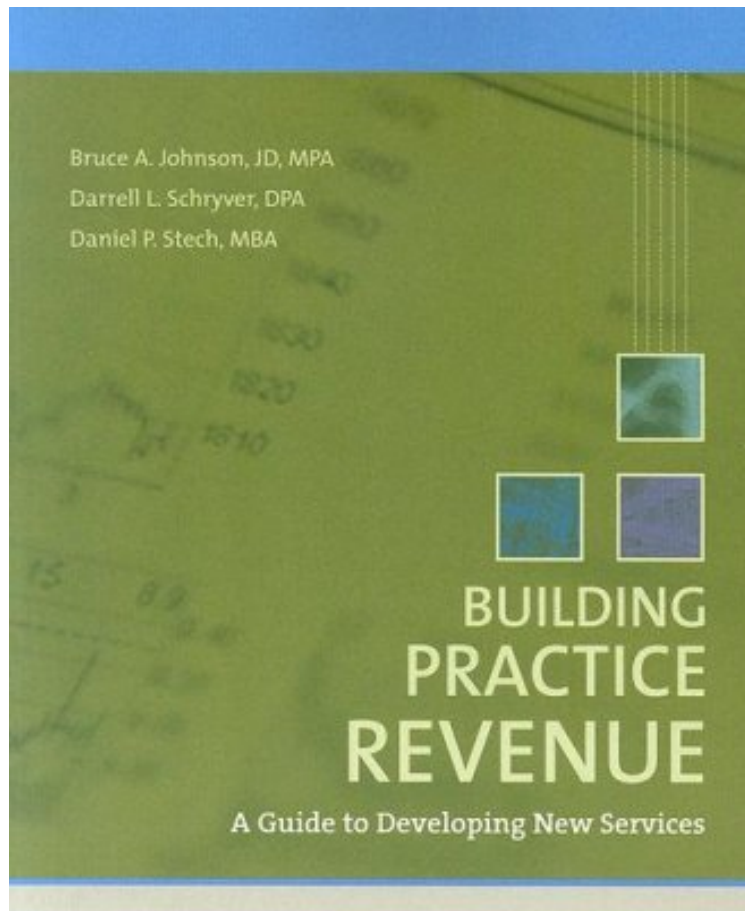


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Building Practice Revenue: A Guide to Developing New Services

Bruce Johnson, Darrell Schryver, Daniel P. Stech
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This new resource from respected practice consultants explores the ways new revenue sources, including ancillary

services, can help fill the gap created by declining revenues. It describes the benefits of new service integration, surveys the types of services that might be appropriate, and offers an analytical approach for determining the probable benefit. Also the potential impact of the legal and regulatory environment on such ventures is reviewed. Includes case studies, a strategy checklist and a sample pro forma.