1. Segmentation of potential patients has been made easier with the technology available. Once completed the segments contain targeted prospects that have some common elements between them. But this is where the marketing becomes difficult. It is possible that each prospect within the segment may have different thoughts on healthcare. These differences may involve their key values, attitudes towards healthcare, and how they make decisions? So, the question is: how will you uncover what they think about healthcare? What messages do you send to them to get their business? How will you know whom is a viable target to which to sell your business idea? 2. If you are able to uncover this information and market to these attributes will this give you new patients and their loyalty? If yes, why? If no, why? Need specifics and not general statements.