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Grace Report
Provides Important
Private Intelligence,
Gathered Exclusively
for OBs & GYNs, Their
Practice CEOs, and Key
Administrators.



FAQs of **the GRACE REPORT**

Robert L. Michel's Revealing Answers to the Questions Prospective Applicants Most Often Ask...

 [Printable Version of FAQs](#)

This Q & A guide about the opportunities offered by the GRACE REPORT Intelligence Service aims to help Obstetricians, Gynecologists and their OB-Gyn practice administrators understand how they can stay ahead of radical changes and destructive trends which could destroy their OB-Gyn group's economic stability while seizing opportunities to protect and increase patient volume and revenue!

What will your GRACE REPORT Intelligence Service do for me?

In recent years only an elite group of CEOs and senior executives had access to the OB-Gyn industry intelligence produced by The Grace Intelligence Group. These executives consistently used the intelligence, strategies and assessments to generate millions of dollars in successful responses to marketplace changes.

Why are my existing sources of information so poor?

If you are typical of most executives in the OB-Gyn profession, the information you get comes from stories and conversations you hear from others. Unverified, chock full of innuendo, misrepresentation and pure rumor. Yet this is precisely the source used to base major decisions. And many times it's wrong!

Aren't I getting reliable information from industry magazines and seminars?

Answer that one yourself. Where do you get the real information you use to base your decisions? Odds are it is not a medical journal, trade magazine or technical newsletter. It is your network of professional OB-Gyn contacts.

What is different about intelligence provided by the GRACE REPORT?

Information in the GRACE REPORT comes from unimpeachable sources. It is verified to the greatest extent possible. Most important, it's filtered through some of the finest strategic minds in the OB-Gyn profession. This adds relevance and interpretation you can get from no other information source.

My network of contacts seems to keep me informed. Why should I add another source?

Unless your contacts are actually inside the organizations you want to learn about, their opinions are based on perceptions, misinformation, gossip and rumors. Those are pretty poor sources to rely on when you make decisions involving tens of thousands of dollars and the jobs of your many employees.

Can I get this information from any other source?

Stop and think. Where do you currently get the type of information that is necessary when you have to make serious decisions about pricing, contract bid strategies, partnering opportunities, market assessments and other critical decisions? You probably get your feedback from two sources, the staff in your office, and a limited number of contacts who you can telephone. The question is, how accurate and reliable are your sources? Do they even have access to and knowledge of the important things that you want background information about?

Why do I need the GRACE REPORT Intelligence Service?

You need it if you are concerned about one thing: your practice's ability to survive future challenges and emerge financially solvent and operationally stable. The GRACE REPORT is the competitive edge that keeps you current with what works ...and what doesn't.

Who else in my organization should be getting the GRACE REPORT Intelligence Service?

GRACE REPORT Briefings are written for senior executives—those people with the power and clout to get things done in the profession. These are obstetricians, gynecologists, CEOs, COOs, CFOs and executive administrators with business acumen, savvy, and the drive to make things happen. Like you, they also want good information to make good decisions.

How do you get information that no one else in the industry knows about?

That's our secret, and the precise reason you should be getting your intelligence from the GRACE REPORT. Our sources rely on us the same way our clients do.

How often do I get the publication?

A new GRACE REPORT intelligence briefing is sent to you every third week. It is chock full of concise intelligence about major events within the OB-GYN practice arena.

How can we take advantage of your charter subscription offer?

Simply call 800-636-3634, or fill out the [application form](#) and fax to 512-264-0969.

Do I get anything else with the publication?

OB/Gyn Business Capsule Case Studies, special bulletins, alerts and research studies are issued as needed. These offer extremely detailed analysis and assessment of critical issues in OB-GYN business management.

How does the charter offer work?

The GRACE REPORT Intelligence service is \$13.65 per week in the United States. It is invoiced twice per year.

Can I call the GRACE REPORT staff for additional information and background on the subjects of the intelligence briefings?

All principals of the GRACE REPORT are available to subscribers. Robert L. Michel regularly provides more detailed assessment and strategic insight to our clients. Subscribers to the GRACE REPORT can obtain their services at member rates.

Are there any other publications out there which I can rely on?

Business information, competitive analysis and financial consequences-- where do you get that? Most are full of medical technology and articles by middle managers about self-improvement. And all of this is buried among pages of advertising. Only the GRACE REPORT provides you hard hitting intelligence with insight and analysis for effective responses to crucial events which affect your practice.

What kind of information is in the GRACE REPORT?

The GRACE REPORT is your exclusive source for managed care contracting strategies, pricing trends, group practice business strategies, and competitive market assessments. The 2006 editorial outlook gives you the complete overview of topics you will be learning about.

Can the GRACE REPORT help my OB-GYN group make money?

Yes. You will learn proven methods to cut costs. You will discover strategies for negotiating more favorable managed care contracts. Learn the full range of strategic and operational approaches that are successful

in the real world. These are proven approaches that your OB-Gyn group can utilize.

What proof do you have that your GRACE REPORT Intelligence service is all that you say it is?

The best proof of all: Our willingness to send you the GRACE REPORT under a guarantee of total satisfaction. If for any reason you are not totally convinced that this is the single best source of necessary intelligence for OB-Gyns and practice administrators, then your money will be refunded. Immediately. It's that simple!

How do I take advantage of your no-risk offer?

Simply complete the [application for subscription](#) and fax or mail it back to:

GRACE REPORT

Complete Application and fax to: 512-264-0969

or mail to:
21806 Briarcliff Drive
Spicewood, Texas 78669

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