Marketing the New Allergy Practice

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

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.

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. - 6:00 p.m.

Building - Entrance is off Street

1-800

Sample Ads

WIN THE BATTLE AGAINST ALLERGIES
ADULT & PEDIATRIC ALLERGY CARE
ALLERGY & ASTHMA CLINIC

• Hay Fever • Insect Stings • Food Allergies • Drug Allergies • Cat Allergies
• Allergic Skin Reactions (Rashes, Eczema, Itches, etc.) • Asthma • Sinus & Nasal Problems • Occupational Allergy

J. Armand, M.D.

Representative of the American Board of Allergy & Immunology and The American Board of Internal Medicine.

www.AllergyCenter.net

Seminars Available
Participants of Managed Care Programs

94 HOUR ANSWERING SERVICE

Sample Ads

Asthma & Allergy Center, P.A.

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 • Rhinitis • Skin Allergies & More.

Sample Ads

Relief For Allergy Sufferers!

Allergy & Asthma Clinic

Pediatric & Adult Allergy

For all forms of allergy
- Nasal & Sinus Allergy
- Asthma & Cough
- Insect Sting Allergy
- Food Allergy • Pet Allergy
- Rashes and allergy
- Skin Diseases

Creative Marketing Strategies

Plastic Surgery Ad Courtesy DDB, Canada