



New Partnership

for Quality & Experience Develops Customer Oriented Educational Tools for Broad Distribution

Dynamic Seminars & Consulting, Inc. (DSC), the healthcare industry's leader in customer service, sales and marketing consultants, joins the nation's premier resource for medical education, PRIME Education, Inc. (PRIME®) in a partnership to develop an educational suite of products exclusively for the health care industry.

Among a repertoire of innovative educational products are Customer Oriented Newsletters (CON) providing outstanding state of the art education and information to marketing representatives' customers and referral sources. Newsletter customization options include personalized business mastheads for branding the newsletters; a full menu of newsletter topics tailored to your customer or referral source's needs; and options for self-management of distribution or service-provided distribution.

Other educational product lines include multimedia virtual in-services scheduled in time zones across the US, offering sales and customer service training with 21st century technology. A core product line, the Doctors Office Education Suite, provides physicians, office managers and allied health staff with valuable education in topics relevant to the doctor's office. "How to Diffuse the Angry Patient"; "Electronic Medical Records Without a Meltdown" ; and "Cultural Diversity" are among a long list of relevant topics. Office staff can select and purchase their own training programs for multiple staff, or detailers and sales reps can pre-purchase CME credit programs for any number and type of users (physicians, physicians assistants, nurse practitioners, nurses and medical assistants).



Louis Feuer, MA, MSW
President
Dynamic Seminars & Consulting, Inc.



Kathleen Moreo, RN,
B-C, BSN, BHSA,
CCM, Cm, CDMS
President & COO
PRIME Education, Inc.



2 of the most dynamic companies in the industry now working together

Why Newsletters?

While interest in the usual marketing items (mugs, lunches, etc) has finally expired, the need for more creative, exciting and educational resources has arrived. The time has come to brand your company as an informative resource on medical information and current issues of interest to your customers. Because of the cost, time, knowledge and skill required to develop a series of health care educational newsletters, most companies have never considered this strategy.

While DSC and PRIME® have often been asked to develop this product, it is only now through a collaboration of some of the industry's leading educators that this has evolved.

Together Louis and Kathleen have joined together to provide you with the best and most exciting marketing product ever produced in the industry. Never before have two such exciting companies and leaders pulled together their expertise to ensure you have best in educational materials.

About DSC, Inc.

Since 1977, Dynamic Seminars & Consulting, Inc. has been educating the healthcare industry. We have continued to provide and present the most dynamic and informative sales and marketing programs for a long list of healthcare professionals. When the Health Insurance Association of America sought customer service training for this leading US industry, they turned to **Louis Feuer, MA, MSW**, founder of Dynamic Seminars. DSC's teleconference series has reached thousands of healthcare provider companies and professionals since 2001. DSC commitment has been to developing and creating quality products available at reasonable fees so that everyone can participate in enhancing the quality of their performance and the success of their organization.

Louis Feuer is known as one of the leading educators in the healthcare industry - specializing in sales, marketing and customer service. He has lectured extensively throughout the US and Canada and his training products are being used throughout the world. His frequent trips to home care conferences in Europe has created an interest in many of his sales and marketing training products.

About PRIME®

PRIME® is a full-service ACCME Exemplary Accredited provider of innovative CME and CE via program concept, design, development, accreditation and delivery in multimedia venues throughout the health care industry and state and federal governments. Serving the acute, community and long term care healthcare industries since 1994, PRIME® has worked for, consulted for and partnered with multiple notable stakeholders, including CMS, the Veterans Administration, the Department of Defense, national health care member associations, managed care organizations and academic institutions. Community commitment includes serving as an approved experiential rotation site for pharmacy students from the University of Florida.

The PRIME® team of health care professionals are led by **Kathleen Moreo, RN, B-C, BSN, BHSA, CCM, Cm, CDMS**, President and COO, and **Frank Urbano, MD, FACP**, Medical Director. A staff of more than 25 professionals include PhDs and Masters' prepared staff who collectively bring an advance practice understanding of principles of adult learning.