



LEE Management Services

Healthcare Management Consultants

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LEE MANAGEMENT SERVICES, LLC

STRATEGIC AND PLANNING CONSULTATIONS SINCE 1987

STRATEGIC PLANNING

BUSINESS PLANNING

SERVICE LINE DEVELOPMENT

JOINT VENTURES

MARKET AUDITS

CORPORATE PLANNING SUPPORT

ALLIANCE MANAGEMENT

LMS ALLIANCE

ASK FOR ABOUT THE LMS DIRECTORY

FACILITY PLANNING

CARDIOVASCULAR SERVICES

FINANCIAL AUDITING

MEDICATION SAFETY

STAFFING SOLUTIONS

EXECUTIVE AND PHYSICIAN PLACEMENT

EXECUTIVE COACHING

GOVERNANCE

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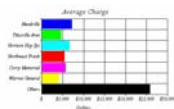
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**MARKETING AUDITS
AND
MARKETING PLANNING
SERVICES**

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How effective is your marketing program? The Marketing Audit reviews your organization's current marketing plan, marketing activities, and conducts an examination of the internal and external influences on the organization. The Marketing Audit is designed to answer the question, what is the current market position of our organization and where do we go from here?

The tools employed in the marketing audit are similar to those used in strategic business analysis. The goal of the marketing audit is to identify or clarify the internal and external strengths, weaknesses, opportunities, and threats faced by the organization. The Marketing Audit allows management to allocate resources accordingly by business objectives.



LMS will study and generate findings and recommendations specific to the:

1. Internal Marketing Environment: staffing, infrastructure, policies.
2. External Marketing Environment: patient/customers, competitors, competitive position – market share, marketing communications, political, socioeconomic, and technological factors.
3. Marketing Plan. LMS will review the existing marketing plan of your organization and update the plan to reflect:
 - Marketing Objectives
 - Marketing Strategies
 - Marketing Mix
 - Marketing Budget and Accountability
 - Effectiveness of Marketing Communications
 - Appropriateness of Marketing Staff, Training, and Development
 - Achievement of Targeted Objectives—with emphasis on achieving financial targets using financial ratio analysis.



Marketing Audit and Planning Services can be provided as a complete solution or unbundled to accommodate the client's immediate concerns.

ASK FOR THE LMS ALLIANCE BROCHURE

Lee Management Services' Alliance is an alignment of healthcare consultants who work on a multi-disciplinary basis to find solutions. The complexity of the health care environment requires solutions that are formed from in-depth experience, knowledge, and from the merging of diverse professional disciplines. Each LMS Alliance Consultant has over 25 years of administrative, clinical, and consulting experience in their field of expertise.

REFERENCES ARE AVAILABLE
UPON REQUEST