

**Andrea T. Eliscu, President**  
**Medical Marketing Inc.**  
**PO Box 547478**  
**Orlando, FL 32854-7478**  
**407-257-3764**  
[mmiandrea@me.com](mailto:mmiandrea@me.com)  
[www.medicalmarketinginc.com](http://www.medicalmarketinginc.com)

**Directorships/Appointments/Community Leadership**

Board of Directors, Orlando Ballet

Board of Reference, One Blood

Board of Directors, Orlando Rowing Club

Advisory Board, BB&T Central Florida

Founder, Orlando Dragon Boat Club

Founder, Dueling Dragons of Orlando

**Organizations and Awards**

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.
- 1998 Top 25 Women Who Mean Business, *Orlando Business Journal*
- 1998. Top 100 Women Owned Businesses, *Orlando Magazine* annual selection
- 1998 Selected for the Top 25 in “Who’s Who in Healthcare,” *Orlando Business Journal*
- 1994 City of Orlando Ambassador for World Cup Soccer
- 1994 Chairman of Board, Small Business Association of Central Florida, A division of Greater Orlando Chamber of Commerce
- 1993 Presidential Citation for Exemplary Service to the Health Care Marketing Discipline, Academy of Health Services Marketing of the American Marketing Association
- 1991 Academy of Health Services Marketing Program Committee, 12th Annual Symposium on Healthcare Marketing, New Orleans, Louisiana
- 1990 Annual Friend of Medicine Award recipient, Orange County Medical Society
- 1990 Healthcare Chairperson, Goals 2000, Greater Orlando Chamber Community Project
- 1988 “Outstanding Woman in Business for 1986,” Women's Executive Council of Downtown Orlando
- 1986 Winner of “Innovation Award,” State of Florida, Small Business Association

**Past Directorships, Appointments and Community Leadership**

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

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

Who's Who in Medicine and Healthcare 1997

### **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***

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, 90<sup>th</sup> Annual Clinical Assembly, Hyatt Regency Grand Cypress, Orlando, Florida, May 2006

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

“Ready – Set – Market!” Omnia Medical Partners, Annual Meeting, Boca Raton, Florida, November 1999

“Ready – Set – Retreat!” and “Ready – Set – Market!” Miami Valley MGMA Annual Meeting, Dayton, Ohio, October 1999

“Ready- Set – Market! Positioning Your Practice for the New Millennium,” National Audio conference sponsored by MGMA, Englewood, Colorado, September 1999

“Ready – Set – Retreat!” MGMA Southern Section, Nashville, Tennessee, July 1999

“Ready – Set – Retreat!” MGMA Annual Meeting, Denver, Colorado, October 1998

“Emerging Trends in Physician Practices and the Managed Care Environment,” Parke-Davis, Traverse City, Michigan, July 1998

“Prescription for Growth and Success Using Insight, Planning and Marketing,” Mahoning County Medical Society and Northeastern Ohio Universities College of Medicine, Boardman, Ohio, January 1998

“Medicine in the Media,” panel presenter, Florida Medical Association, Orlando, Florida, January 1998

“Establishing Brand Equity in a Subspecialty,” Alliance for Healthcare Strategy and Marketing/MGMA Ninth Annual Group Practice Marketing Conference, Washington, D.C., October 1997

“Marketing in a Managed Care Environment,” Alpern Rosenthal & Company, Medical Services Group, Pittsburgh, Pennsylvania, October 1997

“Marketing Your Practice,” Tennessee Medical Group Management Association, Semi-Annual Meeting, Nashville, Tennessee, October 1997

“Healthcare Marketing Trends,” Broadcast Sales Training Satellite Seminar, Albuquerque, New Mexico, September 1997

“Position for Success! Strategic Marketing for Changing Times,” Martin Memorial Hospital Quarterly Medical Staff Meeting, Stuart, Florida, June 1997

“Position for Success,” Neuroscience’s Administrative Assembly, MGMA Annual Symposium, Minneapolis, Minnesota, October 1996

“Position for Success,” Alliance for Healthcare Strategy and Marketing/MGMA, 8th Annual Group Practice Marketing Seminar, October 1996

“Position for Success! Strategic Marketing for Family Practice,” Maine Academy of Family Practice, 4th Annual Symposium, May 1996

“Marketing the Pediatrician,” American Academy of Pediatrics, Midwest District Meeting, Victoria, British Columbia, March 1996

“Understanding the Marketplace - Community Based Delivery System,” MGMA’s 69th Annual Conference, New Orleans, Louisiana, October 1995

“The Power of Marketing in Managed Care,” Setting Your Direction: Roadmaps for Marketplace Success, Seventh Annual Practice Marketing Conference, New Orleans, Louisiana, October 1995

"On the Road to Reform: Marketing in the Interim," "Marketing to Payers: The Critical Task of Transition," The Alliance for Healthcare Strategy and Marketing Annual Meeting, March 1995

“Healthcare Marketing Trends,” Broadcast Sales Training Satellite Seminar, Albuquerque, New Mexico, January 1995

“Business as Unusual, Marketing to Managed Care, Medical Staff and Business Managers,” Poudre Valley Hospital, Fort Collins, Colorado, December 1994

“How to Market to Managed Care,” Leif Beck Annual Symposium, Chicago, Illinois, September 1994

“The Seven Emerging Trends in Healthcare,” Second Annual American Ophthalmic meeting, American Ophthalmic Incorporated, September 1994

“Marketing Your Client's Practices in the '90s,” New Consultants Workshop, PM Group, Williamsburg, Virginia, June 1994

“Marketing -- Business as *Unusual*,” National Meeting BONES Orthopaedic Organization, Vail, Colorado, June 1994

“Marketing Medical Group Practices in these Crazy Times: Mission Impossible?” Colorado Chapter Academy for Health Services Marketing, May 1994

“Relationships in Reform,” Academy for Health Services Marketing, Baltimore, Maryland, May 1994

Critical Issues Tract speaker, Academy for Health Services Marketing, 14th Annual Symposium, San Diego, California, February 1994

### ***Articles***

“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](http://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

“Basic Marketing Techniques,” *Clinical Psychiatry News*, November, 1999

“Strategic Planning Retreats: Grab Your Coat and Get Your Hat” *Strategic Orthopaedics*, October, 1999 Vol. 3 Number 10, pgs 109+

“Milk Where’s Your Mustache?” *Strategic Orthopaedics*, January 1999, Volume 3 Number 1, Page 7

“Be Informed About Your Medical Care,” 1998 Health Care Directory, *Orlando Business Journal*, pgs 4-5, August, 1998

“Establishing Brand Equity in a Medical Subspecialty,” *Medical Group Management Marketer’s Guidepost*, Vol. 9 No.3, pgs 2-4, May/June 1998

“Marketing Your Subspecialty in the Managed Care Environment,” *Strategic Orthopaedics*, Vol. 2, No. 5, pgs 56-57, May, 1998

“How Branding Can Position Your Practice For Success,” *Physician’s Marketing and Management*, September, 1997, Vol.10, No. 9, September 1997

“Marketing Makeover-A Case Study,” *Strategic Orthopaedics*, Vol. 1, No. 6, pgs 75+, September 1997

“Learn to Identify and Attack MCO Marketing Opportunities,” *Managed Home Care*, Vol. 4, No. 8, pgs 120+, August 1997

“Good Enough Never Is: Patient Satisfaction Surveys a Must,” *Strategic Orthopaedics*, Vol. 1, No. 5, pgs 51+, July 1997

“Answers to Your Questions,” MGMA’s *Marketing Guidepost*, pg 8, July/August 1997  
“Does Your Practice Need a Website?” *Strategic Orthopaedics*, Vol. 1, No. 4, pgs 37+, June 1997

“Protect Your Practice from Deselection,” *Physician’s Marketing and Management*, Vol. 10, No. 3, pgs 37-38, March 1997

“Health Fairs Give Providers Access to Target Audience,” *Physician’s Marketing and Management*, Vol. 9, No. 12, pgs 143-44, December 1996

“How a Small Group Positioned Itself for Managed Care Success,” *The Physician’s Advisory*, October 1996

“Differentiate Your Practice for Managed Care Success,” *The Physician’s Advisory*, September 1996

“Practice Marketing Still Seen Necessary, Though Focus, Strategy Have Changed -- Despite Rise of Managed Care, Need to Distinguish Oneself a Key Factor,” *Physicians Financial News*, Vol. 14, No. 11, pg. 1, August 1996

“Position Your Practice For Changing Times,” *Medical Group Management Marketer’s Guidepost*, Volume 7, Number 3, May/June 1996

“Sell Your Services Not Your Soul,” *Tom Peters on Achieving Excellence*, Volume 11, Issue 6, pgs 1-3, June 1996

“Internet Offers At-Home Health Care Resources,” *Orlando Business Journal*, Health Care Directory, pg 4, June 1996

“Look Who’s Talking Now: Doctors, Lawyers, University Chiefs,” *The Public Relations Strategist*, Volume 2, Number 2, Summer 1996, pgs 12-16, June 1996

“Marketing Doesn’t Have to Be Your Worst Nightmare,” *American Medical News*, pgs 19-22, Volume 39, Number 20, May 1996

“Contain Cost of Care with Patient Education,” *Physician’s Capitation Survival*, pgs 52-55, May 1996

“Merger Coming? Marketers Will Have to Take Some Flack,” *Physician’s Marketing & Management*, American Health Consultants, pgs 37-39, April 1996

“Everyday, Business Mergers Occur - It’s Called Lunch,” *Hospital News*, April 1996

### **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