



CompHealth's efforts to recruit physicians willing to become temporaries took a major step forward with this coloring book mailing. CompHealth is led by physicians who felt that all marketing efforts should maintain a very formal, conservative appearance. Yet, during a temporary lapse of their mental faculties, top management approved the mailing of this coloring book. ■ Aimed at 4th year family practice residents, we out-pulled the control package by eleven to one despite the fact that most of these last-year residents had job commitments long before graduation. Several even filled out the reply card in crayon. ■ In addition, we found that many of these residents passed the mailing along to 3rd year residents which responded the following year.

CompHealth Coloring Book

