

# STANDING OUT IN TODAY'S COMPETITIVE MARKET WITH STRATEGY AND FINANCIAL APTITUDE

THIS PEP PRESENTATION IS BROUGHT TO YOU IN PART BY THE KINDNESS AND EXPERTISE OF:

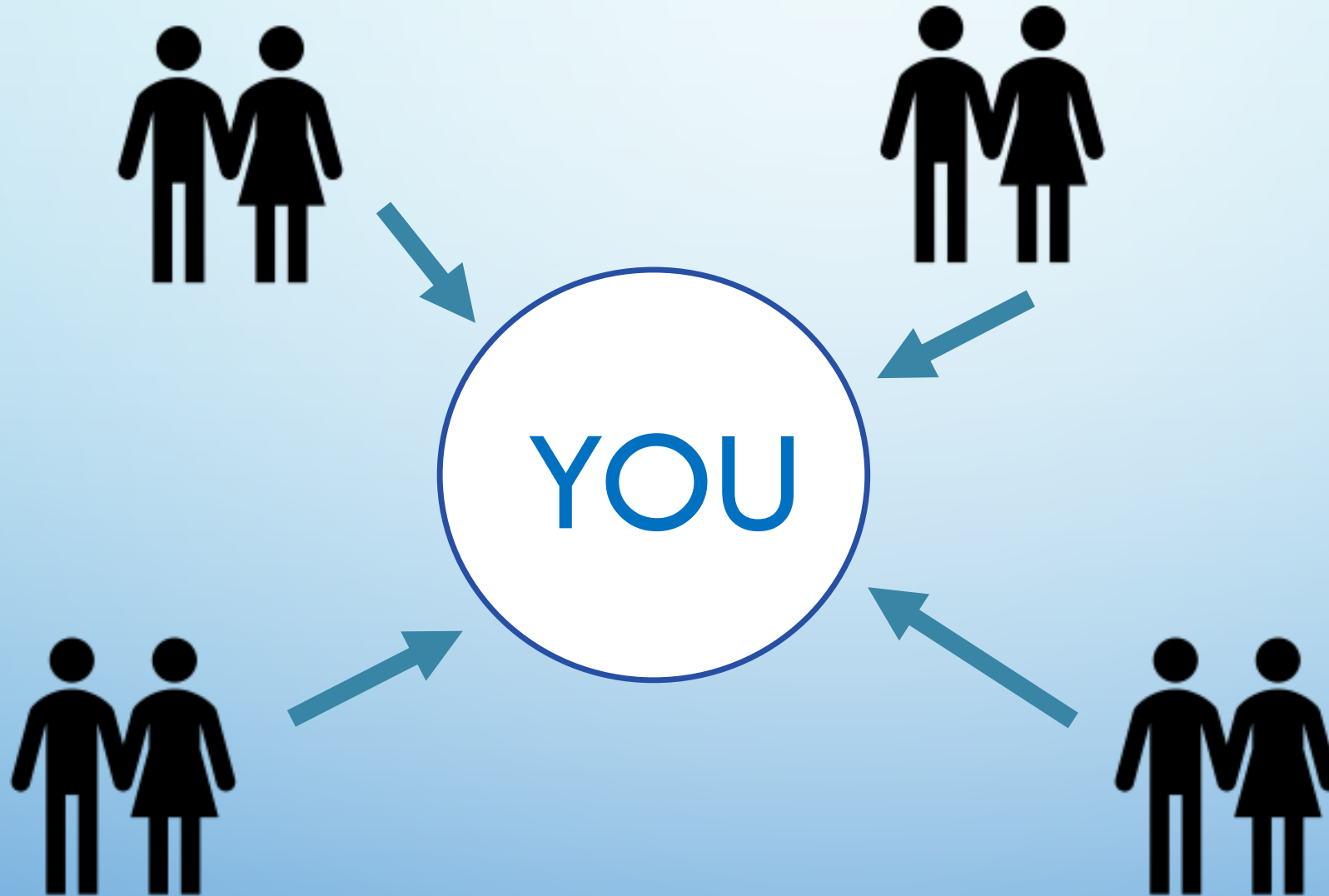


The background is a light blue gradient with several realistic water bubbles of various sizes scattered in the corners. The bubbles have highlights and shadows, giving them a 3D effect.

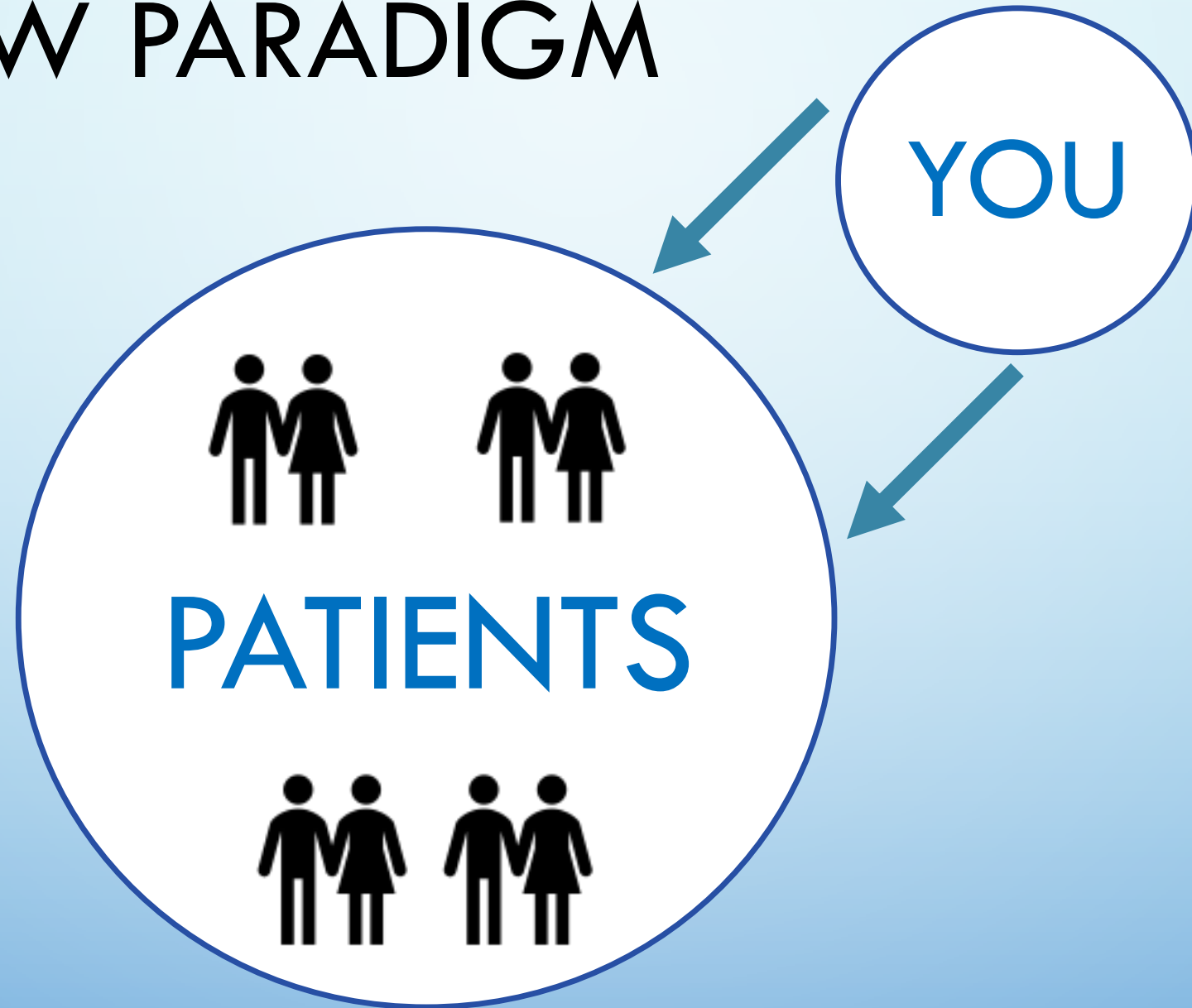
# QUESTION

HOW DO YOU KEEP YOUR PRACTICE  
RELEVANT AND THRIVING  
IN TODAY'S COMPETITIVE BUSINESS  
ENVIRONMENT ?

# STANDARD PARADIGM



# NEW PARADIGM



**WHY CREATE A  
PATIENT  
CENTERED  
PRACTICE?  
WHAT ARE THE  
BENEFITS AND  
RESULTS?**

Happier Patients

Happier Staff

Improved results

Increased visit regularity

Increased new patient numbers

Brand recognition

Patient Loyalty

Edge over competition

Drive Revenue

# THE DOMINANT COMPONENT OF A PATIENT CENTERED PRACTICE IS:

## ***PERSONAL RELATIONSHIPS***

- ▶ #1 KEY TO SUCCESSFUL NEW AND SUSTAINED BUSINESS
- ▶ HUGE EFFECT WITH PATIENT RETENTION, LOYALTY AND BRAND PROMOTION
- ▶ GAINING NEW PATIENTS
- ▶ GROWING AND SUSTAINING A SUCCESSFUL PRACTICE



# HIT THE PAVEMENT

- PODIATRY IS ONE OF THE MOST MIS-UNDERSTOOD MEDICAL SPECIALTIES
  - NOT ONLY AMONG YOUR POTENTIAL PATIENT POPULATION BUT BY REFERRING PROVIDERS AND OTHER MEDICAL AND NON-MEDICAL RESOURCES

SO GET OUT THERE AND EDUCATE!

# CREATE AND IMPLEMENT STRATEGIC MARKETING PLANS

- MONITOR THE VALUE OF YOUR MARKETING DOLLARS (RETURN ON INVESTMENT) IN ORDER TO REVISE YOUR PLAN AS THE PRACTICE MATURES
- INVEST YOUR MARKETING DOLLARS WISELY BUT DO NOT SHORT CHANGE YOURSELF OR THE REPUTATION OF YOUR PRACTICE.
- UNDERSTAND THAT YOUR TEAM (STAFF MEMBERS) IS (SHOULD BE) YOUR STRONGEST INTERNAL MARKETING SOURCE (THEY ARE THE FACES AND VOICES OF YOUR PRACTICE)
- NEVER STOP MARKETING. . . EVER. . . .



REFERRAL PLAN EXAMPLE/MONTHLY MARKETING  
CHECKLIST FOR DR. DAVID APPLGATE (AND SOON TO BE  
ASSOCIATES)



# INTERNET PLAN:

OUR INTERNET MARKETING INTENTION IS TO CONTINUALLY BOOST OUR ONLINE PRESENCE VIA SOCIAL MEDIA AND BLOG POSTINGS AND CONTINUE TO DRIVE REVIEWS BY SIMPLY ASKING!

EACH **WEEK** THIS WILL CONSIST OF AT LEAST:

- **3** SOCIAL MEDIA POSTS VIA FACE BOOK, INSTAGRAM, AND/OR TWITTER.
- **1** BLOG POST (TO BE POSTED ON WEBSITE)
  - POSTS SHOULD FOCUS ON BRINGING VALUE TO OUR FOLLOWERS.
  - WE ARE IN THE PEOPLE BUSINESS SERVING PODIATRY SERVICES NOT VICE VERSA.

**\*THIS WILL MAKE US STAND APART FROM OUR COMPETITION LONG TERM.**

# PHYSICIAN REFERRALS AND INTENTION; MAINTAIN AN IN-PERSON PRESENCE WITH MEDICAL OFFICES IN THE COMMUNITY

IT IS HARD TO FORGET ABOUT US WHEN OUR FACE IS CONSISTENTLY IN THEIR OFFICE.

EACH **WEEK** THIS WILL CONSIST OF:

- PRACTICE MARKETER/REPRESENTATIVE TO VISIT 50 PHYSICIAN/MEDICAL OFFICES
- DR. APPEGATE AND FUTURE ASSOCIATES TO MEET AND GREET 5 PHYSICIANS INDIVIDUALLY ACCOMPANIED BY PRACTICE MARKETER

**80/20 RULE - VISIT 20% OF OFFICES GIVING US 80% BUSINESS  
(CLOSE TRACKING OF VISITS RESULTING IN REFERRALS WILL  
ALLOW US TO DETERMINE WHERE OUR TIME IS BEST SPENT)**

# THE PITY REFERRAL

- THIS HAPPENS IMMEDIATELY FOLLOWING A VISIT (IN MOST CASES)
- THE REFERRALS WILL NOT REMAIN CONSISTENT WITHOUT RETURN VISITS



# COMMUNITY INTENTION;

## MAINTAINING A PRESENCE AND ADDING VALUE TO FAMILY, FRIENDS, NEIGHBORS, COLLEAGUES AND GROUPS

- EACH WEEK THIS WILL CONSIST OF:
  - 1 NAIL SALON LUNCH AND LEARN
  - 1 MASSAGE STUDIO LUNCH AND LEARN
  - MAKE ONE NEW POINT OF CONTACT WITH HIGH SCHOOL DANCE, CHEER, DRILL TEAM, SPORTS TEAM COACH
  - MAKE ONE NEW POINT OF CONTACT FOR LOCAL DANCE STUDIOS, TAE KWON DO STUDIOS, ETC.
- EACH MONTH THIS WILL CONSIST OF:
  - 1 RUNNING CLUB EVENT
  - 1 HEALTH FAIR EVENT
  - 1 AFTER HOURS EVENT
  - 1 LOCAL B2B SPONSORSHIP OPPORTUNITY EVENT (IE NEW LOCAL BUSINESS OPEN HOUSE ETC.)
  - 1 PHYSICIAN EDUCATIONAL EVENT (IE INGROWN TOENAIL REMOVAL PROCEDURE)
- 1 HARVEY/DISASTER RELIEF EFFORT

# WEEK 1 FOCUS: FAMILY/INTERNAL MEDICINE

- TASK 1- 3 SOCIAL MEDIA POSTS
- TASK 2- 1 BLOG POST
- TASK 3- VISIT 50 PHYSICIAN OFFICES
- TASK 4- 5 PHYSICIAN MEET AND GREETINGS
- TASK 5- 80/20
- TASK 6- 1 NAIL SALON LUNCH AND LEARN
- TASK 7- 1 MASSAGE STUDIO LUNCH AND LEARN
- TASK 8- 1 NEW POINT OF CONTACT FOR HIGH SCHOOL SPORTS TEAMS
- TASK 9- 1 NEW POINT OF CONTACT FOR LOCAL DANCE STUDIO, TAE-KWON DO STUDIO, ETC.

# WEEK 2 FOCUS: PEDIATRICS

- TASK 1- 3 SOCIAL MEDIA POSTS
- TASK 2- 1 BLOG POST
- TASK 3- VISIT 50 PHYSICIAN OFFICES
- TASK 4- 5 PHYSICIAN MEET AND GREETINGS
- TASK 5- 80/20
- TASK 6- 1 NAIL SALON LUNCH AND LEARN
- TASK 7- 1 MASSAGE STUDIO LUNCH AND LEARN
- TASK 8- 1 NEW POINT OF CONTACT FOR KATY ISD SPORTS TEAMS
- TASK 9- 1 NEW POINT OF CONTACT FOR LOCAL DANCE STUDIO, TAE KWON
- DO STUDIO, ETC.

# WEEK 3 FOCUS: URGENT CARE FACILITIES

- TASK 1- 3 SOCIAL MEDIA POSTS
- TASK 2- 1 BLOG POST
- TASK 3- VISIT 50 PHYSICIAN OFFICES
- TASK 4- 5 PHYSICIAN MEET AND GREETINGS
- TASK 5- 80/20
- TASK 6- 1 NAIL SALON LUNCH AND LEARN
- TASK 7- 1 MASSAGE STUDIO LUNCH AND LEARN
- TASK 8- 1 NEW POINT OF CONTACT FOR HIGH SCHOOL SPORTS TEAMS
- TASK 9- 1 NEW POINT OF CONTACT FOR LOCAL DANCE STUDIO, TAE-KWON DO STUDIO, ETC.



# WEEK 4 FOCUS: OB/NEURO/VASCULAR/ORTHOPEDIC/SPORTS MED/CHIRO)

- TASK 1- 3 SOCIAL MEDIA POSTS
- TASK 2- 1 BLOG POST
- TASK 3- VISIT 50 PHYSICIAN OFFICES
- TASK 4- 5 PHYSICIAN MEET AND GREETINGS
- TASK 5- 80/20
- TASK 6- 1 NAIL SALON LUNCH AND LEARN
- TASK 7- 1 MASSAGE STUDIO LUNCH AND LEARN
- TASK 8- 1 NEW POINT OF CONTACT FOR HIGH SCHOOL SPORTS TEAMS
- TASK 9- 1 NEW POINT OF CONTACT FOR LOCAL DANCE STUDIO, TAE-KWON DO STUDIO, ETC.

# MEASURE AND MANAGE YOUR/YOUR PRACTICE REPRESENTATIVE OR MARKETING FIRM'S EFFORTS

- TRAIN AND UTILIZE YOUR RECEPTION TEAM (FRONT DESK/CALL CENTER *(ANY STAFF MEMBERS WHO ARE SCHEDULING APPOINTMENTS/ANSWERING THE PHONE)*) TO RECORD REFERRAL SOURCES UPON INITIAL COMMUNICATION AND AGAIN UPON PATIENT ARRIVAL (IN TAKE FORM)
- “HOW DID YOU HEAR ABOUT OUR OFFICE?”
  - “MY FAMILY DOCTOR; DR. SMITH REFERRED ME”
  - “I BELONG TO LIFETIME FITNESS. DR. APPEGATE DID A GATE ANALYSIS THERE LAST MONTH AND I THINK I MAY NEED ORTHOTICS.”
  - “I GOOGLED “HEEL PAIN” AND YOU CAME UP FIRST WITH GREAT REVIEWS”
  - “I SAW DR. APPEGATE’S NAME MENTIONED IN A FACEBOOK FEED ABOUT RUNNING WITH SHIN SPLINTS. MY NEIGHBOR WAS SEEN THERE LAST WEEK AND HIGHLY RECOMMENDED HIM”

# DIRECT MAIL CAMPAIGNS

- CAN BE A VERY EFFECTIVE WAY TO ANNOUNCE YOUR ARRIVAL IN THE COMMUNITY (PRACTICE OPENING), CHANGE OF LOCATION, ADDITION OF PHYSICIAN, NEW TECHNOLOGY
- PURCHASE LISTS IN SURROUNDING ZIP CODES FOR A BROCHURE, POST CARD OR CAMPAIGN
- USE DEMOGRAPHIC CRITERIA TO FOCUS ON YOUR TARGET AUDIENCE (AGE GENDER, INCOME)
- PRINT ADDITIONAL COPIES AND BRING TO LOCAL BUSINESSES AND REFERRAL SOURCES
- CONSIDER PRINTING AND MAILING LARGE, COLOR, GLOSSY, OVERSIZED POST CARDS FOR MAXIMUM VISIBILITY

# Now let's look at the power of **YOUR EHR**

**THE MOST OVERLOOKED FREE RESOURCE  
TO MONITOR AND GENERATE NEW BUSINESS**



# Stay Connected With your Patients



**REMEMBER. . .**

**OUT OF SIGHT, OUT OF MIND**

**STAYING CONNECTED EQUALS**

**TOP OF MIND**

# KEYS TO CREATING AND EXPANDING A PATIENT CENTERED PRACTICE

- ▶ COMMUNICATE WITH YOUR PATIENTS OUTSIDE OF THE OFFICE
- ▶ EDUCATE AND INFORM (**PATIENTS THINK YOU ONLY TREAT THE CONDITIONS THAT THEY PRESENT WITH**)
- ▶ PROMOTE YOUR PRACTICE AND THE SERVICES THAT YOU OFFER
- ▶ NURTURE YOUR RELATIONSHIP WITH YOUR PATIENTS
- ▶ RECALL INACTIVE PATIENTS
- ▶ BUILD LOYALTY AND PROMOTE MORE REFERRALS
- ▶ USE A SYSTEM TO AUTOMATE YOUR COMMUNICATIONS
- ▶ KEEP YOU AND YOUR PRACTICE TOP OF MIND

# STAY CONNECTED

- DIAGNOSIS-SPECIFIC RECALL CAMPAIGNS
- E-BLASTS TO STAY TOP OF MIND
- PRACTICE NEWSLETTERS
- NEW PATIENT WELCOME LETTERS/EMAILS
- PATIENT SURVEYS
- PERSONALIZED BIRTHDAY AND HOLIDAY CARDS

# Practice Newsletters

- ▶ Informative articles on updated procedures
- ▶ Personal look into your practice and the staff
- ▶ Community involvement, charities and events in surrounding area
- ▶ Recipes and health updates
- ▶ You want to “*Humanize*” the practice

If this is not displaying correctly view it online [here](#)

Newsletter  
Winter 2018

**ADVANCED**  
FEET AND ANKLE CARE

**In This Issue...**

- Peripheral Arterial Disease – The Foot and Heart Health Connection
- Be Aware when you choose a Professional Pedicure
- MediSpa
- We Offer Professional Products with a Money Back Guarantee
- From My Blog: Maybe the Issue is High Arches
- Recipe of the Month: Broccoli-Cheddar Soup

**Peripheral Arterial Disease – The Foot and Heart Health Connection**



February is [American Heart Month](#) and the perfect time to discuss a little-known fact. That your feet can give you an important clue as to your heart health!

Peripheral arterial disease (PAD), commonly called poor circulation, is the restriction of blood flow in the leg arteries. Plaque caused by the



# PATIENT RESPONSES

***‘THIS WAS GREAT- I WISH MORE DOCTORS WOULD DO THIS. IT MAKES YOU FEEL LIKE THE DOCTOR CARES- AND THE ARTICLES ARE GREAT TOO. I WILL PASS THIS ON TO THE OFFICE MANAGEMENT WHERE I LIVE. THEY WILL ENJOY IT ALSO.’***

**CUSTOMER ACQUISITION  
VS.  
RETENTION COSTS**

**COST = 5X**

**AS MUCH TO ATTRACT AND  
ON-BOARD A NEW PATIENT  
VS  
RETAINING A PATIENT**

# RECALL / REACTIVATION CAMPAIGNS

- ▶ PATIENTS NEED TO BE REMINDED; PROVIDE A COMPELLING CALL TO ACTION BASED ON A CONCERN FOR THEM & THEIR HEALTH
- ▶ MONTHLY BASIS TARGET PATIENTS THAT HAVEN'T BEEN BACK 18 MONTHS AND LONGER
- ▶ DIAGNOSIS SPECIFIC SO CAMPAIGN MESSAGES ARE TARGETED TO THE PATIENT
- ▶ ONE POST CARD OR CALL NOT SUFFICIENT; MAKE IT A MULTISTEP COMMUNICATION CAMPAIGN
- ▶ AUTOMATE

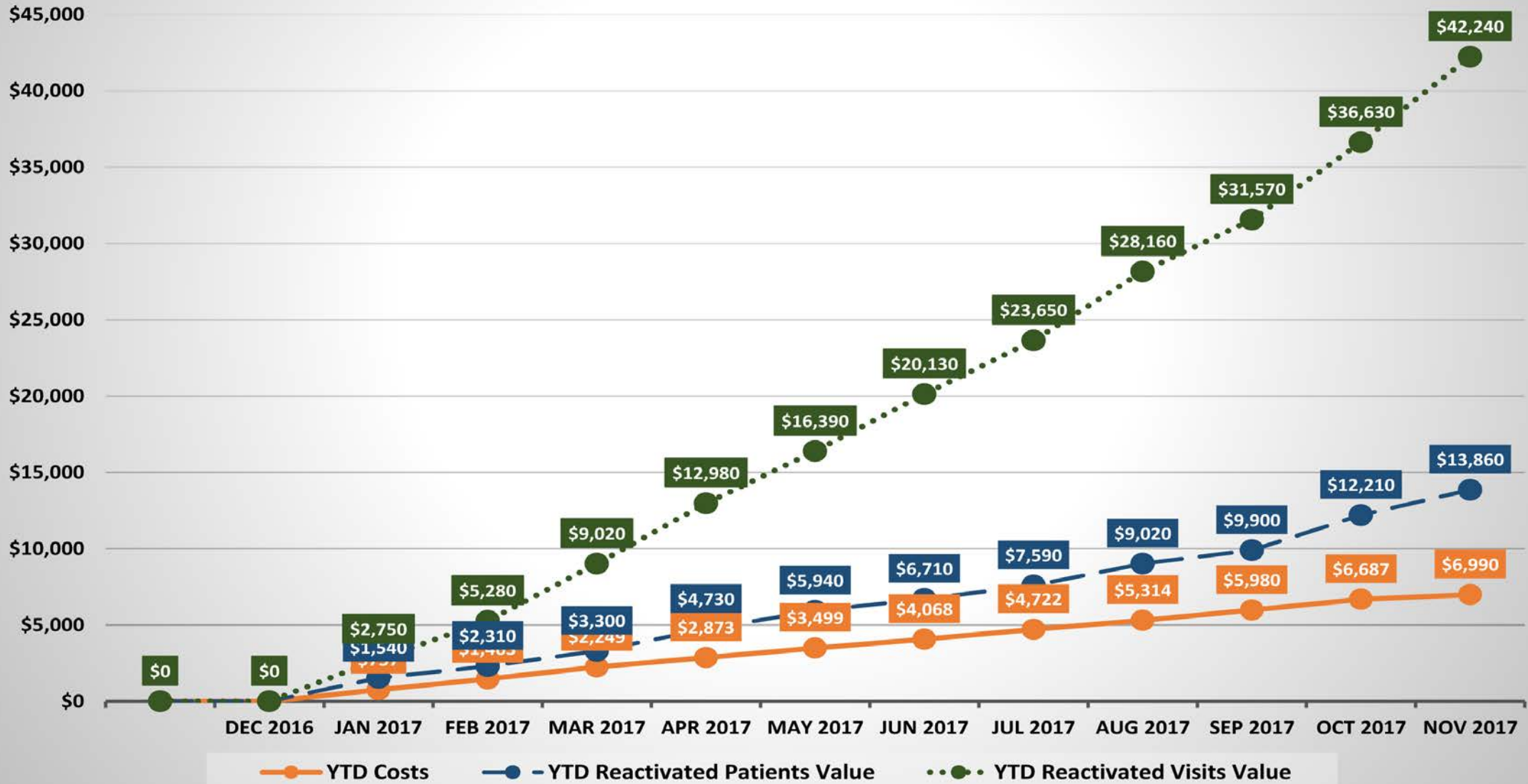


## RECALL / REACTIVATION CAMPAIGNS

Return Rate of

20 – 33%

# Reactivated Patients and Visits vs Cost Rolling 12 Month ROI



# BENEFITS OF SUCCESSFUL RECALL CAMPAIGN

- ▶ RETURNING PATIENTS
- ▶ NEW PATIENTS – FAMILY AND FRIENDS VIA REFERRALS
- ▶ CLEAN UP YOUR PATIENT LIST
- ▶ INCREASE EMAIL ADDRESSES
- ▶ FOCUS ON THE TYPES OF PATIENTS YOU WANT TO TREAT
- ▶ INCREASED REVENUE

# CUSTOM E-BLASTS

## EDUCATIONAL, PR, SERVICES PROMOTION

- ▶ KEEP YOUR PATIENTS UPDATED ON ALL THE CURRENT TECHNOLOGY AVAILABLE TO THEM FROM YOUR PRACTICE
- ▶ HEALTH FAIR ANNOUNCEMENTS
- ▶ PRODUCT SPECIALS / NEW SERVICES
- ▶ PATIENT EDUCATION
- ▶ NEW DOCTOR JOINING THE PRACTICE, NEW OFFICES OR LOCATION MOVE
- ▶ COMMUNITY INVOLVEMENT



It doesn't matter if you work out regularly or are a weekend warrior - or even if you are a professional athlete - sports-related foot and ankle injuries are very common.

Depending on your sport, your feet and ankles can really take a beating from repetitive play. Runners' feet are subjected to repeated pounding on paved surfaces, and the side-to-side motion of tennis and soccer increases your risk of an ankle sprain.

Be on the lookout for these common foot and ankle problems that can arise in practice workouts or competitions:

- **Ankle sprains** are one of the most common injuries. Evaluation by a foot doctor is essential for an accurate diagnosis, as the injury may often be more serious. The right treatment and rehabilitation are critical to avoid repeated sprains and chronic ankle instability.
- **Heel pain** is commonly caused by plantar fasciitis, although stress fractures and nerve injuries may also cause similar symptoms. Plantar fasciitis may result from overly-worn athletic shoes or wearing shoes that are not proper for the sport. Consistent heel pain should be evaluated to rule out a fracture or other cause.
- **Achilles tendon** disorders such as Achilles tendonitis occur frequently in

# NEW PATIENT CAMPAIGN

YOUR FIRST APPOINTMENT WITH A  
PATIENT TRULY SETS THE TONE FOR  
THE FUTURE RELATIONSHIP — AND  
HELPS CONVERT A ONE-TIME  
VISITOR INTO A  
**“LIFETIME CUSTOMER”**



# NEW PATIENT CAMPAIGN

- ▶ Strengthen and nurture the Relationship from Day 1 !
- ▶ Initial step a “thank you and welcome letter”
- ▶ Continue the conversation promoting services of the practice
- ▶ Don't be afraid to ask for family, friends, and co-worker referrals



# PERSONALIZED HOLIDAY AND BIRTHDAY CARDS

## MAKE YOUR PATIENTS FEEL LIKE FAMILY

- NURTURE & PROMOTE THE PRACTICE / PATIENT RELATIONSHIP
- SHOW THAT THE PRACTICE CARES
- HUMANIZE THE PRACTICE

**May this day always be a special one  
to remember, Friend.**



**Happy Birthday**

from all of us at

**Northside Podiatry PC**

# TODAY'S COMPETITIVE MARKET EXTERNAL OUTREACH

*FOCUS ON THE FASTEST GROWING AREA AND OPPORTUNITY FOR MORE BUSINESS TODAY*

*THIS IS ALSO KNOWN AS YOUR DIGITAL PRESENCE*

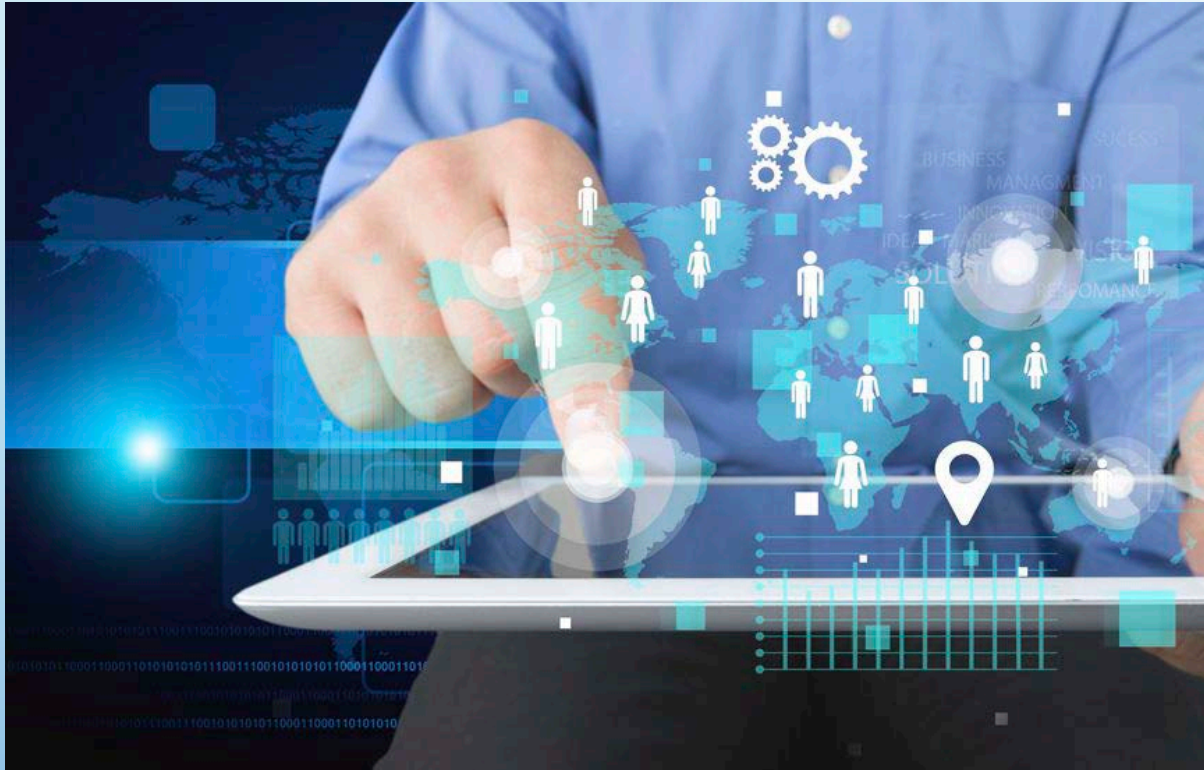


# EXTERNAL OUTREACH

DID YOU KNOW?

- 77% OF AMERICANS OWN SMARTPHONES--UP FROM JUST 35% IN 2011
- IN 2005, 5% OF AMERICAN ADULTS USED SOCIAL MEDIA. TODAY 70% USE SOCIAL MEDIA TO CONNECT WITH ONE ANOTHER, ENGAGE WITH NEWS CONTENT, SHARE INFORMATION AND ENTERTAIN THEMSELVES

# EXTERNAL OUTREACH



- TARGETS NEW PATIENTS
- REFERRAL SOURCES
- BRAND BUILDING
- INCREASING ONLINE VISIBILITY TO HELP YOUR BUSINESS GET FOUND

**It's all about  
GETTING FOUND!!!**

**“SEARCHING = FINDING”**

**81% of consumers search the web before  
making a decision** Pew Research Center

# An Important Statistic for you as a health care provider



LAST YEAR, MORE THAN 80% (93M AMERICANS) SEARCHED FOR  
HEALTH RELATED INFORMATION ONLINE

# WEBSITE

- ▶ NO LONGER AN OPTION, IT'S A MUST HAVE
- ▶ FIRST THING PEOPLE LOOK FOR; IT SUBSTANTIATES A BUSINESS WHEN SOMEONE IS SEARCHING AND MAKING DECISIONS
- ▶ MUST BE CURRENT AND MOBILE RESPONSIVE
- ▶ STRATEGIC SEO HELPS SEND ORGANIC SEARCHES TO YOUR WEBSITE
- ▶ PROFESSIONAL, RELEVANT AND CUSTOMIZED WEBSITES DO NOT HAVE TO BREAK THE BANK!
- ▶ BEWARE OF WEBSITE COMPANIES THAT DEAL WITH “A LOT OF DENTAL PRACTICES”





# SOCIAL MEDIA



## SOCIAL MEDIA CONTINUES TO SPREAD LIKE WILDFIRE

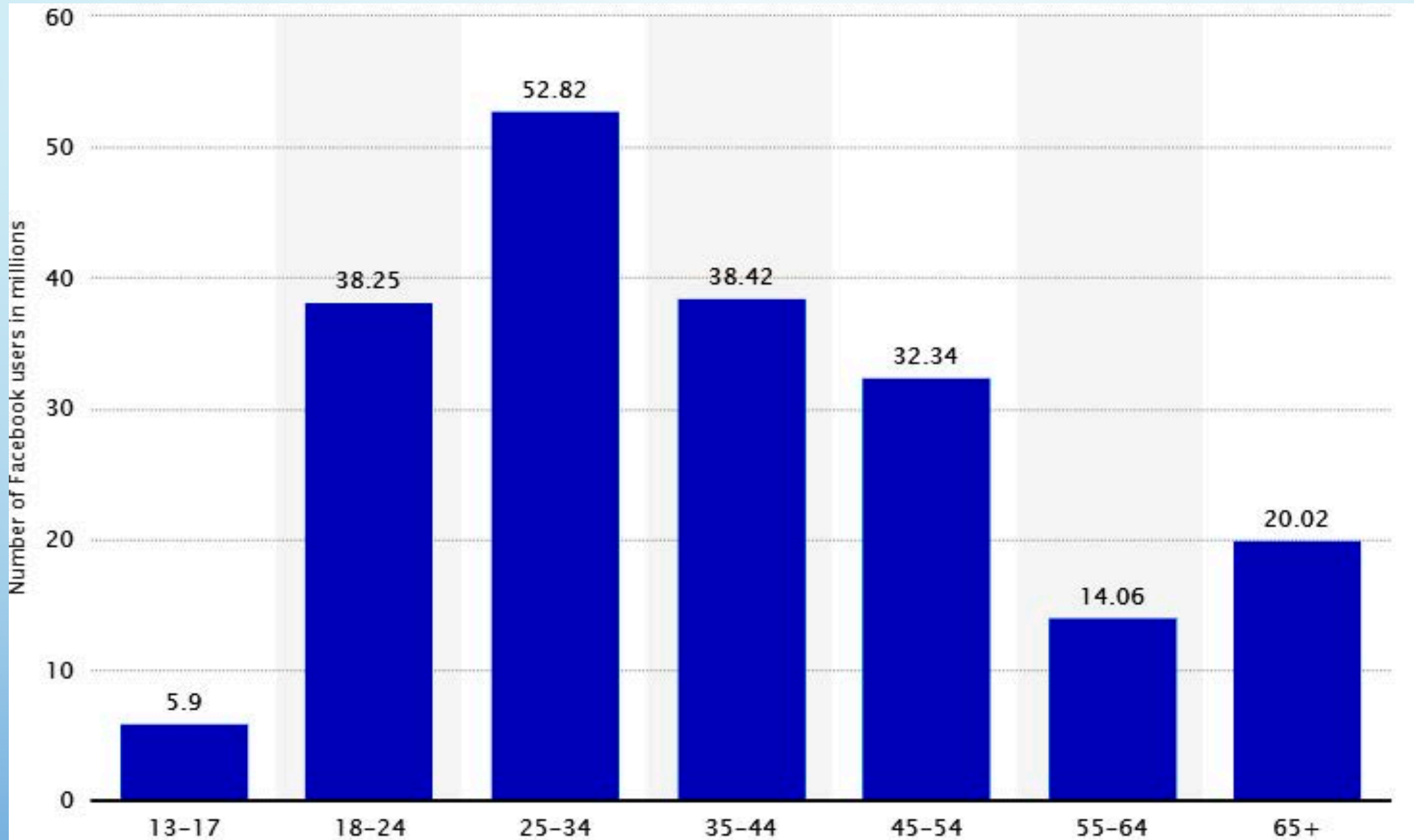
In social media, content leads to conversations,  
conversations build relationships and relationships result in  
Return On Investment!

# SOCIAL MEDIA

- APPROXIMATELY 74% OF AMERICANS USE SM
- 2 BILLION FACEBOOK USERS WORLD WIDE
- 214 MILLION FACEBOOK USERS UNITED STATES
- POPULATION OF UNITED STATES- AGES 18 AND OVER: 249 MILLION (2016 CENSUS)
- FACEBOOK #3 MOST VISITED ON THE INTERNET
- 65 AND OLDER POPULATION ACTIVELY ENGAGED IN SM IS SOARING!



# FACEBOOK USERS BY AGE IN THE U.S. 1/2017



# What to post on social media sites?

- ▶ Podiatric issues –link to website
- ▶ Events in office (birthdays, celebrations, etc.)
- ▶ Holiday wishes
- ▶ Current events / celebrity - especially foot/ankle related



# REPUTATION MANAGEMENT/ONLINE REVIEWS



92% OF PEOPLE SEARCHING THE WEB READ REVIEWS

90% OF CONSUMERS SAY THEY ARE INFLUENCED BY  
ONLINE REVIEWS

88% SAY THEY TRUST ONLINE REVIEWS

AS MUCH AS PERSONAL REFERENCES

- SELECT MOST IMPORTANT REVIEW SITES
- CREATE A SYSTEM FOR SOLICITING REVIEWS (AUTOMATE)
- **MONITOR REVIEWS**

# LOCAL LISTINGS

- ▶ CLAIM AND CONTROL YOUR BUSINESS LISTINGS- ONLINE DIRECTORIES AND GET REWARDED BY THE SEARCH ENGINES
- ▶ INCORRECT, ERRONEOUS LISTINGS WILL HURT YOU
- ▶ SATISFY NAP (NAME, ADDRESS, PHONE NUMBER) – GOOGLES CONSISTENCY ALGORITHM
- ▶ 73% OF CONSUMERS FINDING INCORRECT INFORMATION ABOUT A BUSINESS ONLINE LOSE TRUST



# Blogs Generating Revenue

- ▶ Blogs presents you as an authority
- ▶ Keywords help you to get found in searches
- ▶ Custom blogs feed the search engines; move you up in search ranking
- ▶ Original content is the key!

# TO CONCLUDE

- CHANGE THE PARADIGM AND MAKE YOUR PRACTICE A *PATIENT CENTERED PRACTICE* (MARKET INSTEAD OF ADVERTISE)
- NURTURE AND PROMOTE YOUR RELATIONSHIPS SO YOUR *PATIENTS WILL PROMOTE YOU*
- USE STRATEGIES TO *STAY CONNECTED OUTSIDE OF THE OFFICE* THROUGHOUT THE YEAR

***NEVER STOP MARKETING YOUR PRACTICE !***



# IF YOU NEED HELP DEVELOPING A STRATEGIC MARKETING PLAN THAT WORKS FOR YOU

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