

## **CR CONSULTING**

I have known Debra since 1993 when I hired her as Orthopedic Center of Palm Beach County's first marketing director for our Occupational Health program. She provided visibility to the group, signed up new employer companies and implemented a marketing plan for the merger of a podiatry group into our large orthopedic practice.

When the group became a MedPartners affiliate she then became their marketing director for the entire state managing plans for over 30 groups. As a regional vice president with that company I and others recognized her talent and commitment to helping physician groups of all sizes, and in 1997 she re-located to Atlanta, GA to become Director of Regional Marketing, East. In that role she worked with a variety of specialty groups in eight states including such prominent practices as: Summit Medical Group (N.J); Atlanta Plastic Surgery; Mt. Vernon Orthopaedics; Atlanta Asthma & Allergy; Cardinal Healthcare (Raleigh, NC); MedPartners Eye Associates (Miami, FL); Flagler Medical Group (West Palm Beach, FL) and Georgia Urology Group.

Since then I have also engaged her company for medical group projects and the promotion of Southeast Florida Archaeology Society, a non-profit organization dedicated to the preservation and knowledge sharing of ancient artifacts.

I am happy to recommend her for any type of marketing and communications planning and implementation projects you and your organization may need.

**Charlotte Randall Ghioto, CMPE**  
**Office Manager, Palm Beach Cardiology Associates**  
**Past President, FL MGMA**  
**CR Consulting**