

Catalyst Consultants Launches Training Program to Strengthen Referral Marketing for Specialty Practices

New Relationship Training Course for Practice Liaisons and Managers September 19, 2025



Relationship Marketing 101

The Fundamentals of Marketing a Medical Practice to Other Practices

Session 1: Introductory Course
Part One of Your Two-part Course: 1PM - 2:50 PM

Building Your Referral Roadmap

Hands-on Tools & Confidence to Implement Without External Help

Session 2: Toolkit Planning

New Training Course: 9/19/25

Austin, Texas Sep 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - Catalyst Consultants, a leading healthcare business consulting firm based in Austin, Texas, announces the launch of ***Relationship Marketing 101: Building Your Referral Roadmap***. This training program is designed to help specialty medical practices strengthen referral networks and grow through authentic, structured outreach. The first course will be held online Friday September 19, 1-5 pm.

For many specialty practices, physician referrals are the necessary foundation of practice growth. Yet most staff and physician owners receive little to no training in outreach or relationship marketing. The program addresses this gap with practical strategies for building trust, developing consistent outreach systems, and measuring referral success.

Led by relationship marketing specialist Kristy Parker, the interactive online training equips practice managers, referral coordinators, and physician liaisons with actionable tools to sustain growth in today's competitive healthcare environment. This program is coordinated by Catalyst Consulting affiliate, Lynne Perry Consulting, LLC.

To learn more or register for this program, visit: <https://bit.ly/9-19-25>.

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About Catalyst Consultants

Catalyst Consultants, based in Austin, TX, has specialized in the business of medicine since 1998. The firm advises medical practices nationwide on startups, credentialing, managed care contracting, marketing, and operational growth.

Media Contact

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