

2006 Practice Management Workshop

Washington, DC
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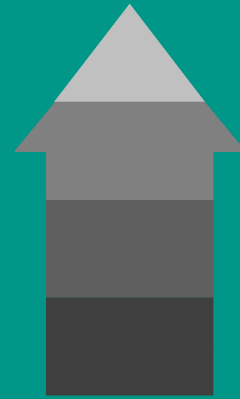


Marketing Strategies for the Established Allergist



Why Do Marketing?

- Increase income
- Deter new competitors
- Retain market share
- Shift payer patterns
- Introduce new services / products
- Recruit / introduce new providers
- Enter / expand new marketplaces
- Combat negative publicity

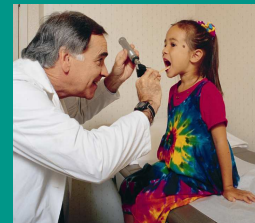


What is Patient Marketing?

Any activity to attract a new patient or retain an existing one.

Internal Marketing typically targets existing patients and referrers

External Marketing is directed toward "strangers"



You Must Have A Marketing Plan

If you don't know
where you're going,
you'll never get there!



The 10-Step Allergist Marketing Plan



Success!

now...



Step 1: Set Objectives

	Now	Goal
# new pts/mo		
Type new pts		
Charges		
Collections		
Net Income		

Step 2: Define Your Targets

- Age
- Gender
- Location
- Language/ethnicity
- Payer Class / plan
- Clinical diagnosis / demand



Create a plan for each target.

Step 3: Define Target Desires

- **Patient / Referrer Desires:**
 - Availability: no-wait, hours, location
 - Affability: gender, language, race, manner
 - Ability: experience, boarded, reputation

Step 4: Self-Assessment - Strengths, Weaknesses, Opportunities, Threats



- Availability
- Capacity / efficiency
- Image / reputation
- Existing patient mix
- Market share
- Price / plans
- Differentiation

Step 5a: Assess Competition

- Similarities
- Differences
- Targets / niche
- Allies / foes
- Image
- Marketing



Step 5b: Assess the Market

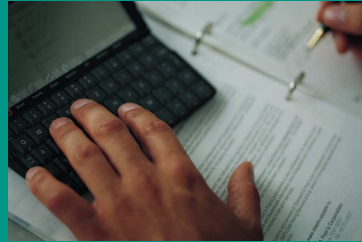
- Managed care impact
- Specialty demand / saturation
- Cash / elective market
- Expanding / contracting / aging
- Anticipated market changes



Step 6: Determine A Budget

Spend time and / or money ?

- 1-3% of \$ goal in underserved markets
- 5-10% of \$ goal in very competitive markets
- Is co-op marketing money available?
 - Pharma / Corporate / IPA / Payer / Hospitals



Step 7a: Determine Strategies

- Cooperate or compete with specialty peers
- Into or out-of managed care, or both
- Solo, group or network
- Add or delete services
- Retrain, retire, relocate



Step 7b: Evaluate Cost Effective Strategies

- **Internal Marketing:**
typically increases referrals or retains patients
- **External Marketing:**
directly attracts patients
or attracts new referrers



Step 8: Create A Written Calendar

- Production lead time
- Budget accommodation
- Seasonality
- Pacing

A screenshot of a calendar application. The title bar reads "Andrew Regan: Jan - Apr 2003". The calendar displays four months: January 2003, February 2003, March 2003, and April 2003. Each month is shown in a grid format with days of the week and dates. The dates are color-coded: red for weekends, green for weekdays, and blue for specific dates. The application interface includes a "Calendar view" dropdown, a "Print" button, and a "Today" button.

Step 9: Implement Plan

- Assign responsibilities
- Engage support services
- Inform entire staff
- Involve entire staff



Step 10: Track Data & Respond

- Establish data tracking process
- Track, review & report data monthly
- Determine evaluation / renewal dates
- Modify plan as needed
- Experiment annually



Strategy #1

*Determine
what the
market
wants!*

Listen, Listen, Talk

- Ask referrers
- Ask insurers/IPAs
- Ask consultants
- Read the journals
- Watch others' ads

Strategy #2

Give the market what it wants!

- Availability: especially 1st visit
- Affability: perceived time, body language, friendly staff, etc.
- Affordability/low risk (in capitation)
- Positive outcomes

Strategy #3

Right-size your practice to serve the market

- Tailored to your market
- Single specialty group
- Consider multi-specialty group
- Consider closed panel networks

Strategy #4



Prove & publish your expertise

Provide data on:

- Cost / savings (in managed care)
- Clinical outcomes (studies)
- Use of protocols /UR / QA

Internal Marketing Strategies

- Good location
- Attractive, clean & modern office
- Attractive, modern logo and image
- Copious patient ed literature
with your name on it
- Well-trained & pleasant staff
- Seasonal mailings to patients

Internal Marketing Strategies

- Communicate with your referrers
- “We welcome referrals”
- on signs & in words
- Office brochure with promotional wording
- Dispense RX and sell products

External Marketing Strategies

- Sign clearly visible
- Listings in all Yellow Page categories
- Fictitious name starting with "A"
- Seasonal direct mail to strangers
- Press releases
- Meet 3 potential new referrers per week
 - Including non-physicians like chiropractors, herbologists, pharmacists

External Marketing Strategies

- Nice professional web page
- Web address on all printing & ads
- Web page "Search Engine Optimization"
- List with hospital referral-lines
- Out-reach to health fairs
- Speakers' bureau participation
- Seasonal advertising