

Third Quarter Direct Mail Campaign Highlights MPT Cost Savings

On August 15, CAP launched its third quarter direct mail campaign. Over 21,000 brochures that highlight the cost-saving advantage of MPT in eight specialties compared to our competitors in five regions of the state were distributed.

The mailer also promotes CAP's ongoing commitment to physician education, risk management, and patient safety. A physician who receives the mailer may enter our drawing for a chance to win a free registration and accommodations to a 2008-09 CME Medical-Dental-Legal Update Seminar at the location of his or her choice.

The "stars" of our campaign are Drs. Ramakrishna Thondapu (Central California District Council), Tammy Wu (Central California District Council), Ted Mazer (San Diego/Imperial District Council), Laurie Rubenstein (CAP Board), and Juan Carlos Cobo (MPT Trustee).

"This campaign has the immediacy of a self-mailer with the impact of the considerable cost savings that MPT offers," says Membership Development Vice President Bill West.