Marketing Your Clinic:
Referral Building, Patient Experience, Branding, Advertising and PR
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Healthcare Success
Healthcare Is Changing - FAST
Corporations are aggressively acquiring healthcare practices and hospitals

- Hospital Systems
- Private equity
- Insurance carriers
- Retail chains
- Large groups
Respected Hospital Brands Are Aggressively Growing and Partnering With Others
Retailization of Medicine

Meanwhile, patients “consumers” are changing too
Consumerism

- The economy is stronger but most people don’t feel it in their personal financial situation
- Many more people with insurance are dealing with high-deductible plans and significant out-of-pocket considerations
- “Obamacare”? What’s next?
- Is this the “New Normal?”
Today’s Consumer

• “I want it now.”
• “My time is just as valuable as yours.”
• “I am the customer here.”
• “Why can I book a table but not an appointment?”
• “How do I afford this?”
NEW NORMAL
How We Communicate Has Changed DRASTICALLY!
What Professional Referral Sources Want:

- High Quality Care
- Prompt Understandable Reports
- Hassle free interactions with your office
- Patients get in quickly and are treated well
- You take your fair share of tough cases
- Accepts their insurances
- To deal with likeable people
Key Referrer Program

• Prioritize “A” thru “C” categories of referrers based upon volume of referrals and opportunity

• Create a database; continually update Communicate and reward referral sources according to category

• Build relationships
If referring doctors are valuable to you, they are also valuable to your competitors.

Competitors are probably aggressively targeting your best referrers.

What is the cost of losing some “A” referrers?

Doctor referrals are all about relationships.

Do not be complacent or overestimate loyalty!

How effective is your current B2B marketing system?
Cultivate New Referral Sources

Add new referrers to your list

Goal is to convince

- Non-referrers to try you
- “Splitters” to become loyalists
- Defectors to come back
PROCESS

LIST all potential referrers—PCPs, specialists, nurse practitioners.

BUILD your VISIBILITY and CREDIBILITY with consistent exposures to your practice.

COMMIT to a consistent continuous contact strategy.
Use Marketing Automation to Support Sales’ Efforts by Segmenting, Nurturing and Convincing Doctors

- Far more powerful than merely emailing prospects
- Lead scoring helps identify the best sales prospects based upon your data and each doctor’s interaction with your online content
- Physician Liaisons get alerts when prospects become active with your content
- Recipients can receive customized emails based upon their interaction with your emails and online content
- Progressive profiling improves your data
- Content nurtures prospects until they are ready to buy
- Systems can integrate with your CRM
Stay in Front of HCPs With Paid Social Media
- 80% of Physicians use Facebook at least monthly, 63% at least weekly *
- Can broadly target by education, profession, interests and associations
- Can now target at NPI level using third party data
- Also target based upon email list
- Opportunities include
  - Sponsored posts
  - Retargeting

- More than 40% of US doctors are on LinkedIn *
- Can target broadly by demographics or individually via email addresses or NPI matches with 3rd party data
- Paid opportunities include:
  - Sponsored content
  - Sponsored InMail
  - Website retargeting

- More than 45% of US doctors are active on Twitter at least monthly *
- Can target broadly by demographics or individually via email addresses or NPI matches with 3rd party data
- Paid opportunities include:
  - Follower targeting (e.g., local associations
  - Website retargeting
  - Lists (via email lists)
Physician Liaisons Best Practices

- Naturally good at establishing relationships
- Always has a goal for each meeting
- Advances agenda
- Goal driven with performance bonuses
- Self-starting
- Does reconnaissance
- Not afraid to talk to doctors
- AKA Physician Relations, Business Development, Marketing/PR Person, Practice Representative, etc.

- Growing trend due to competition
- Hospitals, groups and solo practices use
- Can outsource or hire
- Sales is objective, not “creative marketing”
- Consider what referrers are worth to you when budgeting
Don’t Forget the Staff

- Treat them with respect and appreciation
- They make lots of the real decisions
- Your brochures will make it easy for them to refer
- Get to know them
Don’t Go into Battle Unarmed
How good are you? How good do you look?

Compelling materials
• Support your presentation
• Communicate differentiating brand value
• Demonstrate your expertise
• “Leave behind” for referral coordinator or providers
Important Tips

• Ask “What’s most important to you regarding how we take care of your patients?”
• Make their lives easier
• Position your organization as a valuable resource—not just a solicitor of their business
• Commit to a consistent ongoing and positive contact system
Avoid These Common Misatakes

- Combine role with marketing tasks (they should be in the field)
- “Do this in your spare time”
- Hire before you have defined expectations, goals, etc.
- Hire the wrong person (job description, role, experience, personality, sales skills)
- Offer a noncompetitive compensation package (remember, good ones are desirable for corporate America and your competitors)
- Fail to manage them
- No database or system to measure results and activity
- Fail to train them
Patient Experience
Why does PX matter?

- Rise of patient experience
- 30/30/30
- Reimbursement
- How happy you are with the outcome
- Builds referrals
- Retains patients, creates advocates
- Staff - Last time you had them trained?
- Low cost way to differentiate your brand
- What’s routine for you and your staff, can be terrifying for your patients
Signs of Trouble in Consumer/Physician Relationships

51% of consumers described their physician’s value as limited to “routine care”

43% of consumers visited a new physician in the past year

45% of consumers feel only “somewhat loyal” to their current physician

22% of consumers need a physician right now

When consumers don’t feel a connection with their physician, satisfaction suffers and the desire to select a new provider increases. The consumer/physician carousel is already spinning quickly and as better information and understanding of options emerge for consumers, it seems unlikely to slow.
5 Primary Internal Strategies

1. Convert phone inquiries into first visits
2. Turn visitors into loyal patients
3. Generate patient referrals
4. Promote key services to patients
5. Case presentation
5 Critical Components of an Effective Phone Greeting

1. Establish rapport with a perfect greeting
2. Discover the need
3. Establish value
4. Dual alternative close
5. Answer objections
Effective Phone Skills Solutions

- New patient inquiry is a top priority
- Set them up to succeed
- Get the call off the front desk
- Objective is a first visit
- Nominate your best phone people

- Hire right - pay right
- Train them
- Consider incentives
- Track
In the Service Industry, Customer Experience is Everything!

- Doctors and staff create the lasting impression—good or bad
- You ARE the “product”
- Customer service and people skills training can really help
- How would you feel in their shoes?
What is a BRAND?

• Delivering on a promise… consistently”
• Your reputation
• The sum of unique experiences and expectations that a customer associates with your product or service
• Your market’s perception of you, is your BRAND
• If you don’t control the message – THEY WILL
Benefits of a BRAND

• Stand out from the competition in a meaningful way
• People are willing to pay more for a quality brand (Mercedes, Nordstrom, Apple, Nike, etc.)
• Customers TRUST and try brands more
• People buy and refer to brands they are passionate about
• Attract high-end cases
• Branded businesses are more valuable
• You can shape your reputation by design
• Brand in a Box OR Box of Brands
Some Brands We Love
The Evolution of the Starbucks Logo
Is a Logo a Brand?

Functions of a Logo

• Tie together marketing efforts to create an effective and memorable impression
• Stand apart in a competitive marketing environment
• A logo is not a brand — a logo represents a brand.
Don’t Let Your Brand Evolve by Accident – What makes you unique?

- Unique capabilities or services
- Equipment or technology
- Customer experience
- Business/provider experience
- Specialized training or expertise
- People buy based upon emotion – they justify based upon facts
- What is an emotionally compelling reason why the patient should choose you?
- You are not your target audience!
How to diagnose your USP
Push Marketing

The process of “pushing” unsolicited information to the desired target audience to gain their attention and response

Push Marketing examples:
- Direct mail
- Newspaper and magazine advertising
- Radio and TV advertising

Pull Marketing

Occurs when you position your message to be noticed when the target audience “pulls” information at the time they are seeking it

Pull Marketing examples:
- Internet pay-per-click advertising
- SEO
- Social media
- Blogging
Media Communication Principles

• Sell from the heart, not the head
• Provide a reason to chose you
Synergy in External Marketing

• Marketing campaigns with “layers”
• Multiple impressions through multiple media options
• Messages will take different forms but all must carry the same “brand essence”
Public Relations

- Professional publicist and/or PR agency
- Develop relationships with local and national media
- Ideally an ongoing, long term strategy
- Leverage your publicity wins!
  - Publicity = Free press
  - Crisis Management
  - Newsworthy events
  - Community involvement
Media often like stories featuring hospitals and practices

Reporter, editors & producers want a good story ("hook") – not fancy press kits

- The first, newest, latest
- New way to solve a problem
- Identifying a new trend
- Helped the community
- Different/unique angle
- Strong emotional appeal (heartwarming, tearjerker)
Getting Free Publicity – The Bad

The media’s job is not to get you free publicity
Reporters are hounded every day
The media like controversy
Good interviews can turn bad, quickly
Success Traits

• Committed to Excellence in Everything you do
• Create Outstanding Operations and Marketing Systems
• Have a Business Perspective
• Know What you Want and are Committed
• Staff Dream Team
• Excellent Customer Service Systems
• Invest in Marketing with a Long Term Perspective
• Positive Attitude
• Committed to Continuing Education and Continued Learning
• Follow a Well Designed Marketing Plan
THANK YOU!!

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