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Directorships/Appointments/Community Leadership

Board of Directors, Orlando Health Collaborative Care

Dean's Advisory Board, University of Central Florida College of Nursing

Board of Directors, Orlando Rowing Club

Founder, Orlando Dragon Boat Club

Founder, Dueling Dragons of Orlando

Organizations and Awards

2021 "Women of the Year" recognition from *Orange Appeal* magazine

2019 "Orlando Renaissance Women of the Year" recognition from *Orlando Style Magazine*

2018 National Philanthropy Day "Social Entrepreneur & Innovation Award" from the Central Florida Chapter of Fundraising Professionals

2018 "Good Citizenship Award" from the Orlando Police Department

2017 "BOLDY Spirit of Collaboration Award" from Growing Bolder

2015 News 13 "Public Service Hero of the Year" Award

2015 "Good Citizenship Award" from the Orlando Police Department

2015 "Golden Hands Award" from the Asian American Chamber of Commerce of Central Florida

2015 WKMG "Getting Results" Award

2015 Panelist, Global Peace Film Festival

- 2013 “Women’s Achievement Award -- Health & Wellness Honoree,” Women’s Executive Council
- 2013 “Good Citizenship Award” from the Orlando Police Department
- 2012 “Good Citizenship Award” from the Orlando Police Department
- 2011 “Outstanding Volunteer Fundraiser” Award on National Philanthropy Day from the Central Florida Chapter of the Association of Fundraising Professionals
- 2011 “Women of Distinction” Award in Health and Wellness from the Girl Scouts of Citrus Council
- 2007 Finalist in *Orlando Business Journal*, “Women Who Mean Business Award” in the Business Owner of the Year Category.

Past Directorships, Appointments and Community Leadership

Board of Reference, One Blood

Advisory Board, BB&T Central Florida

Council of Governors, M.D. Anderson Cancer Center Orlando (now UF Health Cancer Center)

Board of Directors, Orlando Ballet

Board of Directors, Cornerstone Hospice

Board of Advisors, College of Health and Public Affairs, University of Central Florida

Board of Directors, Management Corporation Board and Members Council, Florida Chamber of Commerce

Board of Directors, A Gift for Teaching, Orlando, Florida

Board of Directors, Healthy Florida Foundation

Public Relations and Marketing Committee, Medical Group Management Association, Denver, Colorado

Board of Directors, Alliance for Healthcare Strategy and Marketing, Orlando, Florida chapter

Board of Directors, Main Street Software, Sausalito, California

Charter Board Member, College of Health and Professional Services, University of Central Florida, Orlando, Florida

Board of Advisors, Physicians Marketing and Management, a unit of Medical Economics, Atlanta, Georgia

Leadership

Leadership Florida, Class XIV

Charter Member, Advisory Council, Department of Health Services Administration, University of Central Florida for undergraduate and graduate programs

Education

Crummer Graduate School of Business
Certificate of Completion, The Management Program, 1991

Yale University School of Management,
Advanced Management Studies,
Executive Program in Healthcare Management, 1988

Bachelor of Science with Honors,
Rollins College, 1981
Michael Reese Hospital & Medical Center School of Nursing, 1966

Publications and Presentations

Books

It's Personal: The Art of Building Your Practice, Published by Medical Group Management Association, Englewood, Colorado, November, 2016

A+ Marketing: Proven Strategies for Success, Published by Medical Group Management Association, Englewood, Colorado, March, 2008

Ready – Set Market!, Published by Medical Group Management Association, Englewood, Colorado, October 1999

Position for Success, Strategic Marketing for Group Practices, published by Medical Group Management Association, Englewood, Colorado, October 1995

Audio CD

“A+ Marketing: Proven Strategies for Success,” Medical Group Management Association, Englewood, Colorado, September, 2008

Presentations

“It’s Personal: Marketing to Build Your Practice in the Digital Age” Medical Group Management Association (MGMA) Webinar, October 19, 2018

Panelist, “How Can We Impact Our Community?” 7th Annual Orlando Women’s Conference, Orlando, FL, April 7, 2017

“Engaging Patients and Building Community to Grow Your Practice,” Medical Group Management Association, San Francisco, CA, November 2016

“What is Peace?” Panelist, Global Peace Film Festival, Orlando, FL, October 1, 2015

“Give and Grow: The Hidden Power of Community,” Keynote Speaker, Philanthropic Advisors Council of Central Florida, Winter Park, FL, November 29, 2012

“The Neighborhood Party -- Inviting Social Media Into Orthopaedic Marketing,” Medical Group Management Association, Orthopaedic Section, San Antonio, TX, October 2012.

“Communicate Better, Communicate Smarter,” American Association of Medical Society Executives, Annual County CEO Meeting, Naples, FL, October, 2012

“Social Media and Marketing,” Webinar Speaker, hosted by Intuit, August, 2012

“The Power of a Women's Network in Building Your Business.” Keynote speaker, Womens' Executive Exchange, Orlando, FL, August 2012

“Social Media and Marketing,” Keynote Speaker, Indiana Orthopaedic Society, Business Executives Meeting, Indianapolis, IN, April 19-21, 2012

“Social Media and Marketing,” MGMA 2012 Anesthesia Administration Assembly (AAA) Conference, Scottsdale, AZ, April 15-18, 2012

“Marketing Your Practice Using Social Media,” Seminole County Medical Society Luncheon, Longwood, FL, December 20, 2011

“Social Media and the Patient Centered Medical Home,” Second Annual Patient Centered Medical Home Conference, presented by MGMA and TransforMed, November 11-13, 2010, Orlando, FL

“Using Social Networking and Social Media to Market Your Medical Practice,” Keynote Speaker, 2010 Annual Conference, Louisiana MGMA, July 19, 2010

“Growing Your Practice in a Down Economy,” MGMA/Alabama Winter Conference, Birmingham, AL, March 4, 2010

”Using Social Networking and Social Media to Market Your Medical Practice,” MGMA/Alabama Winter Conference, Birmingham, AL, March 3, 2010

“Marketing Your OB/Gyn Practice,” MGMA Annual OB/Gyn National Meeting, Las Vegas, NV, May 2009

“The New Rules for Engagement: Keeping Customers for Life,” Fourteenth Annual Forum on Customer Based Marketing Strategies, Las Vegas, Nevada, February 2009

“A Look Into The Not-Too-Distant Future,” Healthcare Strategic Marketing Conference, Omni Hotel, Orlando, Florida, November 2008

“Referring Physicians and Retail Medicine Marketing,” HCA Community Hospital, New Port Richey, Florida, October 30, 2008

“A+ Marketing Makeover,” MGMA National Meeting, San Diego, California, October 22, 2008

“How Successful Practices Market to Build Volume,” HCA Community Hospital, New Port Richey, Florida, September 12, 2008

“Is Your Practice A-OK? Marketing for Maximum Results,” Illinois MGMA Annual Meeting, Chicago, Illinois, August 11, 2008

“Is Your Practice A-OK? Marketing for Maximum Results,” Dr. P. Phillips Hospital, Orlando, Florida, May 8, 2008

“Healthcare Advertising Dollars – Your Passport to New Revenue,” Pennsylvania State Broadcasters Association, Hershey, Pennsylvania, May 5, 2008

“Healthcare Advertising Dollars – Your Passport to New Revenue,” New York State Broadcasters Association, Webcast, Albany, New York, April 30, 2008

“A+ Marketing: Proven Strategies to Help Your Practice Stand Out From the Crowd,” MGMA Webinar, March 13, 2008

“A+ Marketing: Proven Strategies to Help Your Practice Stand Out From the Crowd,” Orange County Medical Society Managers Meeting, Orlando, Florida, March 12, 2008

“Improving Your Marketing,” MGMA Orlando Meeting, Orlando, Florida, June 19, 2007

“Improving Your Marketing,” MGMA Florida State Meeting, Orlando, Florida, April 26, 2007

“Marketing Your Practice for Maximum Results,” MGMA Alabama State Meeting, Birmingham, Alabama, February 28 – March 2, 2007

“Improving Your Marketing,” MGMA Atlanta Meeting, Atlanta, Georgia, November 6, 2007

“Improve Your Ophthal-Marketing,” Cornerstones of Great Healthcare Marketing, American Osteopathic Colleges of Ophthalmology and Otolaryngology, 90th Annual Clinical Assembly, Hyatt Regency Grand Cypress, Orlando, Florida, May 2006

“Ready – Set – Market!” OBGA/MGMA, Orlando, Florida, April 2003

Articles

[“You're Not on a 'Best Doctor' List -- Does It Matter?”](#) *Medscape Medical News*, March 30, 2022

“A Look Into the Not-Too-Distant Future,” *Utah Medical Group Management Association 2010 Summer Newsletter*, June 2010

“Paddling for a Purpose,” *Central Florida Lifestyle Publications*, May 2010

“Marketing Compassion,” *Florida Doctor*, Central Florida Edition, April 2010

“A Look Into the Not-Too-Distant Future,” *MGMA/Alabama News*, Volume XXIV, No. 1, Winter 2010

“A Look Into the Not-Too-Distant Future,” *Forum for Healthcare Strategies*, Chicago, IL, by Andrea Eliscu and Marc Middleton, June, 2009

“Expert: Nurture Relations with Referring Physicians” by Doug Brunk, San Diego Bureau, page 15, *ObGyn News*, Vol. 43, No. 23, December 1, 2008

“New Audio CD by Medical Marketing Specialist Andrea T. Eliscu Reveals Four Secrets to Positioning Physicians for Success,” page 20, *Orlando Medical News*, December 2008

“Breaking New Ground, UCF Scholarship Program for Charter Class First of Its Kind,” pgs 15-17, *Central Florida Doctor*, May, 2008

“Is Your Practice on the A-Team? Marketing for Maximum Results,” *M.D. News, A Business and Lifestyle Magazine for Physicians*, February 2008

“If You Market It, They Will Come,” Part 2: Define Your Target, *Central Florida Doctor*, pgs 28-30

“Urgent Care Centers Keep Spreading the Message,” *Healthcare Marketing Report, The National Newspaper of Healthcare Marketing*, June 2007, pgs. 8-12

“Marketing Made Easy,” *Physicians Practice, The Business Journal for Physicians*, May, 2004, pgs 29-38

“Medical Groups Tune in to Radio Advertising,” *MGMA Connexion*, August, 2003, pgs 30-31

“Set Three Fundamental Marketing Goals,” *Group Practice Solutions*, Advisory Publications, October 2002

“Marketing Medical Groups,” *COR Healthcare Market Strategist*, Volume 3 No. 6, June 2002

“Marketing a Medical Practice, Necessary Tools for a New Age,” by Jessica Zigmond, *Professional Medical Assistant*, September/October 2001, pgs 21-24

“Marketing protocol: A well-planned campaign is essential to your practice’s success,” by Julie A. Jacob, *AMNews* staff, February 19, 2001

“Gift Giving Conundrum - Unique Opportunities,” *The Physician Resource*, www.uoworks.com, November/December 2000

“A Breast Care Center Marketing Plan,” *Marketing Health Services*, Fall 2000, pgs 38-41

“Ready: How To Keep Your Customers Coming Back”, *Medical Group Management Journal*, July/August 2000, pgs 46+

“Tap Into Hospitals’ Resources,” *Medical Group Management Update*, March, 2000, page 2

“16 Marketing Tips to Enhance Patient Satisfaction,” *Medical Practice Management News, From the Editors of The Journal of Medical Practice Management*, January/February 2000, pgs 165-167

“A Practice’s Unique Qualities Create It’s Brand,” *Medical Group Management Update*, January 1, 2000, pg 10

Community Involvement Media Coverage

“Andrea Eliscu: A Determined Spirit,” Orlando Health Foundation & Friends, May 2017

“10 People Who Make Central Florida a Better Place to Live,” Orlando Sentinel - Scott Maxwell, September 2015

“Dragon Boat Races Pair Unlikely Competitors,” The Today Show, August 2015

“Making Waves with Cops and Kids,” *Orange Appeal Magazine*, July/August 2015

"Andrea Eliscu Bridges the Gap Between Cops and At-risk Kids," *College Park Community Paper*, July 2015

“Andrea Eliscu — The Woman Behind Dragon Boating in Orlando,” *Asia Trend*, April 2013

“We’re in the Same Boat,” *Growing Bolder*, March/April 2013