at your practice, You'll find out if there are physical blockades that prevent new patients from walking in your front door. You'll find out how your competition is taking patients away from you... patients you want to see and who really want to see you!

Even before you get to the Workshop, between the time Dr. Britton and you sign up for the Practice Builders' Strategic Marketing Workshop and your attendance, your Senior Marketing Director will prepare your unique analysis, using current up-to-the-second profiling data.

How Will You Achieve Your Goals? Let Us Show You the Way!

Peter Britton, all this information is valuable to you in your day-to-day running of the practice - but more importantly it's information that will help Dr. Britton take the practice where it needs to be. But without the one-on-one guidance of your Senior Marketing Director, your weekend would be akin to getting all the tools and materials to build a home, but no blueprints!

You leave on Sunday afternoon with the tools and the plan!

Not some off-the-shelf, cookie cutter plan, but a program created for your practice's unique requirements and Dr. Britton's personal needs and desires. Together, you'll be ready to walk into the office Monday morning armed with strategies and tactics that could show a positive change in the practice caseload sooner than you could imagine or believe.

Your Satisfaction is Guaranteed!

We're so sure you will get all the information you need to build your successful practice, we have developed a unique guarantee:

"If, after attending your Workshop, you are dissatisfied for any reason, just write to us within 7 days, return your Workshop materials and we will gladly refund 100% of your registration fee. No Questions. No Hassle!"

Start Friday morning with an open mind, and even seven days later, if you're not satisfied, we will give you back your registration fee. Of course, you'll have to return the Workshop materials we give you. They are the playbooks in our team's game plan to winning!

Look Over the Testimonials

Unsure of your next move? Just read over the testimonials you'll find on these pages and elsewhere in this package. Read the words of praise we get from our satisfied clients. Some of our spokespersons want to keep their identity confidential. They just don't want their competition to learn their secret for success. Others are ready to trumpet our help in their success from the rooftop!

They made the right choice to attend. So, the only question you should have now is, are you the right person to attend?

Are You the Right Person to Attend?

Our Strategic Marketing Workshop is perfect for OB/GYNs, Reproductive Endocrinologists and Infertility Specialists, who are owners of group or solo practices, who wish to grow their practices with better patients and cases.

The key people like you in the practice should also be there... the decision-makers who have the authority to put these dynamic and useful ideas into practice immediately!

Attend a Workshop Nearby

Here are just a few of our upcoming Workshop dates and locations:

Seattle, Jan. 19-21; Orlando, Feb. 2-4; Dallas, Feb. 9-11; Los Angeles, Feb. 23-25; New York, Mar. 2-4; Atlanta, Mar. 9-11; San Francisco, Mar.23-25 and Chicago, Mar. 30-Apr.1.

Don't Let Bureaucrats Decide Dr. Britton's Future!

Help the doctor take control of the future! Only when you have control, can you reduce the stress of the unknown - and make every day at the practice a pleasure. Be proactive - Dr. Britton will end up thanking you! Take action NOW!

Here's What to do NOW!

Send an email to registration@practicebuilders.com. Visit our Web site and sign up. We're at www.practicebuilders.com.

Or have Dr. Britton call 800 - 679 - 1200, extension 235 and have the doctor quote **KEY CODE 11BOBOT**. Do this, and you qualify for our "Peter Britton, Attends for Free" special! That means the doctor registers for any of our upcoming workshops within the next 30 days, you can come along too at no additional charge - It's a saving of \$495. Remember, our Workshops fill up fast and sell out quickly! Call today and learn how to build your practice with the cases you want!

Sincerely,



Curtis Pickelle
President, Practice Builders

P.S. Remember, be sure to have Dr. Britton quote **KEYCODE 11BOBOT** when you call 800 - 679 - 1200, ext. 235. When you do, you'll qualify for our registration special - "Peter Britton, Attends for Free" special!


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Discover hundreds of proven strategies to grow your dream practice in this unique Workshop and receive your custom step-by-step action plan to make it happen.

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OTD
Orthopedic Technology Review

Compendium
of Continuing Education in Dentistry

Practice Builders — America's Leader In Practice Growth

Practice Builders pioneered the field of professional practice marketing and today is the largest organization and think tank in North America for practitioners seeking practice development. Since 1979, the organization has researched the return-on-investment data for over 1,000 practice-building strategies used by over 100,000 practitioners.

Practice Builders publishes an award-winning monthly newsletter and provides marketing support online at PracticeBuilders.com. Our Workshop program has been attended by over 15,000 practitioners.

We also provide on-site consultations. Finally, Practice Builders' Advertising Agency creates more advertising for professionals in private practice than any other advertising agency in the country.

With 83 employees, Practice Builders is by far the largest and most successful company of its kind and is America's leader in practice growth.

Practice Builders is a subsidiary of Medical World Communications, which is headquartered in Jamesburg, New Jersey.



Which Types Of Cases Excite You The Most?

Here's what makes this Workshop program so powerful:

Discover proven strategies to grow your practice (and avoid costly mistakes)

During this intense weekend Workshop, you'll gain access to hundreds of the most tested and proven techniques, ideas and strategies ever developed to attract your favorite cases — with more than 20 years' experience and 15,000 practitioners to back them up.

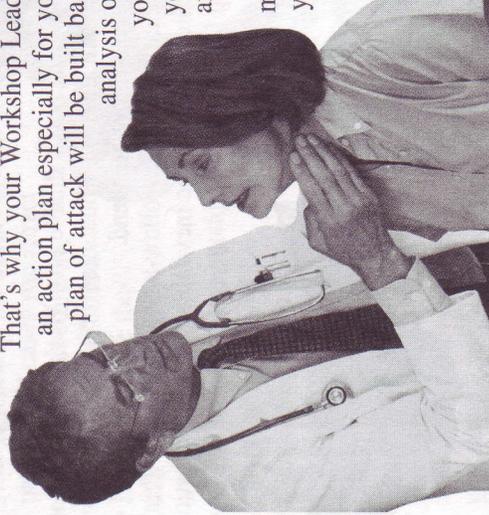
And you'll leave with all the knowledge you need to begin building your dream practice immediately.

You'll walk out with a step-by-step Action Plan

With so many valuable strategies, you'll need specific next-steps.

That's why your Workshop Leader will custom-design an action plan especially for you. Your 12-month plan of attack will be built based upon our in-depth analysis of your practice so that your marketing plan fits your unique situation and personality.

The strategies most appropriate for you will be consolidated into one easy-to-understand plan, complete with specific timings and budgets.



Sheer volume of information

Many seminars, by design, only attempt to cover a topic or two in the entire program. As we said earlier, we cover hundreds of topics over the course of the weekend. In fact, you are sure to feel overwhelmed with useful information. Don't worry; we provide a detailed 121-page notebook to all attendees.

"Rub elbows" with one of America's top practice growth consultants

Each of our Workshop Leaders has grown thousands of professional practices, every one as unique as yours. Our marketing experts have the education, training, and real-world experience you need to build your ultra-successful practice.

In fact, most of your time will be spent in a very small group led by your Workshop Leader. There'll never be more than five other practices in the room (which usually translates to about 8 to 15 people total). This means you'll never be lost in the crowd, and you'll get the personal attention you deserve.

When you have a question, you can ask it. When you need clarification, say so. You and your instructor will work together, face to face, to ensure your ultimate success. You'll even get one-on-one private time with your Workshop Leader. You won't find this level of attention at ordinary seminars, where you may be one of 50, 75, 100, or even 500 in a crowd.

Get a free follow-up consultation with your Workshop Leader

Once you see just how valuable your Workshop Leader is, you won't want to make a move without him (or her)... Don't worry, access doesn't end with the weekend.

You'll be entitled to a free follow-up consultation within 30 days of your attendance. So when the inevitable follow-up questions arise, your Workshop Leader is only a phone call or e-mail away.

Guaranteed Satisfaction

If after attending the Workshop, you are dissatisfied for any reason, we'll refund 100% of your registration fee. See the enclosed letter for complete details.

But we're confident that you you'll be completely satisfied. We often hear back from past Workshop attendees, saying this event was the most important weekend in their professional lives, bar none! Based upon our experience with thousands of practitioners, we firmly expect to surpass your expectations. Exit surveys show our clients extremely satisfied with their weekend experience. More importantly, when you implement our recommendations, the sky's the limit on what you can achieve.



Finally! One Workshop That Answers All Your Practice Growth And Patient Acquisition Questions.

Here is a brief sampling of the hundreds of topics that may be covered during your workshop:

Marketing - Understanding the rules of the game

- How to increase the quality of the patients and cases you attract
- How to market ethically, tastefully and effectively
- How to increase the quantity of patients you attract
- What are some common "myths of marketing"?
- Competitive forces are changing medicine forever - and what you must do now
- Why people in your community don't know your name - and what to do about it



Internal Marketing - How to get the most from your patient base

- How to quadruple your number of the cases you want most without spending a dime
- How to get patients to ask about higher-end services
- How to get patients to say "yes" to your recommendations
- How to triple your number of pa-

To Register Call

1-800-679-1200, ext. 235

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