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Subject: HCMS and TMA Featured Benefits: Tools to Increase Your Visibility
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Concise and Actionable Practice Resources Brought to You By [HCMS](#) and [TMA](#)



HCMS and TMA Featured Benefits

March 2015

Increase Visibility, Increase Referrals

The Harris County Medical Society (HCMS) and the Texas Medical Association (TMA) offer solutions to most challenges faced by the medical practice. All HCMS and TMA resources can be found on **www.hcms.org** and **www.texmed.org**. Physicians and staff can register to view the member-only sections. HCMS and TMA offer nearly 100 benefits and services. Below are two benefits related to increasing your visibility.

HCMS Online Directory

The HCMS Online Directory is a companion to the printed HCMS Pictorial Roster, which is the definitive directory of physicians practicing in Harris County. The Online Directory includes HCMS member information not available in the Pictorial Roster such as fax, NPI Numbers and email addresses. Learn more about our directories at **www.hcms.org/membership/member-directories/**.



Using Patient Testimonials in Marketing

TMA has gathered resources from the Texas Occupational Code, the Texas Medical Board and the AMA Principles of Medical Ethics to guide physicians on the use of patient testimonials to promote the practice. To learn more, go to **www.texmed.org/Practice_Operations** and look for testimonials in the Marketing Section .

HCMS is the largest county medical society in the United States, with a membership of more than 11,600 physicians and medical students. TMA is the largest state medical association with a membership of more than 48,000.

Our advocacy efforts and services are constantly evolving to meet our members' needs. We welcome the opportunity to learn more about your specific needs, challenges, and goals so we can address your issues. Please contact the HCMS Membership Department at 713-524-4267 or email regina_palasota@hcms.org and let us know how we can assist you.

To join HCMS and TMA go to www.texmed.org/join.

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