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**The Practice Pros Announces New Medical Mystery Shopper Program**

*Medical Mystery Shopper Program Helps Practices Evaluate Medical Staff*

KANSAS CITY, MO, October 15, 2008 **/24-7PressRelease/** -- The medical mystery shopper programs allows practice managers, administrators and physicians evaluate their staff and their service their patients are receiving. Businesses have used mystery shoppers for year, so why is it important that medical practices consider utilizing a "shopper" as well?

Medical practices are experiencing an increase in competition. They are competing alongside other practices more so now than ever. By knowing how well their practice is doing they can gain the edge. The Medical Mystery Shopper program not only helps in keeping their current patients, but it will help them attract new patients as well.

A medical mystery shopper can help a practice:

Gain an unbiased evaluation.

Identify staff training needs.

Obtain an effective measuring tool.

"The decision to use the Medical Mystery Shopper was the best investment we have made in our practice this year! They uncovered some small tweaks we did to improve our new patient procedures and now we have more return patients than before, and more referrals. Also, we were debating a rather costly waiting room remodel, but after the Medical Mystery Shopper, realized we could save that money and do some minor changes that have made a big difference. Very satisfied!" - J.M., M.D.."

The Practice Pros works with medical practices to implementing marketing techniques and training that will assist them in growing their practice. The Practice Pros offers consultations, seminars, workshops and virtual seminars that are designed specifically with the medical staff in mind.

For more information, visit The Practice Pros on the web.

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