7 Habits of Highly Successful Elective Practices

Presented by:
Cuinn Merrigan
Fast Track Marketing

Elective Practices vs. Necessary Practices

Differentiation

- How do you stand out from your competition?
- A bigger marketing budget isn’t always the answer.
What Is A Habit?

- An acquired behavior pattern regularly followed until it has become almost involuntary
- What habits do you have in your practice?

7 Habits of Highly Successful Elective Practices

1. Provide excellent patient experience
2. Utilize internal marketing
3. Personnel investment and management
4. Cover the basics with external marketing
5. Understand the digital landscape
6. Know consulting is selling
7. Track Results

Habit #1: Provide Excellent Patient Experience

- It’s all about customer experience today
- Price, product, place, promotion are nice....
- But feelings rule more than ever
Habit #1: Provide Excellent Patient Experience

- The patient experience lifecycle
- Minimum of 2 years
  (Inquiry, investigation, consultation, procedure, post-op, communication)
- Accept nothing else

---

Habit #1: Patient Experience

- Understand the 3 things your customer wants
  - To be heard
  - To be understood
  - To be cared for
Habit #1: Patient Experience

- Who are the best?
  - Amazon
  - Ritz-Carlton
  - Nordstrom

Habit #2: Utilize Internal Marketing

- Real Estate
  - Lanes
  - Waiting rooms
  - Hallways
- Technology
  - Tablets
  - TVs
Habit #2: Internal Marketing

- Re-evaluate your office space
  - Designated waiting areas (Separate if possible)
  - Improve patient flow
  - Subtly encourage cross-selling

Habit #2: Internal Marketing

- Create your own collateral
- Email – Content Marketing

Habit #3: Personnel Investment and Management

- Hire the right people
  - Aptitude and IQ
  - “It’s the quality of the interaction they have with your people that encourages them to return.”
  - Richard Branson
Habit #3: Personnel

- Create a culture with people who are:
  - Positive
  - Friendly
  - Kind
  - Respectful

“If there is poison, find a way to spit it out.”
-Zig Ziglar

Habit #3: Personnel

- Empower your people- Train them well
  - How to power pass
  - The power of suggestion
  - Cross sell, cross sell, cross sell

Habit #3: Personnel

- Make communication a two-way street
- Opportunities for suggestion via email or a “box”
  - Team incentives
Habit #3: Personnel

- Audit your staff often - be objective
- Front desk
- Phones
- Establish “elective” techs
- Doctor interaction - utilize their strengths
- Consultants

Habit #4: Cover The Basics of External Marketing

- Compare it to brick and mortar
- Implement conversion tools
- Capture leads
- Utilize Google Analytics
- 95% are investigating, not ready for consultation
- Make it user friendly - even for smartphones
Habit #4 (cont.): External Marketing

- Continuously work on SEO
  - Fresh content
  - Fresh pages
  - Fresh back links
  - Tag video
  - Keep up to speed on coding
  - KNOW YOUR COMPETITION

Habit #4: External Marketing

- Importance of Pay-Per-Click Advertising
  - Have a plan
  - Manage campaigns and conversions
  - Paid vs. Organic
  - KNOW YOUR COMPETITION

Habit #5: Understanding The Digital Landscape

- Hundreds of sounding boards
- Don’t fight, adapt
- Encourage positive reviews
- Suppress negative reviews
- Post-op consultation to pacify concerns
Habit #5: The Digital Landscape

- Know your audience
  - Old trend
    - Nobody has time
  - New trend
    - Fewer people want to verbally interact
    - Text, email - then phone calls

Be Social

- Interact online
- Be brave... Try new things
- Create a new persona... Not just a medical practice

Habit #6: Know Consulting is Selling

- Empower your staff to sell and highlight services
- Review the optimal patient flow
- 80/20 rule: Emotion, emotion, emotion
Habit # 6: Consulting is Selling

Training
- Proper real estate

Habit #6: Consulting Is Selling

- Conversion & referral tools
  - Collateral
  - Financing
  - Thank you cards
  - Tablets

Habit #6: Consulting Is Selling

Give patients time
Habit #6: Consulting is Selling

- Establish OD plan
- Establish MD plan

Habit #7: Track Results

- Implement Tracking Sheets
- Phone calls
- Website visitors
- Walk-ins
- Lead sources

<table>
<thead>
<tr>
<th>Lead Source</th>
<th>1/6/14</th>
<th>1/13/14</th>
<th>1/20/14</th>
<th>1/27/14</th>
<th>2/3/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>15</td>
<td>8</td>
<td>14</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>Air Force Game</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Online Scheduler</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Internal Self Evaluation</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Website</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Pay Per Click</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Internet</td>
<td>15</td>
<td>8</td>
<td>14</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>Television</td>
<td>14</td>
<td>9</td>
<td>42</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>Baseball Ad</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Yellow Pages</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>15</td>
<td>33</td>
</tr>
<tr>
<td>Contact Lens Study</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Gazette</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Letterhead</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>12</td>
<td>38</td>
</tr>
<tr>
<td>Other/Unknowns</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Medical School</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Referral</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Walk-in/Drive By</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Established Patients</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total Leads From Advertising</td>
<td>20</td>
<td>20</td>
<td>27</td>
<td>87</td>
<td>84</td>
</tr>
<tr>
<td>Total Referrals</td>
<td>48</td>
<td>26</td>
<td>69</td>
<td>77</td>
<td>84</td>
</tr>
<tr>
<td>Total - All Sources</td>
<td>48</td>
<td>26</td>
<td>69</td>
<td>77</td>
<td>84</td>
</tr>
</tbody>
</table>
Habit #7: Track Results

- Conversions
  - Leads to consults (75%)
  - Non-candidates (20%)
  - Consults to surgeries (75%)
- Compare results to lead sources/campaigns
- When possible, track revenue

Habit #7: Track Results

- Compare your results to your past
  - Be objective- economy, nature, holidays
  - Know when to cut the cord on campaigns
Conclusion – A Working Matrix

1. Provide excellent patient experience
2. Utilize internal marketing
3. Personnel investment and management
4. Cover the basics with external marketing
5. Understand the digital landscape
6. Know consulting is selling
7. Track Results

Overwhelmed?

Take things one step at a time

Thank You!

Cuinn Merrigan
Fast Track Marketing