



**Andrea T. Eliscu, President  
Medical Marketing Inc.**

**Directorships/Appointments**

- Board of Directors, Women Playing for T.I.M.E.
- Council of Governors, M.D. Anderson Cancer Center Orlando
- Board of Directors, Cornerstone Hospice
- Board of Advisors, College of Health and Public Affairs,  
University of Central Florida
- Board of Directors, Orlando Rowing Club

**Past Directorships and Appointments**

- Board of Directors, Management Corporation Board and Members Council, Florida Chamber of  
Commerce
- Board of Directors, A Gift for Teaching, Orlando, Florida
- Public Relations and Marketing Committee, Medical Group Management Association, Denver,  
Colorado
- Board of Directors, Alliance for Healthcare Strategy and Marketing, Orlando, Florida chapter
- Board of Directors, Main Street Software, Sausalito, California
- Charter Board Member, College of Health and Professional Services, University of Central Florida,  
Orlando, Florida
- Board of Advisors, Physicians Marketing and Management, a unit of Medical Economics, Atlanta,  
Georgia

**Leadership**

- Finalist, 2007, Business Owner of the Year, *Orlando Business Journal* and Orlando Regional  
Healthcare System's "Women Who Mean Business Award"
- Leadership Florida, Class XIV
- Charter Member, Advisory Council, Department of Health Services Administration, University of  
Central Florida for undergraduate and graduate programs

Who's Who in Medicine and Healthcare 1997

**Education**

- Crummer Graduate School of Business  
Certificate of Completion, The Management Program, 1991



Yale University School of Management,  
Advanced Management Studies,  
Executive Program in Healthcare Management, 1988

Bachelor of Science with Honors,  
Rollins College, 1981

Michael Reese Hospital & Medical Center School of Nursing, 1966

### **Publications and Presentations**

#### ***Books***

A+ Marketing: Proven Strategies for Success, Published by Medical Group Management Association, Englewood, Colorado, March, 2008

Ready – Set Market!, Published by Medical Group Management Association, Englewood, Colorado, October 1999

Position for Success, Strategic Marketing for Group Practices, published by Medical Group Management Association, Englewood, Colorado, October 1995

#### ***Audio CD***

“A+ Marketing: Proven Strategies for Success,” Medical Group Management Association, Englewood, Colorado, September, 2008

#### ***Presentations***

”Growing Your Practice in a Down Economy,” MGMA/Alabama Winter Conference, Birmingham, AL, March 4, 2010

”Using Social Networking and Social Media to Market Your Medical Practice,” MGMA/Alabama Winter Conference, Birmingham, AL, March 3, 2010

“Positioning Your OB/GYN Marketing,” MGMA Annual OB/Gyn National Meeting, Las Vegas, NV, May 2009

“The New Rules for Engagement: Keeping Customers for Life,” Fourteenth Annual Forum on Customer Based Marketing Strategies, Las Vegas, Nevada, February 2009

“A Look Into The Not-Too-Distant Future,” Healthcare Strategic Marketing Conference, Omni Hotel, Orlando, Florida, November 2008

“Referring Physicians and Retail Medicine Marketing,” HCA Community Hospital, New Port Richey, Florida, October 30, 2008

“A+ Marketing Makeover,” MGMA National Meeting, San Diego, California, October 22, 2008

“How Successful Practices Market to Build Volume,” HCA Community Hospital, New Port Richey, Florida, September 12, 2008



“Is Your Practice A-OK? Marketing for Maximum Results,” Illinois MGMA Annual Meeting, Chicago, Illinois, August 11, 2008

“Is Your Practice A-OK? Marketing for Maximum Results,” Dr. P. Phillips Hospital, Orlando, Florida, May 8, 2008

“Healthcare Advertising Dollars – Your Passport to New Revenue,” Pennsylvania State Broadcasters Association, Hershey, Pennsylvania, May 5, 2008

“Healthcare Advertising Dollars – Your Passport to New Revenue,” New York State Broadcasters Association, Webcast, Albany, New York, April 30, 2008

“A+ Marketing: Proven Strategies to Help Your Practice Stand Out From the Crowd,” MGMA Webinar, March 13, 2008

“A+ Marketing: Proven Strategies to Help Your Practice Stand Out From the Crowd,” Orange County Medical Society Managers Meeting, Orlando, Florida, March 12, 2008

“Improving Your Marketing,” MGMA Orlando Meeting, Orlando, Florida, June 19, 2007

“Improving Your Marketing,” MGMA Florida State Meeting, Orlando, Florida, April 26, 2007,

“Marketing Your Practice for Maximum Results,” MGMA Alabama State Meeting, Birmingham, Alabama, February 28 – March 2, 2007

“Improving Your Marketing,” MGMA Atlanta Meeting, Atlanta, Georgia November 6, 2007

“Improve Your Ophthal-Marketing,” Cornerstones of Great Healthcare Marketing, American Osteopathic Colleges of Ophthalmology and Otolaryngology, 90<sup>th</sup> Annual Clinical Assembly, Hyatt Regency Grand Cypress, Orlando, Florida, May 2006

“Ready – Set – Market!” OBGA/MGMA, Orlando, Florida, April 2003

#### **Articles**

“Marketing Compassion,” by Richard Wall, *Florida Doctor, Central Florida Edition*, April 2010, pgs 33-34

“A Look Into the Not-Too-Distant Future,” *MGMA/Alabama News*, Volume XXIV, No. 1, Winter 2010

“A Look Into the Not-Too-Distant Future,” *Forum for Healthcare Strategies*, Chicago, IL, by Andrea Eliscu and Marc Middleton, June, 2009

“Expert: Nurture Relations with Referring Physicians” by Doug Brunk, San Diego Bureau, page 15, *ObGyn News*, Vol. 43, No. 23, December 1, 2008



“New Audio CD by Medical Marketing Specialist Andrea T. Eliscu Reveals Four Secrets to Positioning Physicians for Success,” page 20, *Orlando Medical News*, December 2008

“Breaking New Ground, UCF Scholarship Program for Charter Class First of Its Kind,” pgs 15-17, *Central Florida Doctor*, May, 2008

“Is Your Practice on the A-Team? Marketing for Maximum Results,” *M.D. News, A Business and Lifestyle Magazine for Physicians*, February 2008

“If You Market It, They Will Come,” Part 2: Define Your Target, *Central Florida Doctor*, pgs 28-30

“Urgent Care Centers Keep Spreading the Message,” *Healthcare Marketing Report, The National Newspaper of Healthcare Marketing*, June 2007, pgs. 8-12

“Marketing Made Easy,” *Physicians Practice, The Business Journal for Physicians*,” May, 2004, pgs 29-38

“Medical Groups Tune in to Radio Advertising,” *MGMA Connexion*, August, 2003, pgs 30-31

“Set Three Fundamental Marketing Goals,” *Group Practice Solutions*, Advisory Publications, October 2002

“Marketing Medical Groups,” *COR Healthcare Market Strategist*, Volume 3 No. 6, June 2002

“Marketing a Medical Practice, Necessary Tools for a New Age,” by Jessica Zigmond, *Professional Medical Assistant*, September/October 2001, pgs 21-24

“Marketing protocol: A well-planned campaign is essential to your practice’s success,” by Julie A. Jacob, *AMNews* staff, February 19, 2001

“Gift Giving Conundrum - Unique Opportunities,” *The Physician Resource*, [www.uoworks.com](http://www.uoworks.com), November/December 2000

“A Breast Care Center Marketing Plan,” *Marketing Health Services*, Fall 2000, pgs 38-41

“Ready: How To Keep Your Customers Coming Back”, *Medical Group Management Journal*, July/August 2000, pgs 46+

“Tap Into Hospitals’ Resources,” *Medical Group Management Update*, March, 2000, page 2

“16 Marketing Tips to Enhance Patient Satisfaction,” *Medical Practice Management News, From the Editors of The Journal of Medical Practice Management*, January/February 2000, pgs 165-167

“A Practice’s Unique Qualities Create It’s Brand,” *Medical Group Management Update*, January 1, 2000, pg 10

### **Organizations and Awards**

2007 Finalist in *Orlando Business Journal*, “Women Who Mean Business Award” in the Business Owner of the Year Category.

1998 Top 25 Women Who Mean Business, *Orlando Business Journal*



- 1998 Top 100 Women Owned Businesses, *Orlando Magazine* annual selection
- 1998 Selected for the Top 25 in “Who’s Who in Healthcare,” *Orlando Business Journal*
- 1994 City of Orlando Ambassador for World Cup Soccer
- 1994 Chairman of Board, Small Business Association of Central Florida, A division of Greater Orlando Chamber of Commerce
- 1993 Presidential Citation for Exemplary Service to the Health Care Marketing Discipline, Academy of Health Services Marketing of the American Marketing Association
- 1990 Annual Friend of Medicine Award recipient, Orange County Medical Society
- 1990 Healthcare Chairperson, Goals 2000, Greater Orlando Chamber Community Project
- 1988 “Outstanding Woman in Business for 1986,” Women's Executive Council of Downtown Orlando
- 1986 Winner of “Innovation Award,” State of Florida, Small Business Association