

# Marketing the New Allergy Practice



January 2003							February 2003						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31											

March 2003							April 2003						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31											

## Why Do Marketing?

- Increase income
- Deter new competitors
- Retain market share
- Introduce new services / products
- 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!**



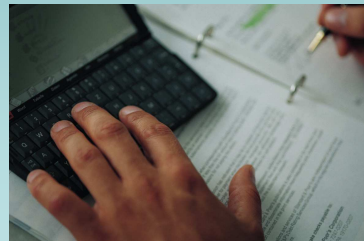
## The Super-Simple Allergist Marketing Plan

- Quantify your goals
- Identify the target demographic
- Identify what target wants
- Clarify how you meet the target “wants”
- Analyze the competition
- Decide a budget
- Decide marketing strategies
- Execute plan
- Evaluate results, & repeat

## Decide a Budget

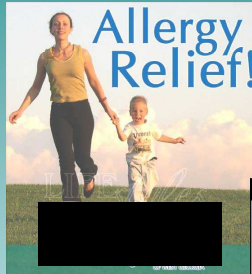
Spend time and / or money ?

- 1-3% of collections goal in underserved markets
- 5-10% of collections goal in very competitive markets



# New Allergist Marketing Strategies

- See handout
  - Announcements
  - Meet & Greet
  - Press releases
  - Phone book ad
  - Newspaper ad
  - Direct Mail
  - Web page & SEO



ALLERGY, SINUS &  
ASTHMA SPECIALTY CARE

ADULTS & CHILDREN



snoring? headaches? problem cough? circles under the eyes?

**Asthma/Allergy Relief  
Is a Phone Call Away!**

ALLERGY &  
ASTHMA ASSOCIATES, P.C.

Phone: [REDACTED]

We have a satellite clinic  
in [REDACTED] the 2nd  
Friday of each month.  
No referrals necessary.

Dr. [REDACTED]  
Dr. [REDACTED]

Board Certified Allergists are certified by the  
Joint Boards of Pediatrics and Internal Medicine

sinus or chronic ear infections?



# Track Data & Respond

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



# Sample Ads

## ALLERGY, SINUS & ASTHMA SPECIALTY CARE

ADULTS & CHILDREN

██████████ M.D.

██████████ MAIN BLVD

██████████, FL ██████████

# Sample Ads

Allergies or Asthma have you feeling down?  
Relief is now Downtown!



### Allergy & Asthma

*Breathe Right... Live Well.*

██████████'s only downtown location to serve patients who suffer from allergies, asthma, sinus and other related allergy problems.



- Services include evaluations and follow-up appointments, allergy skin testing, drug and food allergy evaluations, lung function testing and allergy shots
- Wireless internet access
- Laptop for use while waiting
- Free bottled water, teas, coffee and refreshments
- Wall Street Journal / New York Times
- Convenient office hours for appointments and shots (8:30 a.m. – 4:00 p.m.)

██████████ Building – ██████████ Suite ██████████  
Entrance is off ██████████ Street  
1-800-██████████ – ██████████ – www.██████████.com

██████████, MD  
ARNP ██████████, MD  
RNP

# Sample Ads

**WIN THE BATTLE AGAINST ALLERGIES**

**ADULT & PEDIATRIC ALLERGY CARE**

**ALLERGY & ASTHMA CLINIC**

• Hay Fever • Bronchial Asthma • Eye Allergies • Insect Allergies • Food Allergies • Drug Allergies  
• Allergic Skin Disorders-Hives, Eczema, Rashes, etc. • Asthma • Sinus & Nasal Problems • Occupational Allergy










  
 [Redacted], M.D.  
 Diplomate of the American Board of Allergy & Immunology  
 and The American Board of Internal Medicine


  
 [Redacted], M.D.  
 Diplomate of the American Board of Allergy & Immunology  
 and The American Board of Internal Medicine

[www.\[Redacted\].NET](http://www.[Redacted].NET)

Evening & Weekend Hours  
 Seminars Available  
 Participants of Managed Care Programs


**24 HOUR ANSWERING SERVICE**

[Redacted]

# Sample Ads

**[Redacted] Asthma & Allergy Center, P.A.**

*Since 1952*



Back Row [Redacted] M.D.

All of our physicians are Board Certified by the American Board of Allergy and Immunology




We treat adults & children for...

• Hay Fever • Asthma • Insect Stings • Food Allergies • Hives • Skin Allergies & More

[Redacted] 900 [Redacted] St. Suite [Redacted]  
 [Redacted] 7 [Redacted] Dr. Suite [Redacted]  
 [Redacted] 7 [Redacted] Blvd. Suite [Redacted]

We serve the entire metro area with additional offices in: [Redacted]

**BEST** Sign on for Daily Allergy Updates At Our Web Site  
[www.\[Redacted\].com](http://www.[Redacted].com)

# Sample Ads

**Relief For Allergy Sufferers!**



**Allergy & Asthma Clinic**

\_\_\_\_\_, MD  
\_\_\_\_\_, MD

*Pediatric & Adult Allergy*

For all forms of allergy

- Nasal & Sinus Allergy
- Asthma & Cough
- Insect Sting Allergy
- Food Allergy • Pet Allergy
- Hives and Allergic Skin Diseases



\_\_\_\_\_, Street,  
Tel: (\_\_\_\_\_) \_\_\_\_\_

# Creative Marketing Strategies



Plastic Surgery Ad Courtesy DDB, Canada

