

# Nurse Practitioners, Come Out from Hiding!

Patients Can't Find You! Other NPs Can't Refer to You!



We nurse practitioners have a problem. **We are possibly the best-kept secret in health care.** If you're a patient who wants to see a nurse practitioner and look in the Yellow Pages, you probably won't find us listed. If you look at a list provided by an insurance company, you probably would not find NPs listed. Yet, we have great word of mouth advertising.

Have you ever tried to refer a patient who is moving to a nurse practitioner in another state? Tough doesn't begin to describe it. Even folks with a national network of NP contacts have trouble making these referrals.

We stand on the verge of the largest marketing push ever done by NPs, but **when patients go to find a NP where will they look?** Do you want potential patients to be able to find you? Do you have a specialty practice and want other nurse practitioners to find you? How can consumers demand access to your care if they don't know you are there?

So, what's a Nurse Practitioner to do? Well you could get into the local Yellow Pages, but that can cost hundreds of dollars a month. Instead, **list yourself and your practice in the National Nurse Practitioner Directory.** It's so inexpensive that you can't afford not to be listed.

The National Nurse Practitioner Directory is located at [www.npclinics.com](http://www.npclinics.com). An easy to remember web address that you can give to your patients, friends and family. It's always up-to-date, because you can update your listing any time, day or night.

**Consumers look for health related information on the Internet.** Make it easy for them to find a nurse practitioner. Get your practice listed today. **Go to [www.npclinics.com](http://www.npclinics.com) and add your directory listing.** Then get at least one other NP to join as well. There is power in numbers and at the moment we've been divided and hidden, but not any more!

The National Nurse Practitioner Directory is sponsored by Nurse Practitioner Support Services and NP Central ([www.nurse.net](http://www.nurse.net)). We've been providing on-line information for nurse practitioners since 1994.

A directory registration form is attached for your convenience, or you may sign up on the web at [www.npclinics.com](http://www.npclinics.com). One year in the directory is \$25, less than 7 cents a day. Is your practice worth 7 cents a day? If it is join today!

Make Yourself Visible Today

with a

Listing in the National Nurse Practitioner Directory!