

"Kudzu gives patients easy access to information about our practice."

Allergy Associates has a positive reaction to Kudzu

Finding an allergist is not necessarily hard - many patients look to their insurance company's list of approved providers. Getting useful details in order to make an informed decision can be challenging, however. Suresh Anand, MD and Miriam Anand, MD of [Allergy Associates and Lab](#) in Arizona have found that having a profile on Kudzu helps potential patients to further evaluate their options. As a result, Allergy Associates and lab receives about three calls a week from Kudzu, most of which result in new patients.



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6 Free Things from Kudzu Your Competitors Are Using

Everyone is looking for free advice nowadays, it seems, and that's because you never know what little nugget of information is going to make the difference for your business. At Kudzu, we try to give you as much as we can, in as quick a read as possible, so that you can "scan and go." What's more, we give you templates and tips that make running your business easier, so you can focus on what you do best. We're adding more of this information every day on the Kudzu Business Success Center, and it's all free! Your competitors are checking it out regularly, and you might want to get in the habit yourself.

Here are six free things we know for a fact that service companies listed on Kudzu are using. *Are you?*

- ["Share Your Experience" templates](#) to encourage customer reviews
- [Tips to generate customer reviews](#), plus how to [create a review widget](#) for your homepage
- Ways to [improve search results](#)
- [Kudzu logo](#) to download for use on your marketing materials, vehicles, invoices, and more
- How to [add deals and discounts](#)
- Marketing blogs that are chock-full of "something new you can do" to make a measurable difference for your business: [101 Marketing Ideas](#) and [Everyday Marketing](#)

Get in the habit of checking in, and you just might find an idea that will help you cash in!

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My Business MVP



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