



Letter from Carolyn Merriman  
February 2003 Print Issue

### **Creating a Balance: The Art of Finding and Keeping Customers**

This month, our focus is on customer relationships. Whether your customers are defined as internal or external, there's no doubt their continued support of your organization is invaluable. So we've provided some insight and information about what it takes to communicate with your customers, keep them coming back—and help them spread the word about your organization.

In this issue, we discuss the importance of building a solid physician relations team as part of an effective retention strategy. We talk about what physicians and employers really want from you and your organization. And we tell the story of a CHG client who accepted the challenge to look at things from a customer perspective—and who now is reaping the rewards of its physician sales strategy.

I hope you find some food for thought as you plan your strategies this year. As always, I encourage you to contact us with your questions or to share stories about how you've met a challenge in your own organization.

Regards,

Carolyn Merriman