

HOW TO MARKET YOUR PRACTICE



Presented by:

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What is the best way to build a medical practice?

- A. Run a large, two-color display advertisement in the Yellow Pages.
- B. Place a billboard ad on a highway near your office.
- C. Leave flyers on car windshields in local shopping centers.
- D. Schedule office hours on a timely basis so patients don't have to wait.



MARKETING vs. BRAND MANAGEMENT

The number one reason that people choose a physician is personal referrals from friends, relatives, co-workers and neighbors.





HAPPY PATIENTS = A SUCCESSFUL PRACTICE



MARKETING vs. BRAND MANAGEMENT

Dollars spent on marketing are wasted unless you expend equal effort on brand management every day.



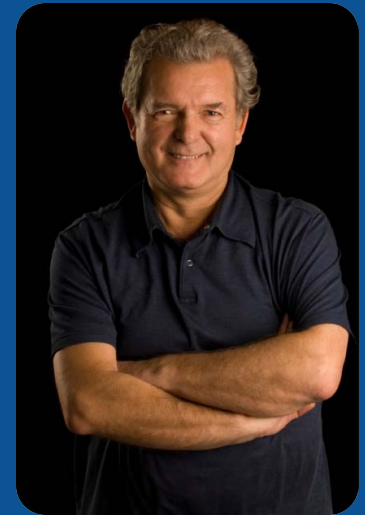
BRAND MANAGEMENT

- Brand management ensures that EVERYONE who interacts with your practice has an consistent experience.
- More about the LITTLE things that you do, than the BIG things you say!
- The single most important differentiator between a good practice and a great practice.
- *The brand is not a part of the practice, it is the practice!*



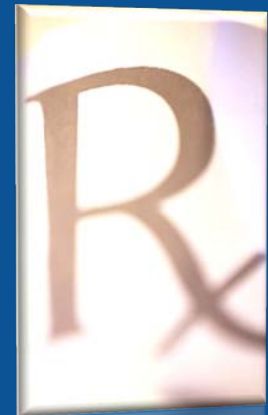
WHAT DO PATIENTS WANT?

- Treated courteously
- Treated respectfully
- Made to feel important
- Made to feel valued
- Communicated to in a clear concise manner



WHAT CAN PRACTICES DO?

- Run office hours on time
- Explain unexpected delays
- Expand office hours – early and late
- Professional and courteous phone triage
- Attentive reception
- Clear communications
 - Treatment
 - Prescriptions
 - Testing



EXPANDING YOUR PRACTICE EXTERNAL MARKETING

Marketing – process by which practices promote their services to potential patients

- Advertising
 - Print
 - Radio
 - Television
 - Direct Mail
 - Internet
- Public Relations



EXPANDING YOUR PRACTICE EXTERNAL MARKETING

- Marketing for physicians is different than for other services or products
- Review guidelines from the New Jersey Board of Medical Examiners to ensure what is and what is not allowed in marketing medical practices
- Understand the difference in marketing for primary care physicians versus specialists



EXTERNAL MARKETING

MOST IMPORTANT QUESTION

What differentiates you from the other physicians in your area?

- Education
- Training
- Special procedures
- Expanded office hours
- Special services
- Acceptance of insurances



EXTERNAL MARKETING

HOW BEST TO COMMUNICATE WHAT DIFFERENTIATES YOU TO YOUR MARKET

➤ Print - Advertising

- Pros

- Inexpensive compared to other media
- Wide distribution
- Ads must be eye-catching, communicate information but not be too wordy

- Cons

- Decreased readership across all markets



EXTERNAL MARKETING

HOW BEST TO COMMUNICATE WHAT DIFFERENTIATES YOU TO YOUR MARKET

➤ Radio - Advertising

- Pros

- Less expensive than television
- Broad circulation
- Low production costs

- Cons

- Message limited to audio – no visual reinforcement
- Exposure is limited and quick



EXTERNAL MARKETING

HOW BEST TO COMMUNICATE WHAT DIFFERENTIATES YOU TO YOUR MARKET

➤ Television - Advertising

- Pros

- Provides both a visual and auditory message
- Allows for creativity

- Cons

- Very costly
- Large number of channels requires guessing game to provide broadest coverage
- Providing message to many viewers outside of your market area



EXTERNAL MARKETING

HOW BEST TO COMMUNICATE WHAT DIFFERENTIATES YOU TO YOUR MARKET

➤ Internet

- Pros
 - Way of the future
 - Ability to control cost
 - Provide a great deal of information through links, etc.
- Cons
 - Limited to tech savvy individuals
 - Competes against multiple advertisers

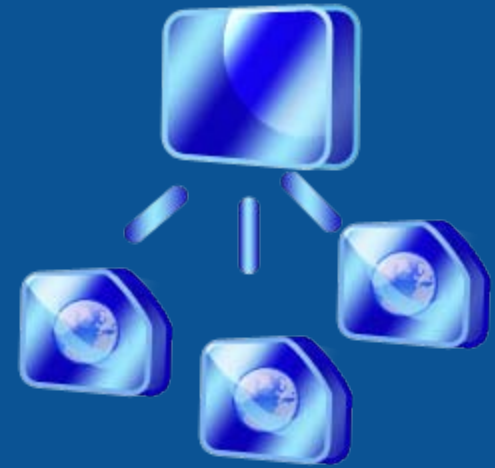


INTERNET

Good Internet advertising requires knowledgeable people

Website Development

- Communicate what is different about your practice
- Information about providers and staff
- Forms for practice
 - Registration
 - HIPAA
- Links to medical information
- On-line registration
- Questions for physicians



WEBSITE

- Website must be kept current!!!!
 - Old information indicates a lack of interest
- Use professional website designer – the benefits will be worth the expense
- Keep links updated to provide information on hot topics:
 - Flu
 - H1N1



OFFICE INFORMATION

Brochures

- Every medical practice should have a brochure that provides information about itself:
 - Biographies of providers
 - Financial Policy
 - Hours of Operation
 - Anything special about the practice
- Brochures should be colorful – convey a message but not be excessively wordy



PUBLIC RELATIONS

Being seen as an expert in your community in your field of practice

- Raises your profile and reinforces advertising
- Become the go to person for newspaper, radio and television inquiries about medical topics



COMMUNITY PRESENCE

- Active in community organizations
 - Illness specific to your practice
 - American Heart Association
 - American Cancer Society
- Become a leader
- Utilize this involvement in brochures, ads, websites, etc.



SPECIALISTS

- Market is usually other physicians, not the public
 - Increased competition among specialist for referrals from primary care physicians
 - Different specialties providing same services
 - Dermatologic
 - Vascular services
- Referrals often based on relationships and not quality or type of services



MARKETING TO SPECIALISTS

- Ease of patient access
- Pre-printed referral forms
- Quick communication about patients
- Relationship between office managers
- Lunches/Dinners
- Educational experiences



MEASURE SUCCESS

- Every patient should be asked how they came to the practice
 - Existing patient
 - Yellow pages
 - Advertising effort
 - Insurance panel
- These statistics should be kept and reviewed
 - Determine future marketing efforts



CONTINUOUS

- Marketing and Public Relations are a continuous process
 - Protect market share
- Annual state of the practice analysis
 - Review referrals
 - Review patient satisfaction





Questions?

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