

Why Market & Promote Your OBGYN Practice

*How differentiation is deciding healthcare's
winners & losers*



Ron Harman King, MS



COI Disclosure

My firm specializes in digital communications, patient education & practice improvement

- Vanguard Communications founded 1994
- Content marketing & process improvement
- Experience in 18 specialties
- Serving private & academic practices
- Research & evidence based



The 3 most important questions in the business of medicine

1. How are you different?
2. Who knows it?
3. How will you make anyone else know or care?



What is marketing?

The activity, set of institutions & processes for creating communicating, delivering & exchanging offerings with value for customers, clients, partners & society at large.¹

1. American Marketing Association, <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>



What is marketing?

*Marketing is based on thinking about a business in terms of **customer needs and their satisfaction**.²*

2. <http://www.businessdictionary.com/definition/marketing.html>



A multi-disciplinary endeavor

- Advertising
- Public relations
- Market research
- Brand management
- Direct marketing
- B2B vs. B2C
- Digital/mobile



Marketing is not just promotion

The five Ps of marketing

- Price
- Promotion
- Product
- Place
- Positioning

Why marketing's not pure science

Human behavior is:

- Highly unpredictable
- Difficult to measure
- All but impossible to isolate from multiple influences
- Hard for the humans to explain their own behavior –
 - *Q: What really motivates humans?*
 - *A: Rarely a single factor*



Why I/we don't get no respect

Every human believes s/he is an expert in three areas:

1. Driving
2. Sex
3. Marketing



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1. Driving
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3. Marketing

Lesson: We're usually our own worst marketers.





Why market your practice

The simple answers

- You need more patients now
- You might need more patients later
- You might want to sell your practice some day
- You feel good seeing your name in lights
- You want more tax deductions



Why market your practice

The complex answers

- Healthcare is undergoing seismic change
- The future is wholly unpredictable
- The independent physician is a threatened species
- Marketing = building your reputation = insurance

The scarlet **M** tradition



Healthcare marketing's stigma

- Unprofessional to blow your own horn
- Good doctors draw plenty of patients
- The best doctors have the longest appointment wait times
- Marketing tells patients nothing about clinical skills

Then came patient empowerment

Vanguard social media research

- 34,748 online healthcare reviews
- 96% of patient complaints cite:
 - Poor communications
 - Clinic disorganization
 - Excessive delays





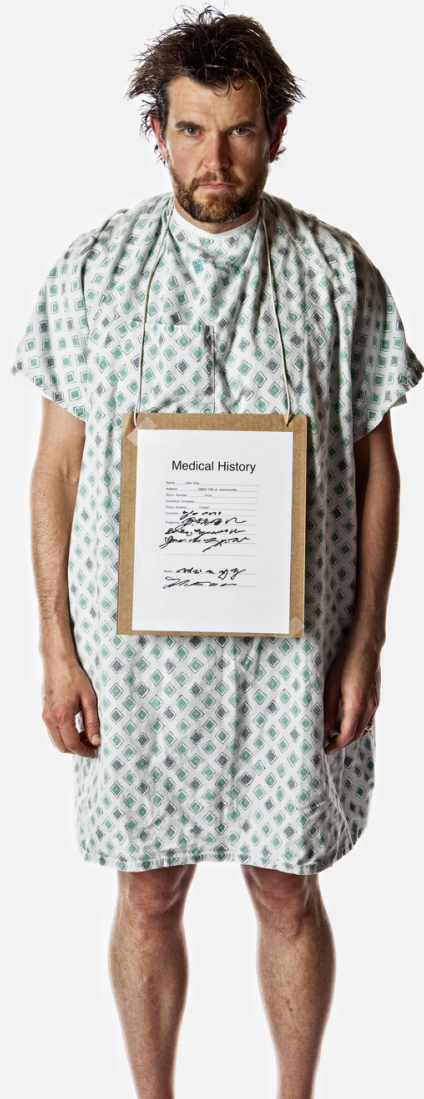
Then came patient empowerment

Vanguard social media research

- 3 of 5 reviewers (61%) gave doctors 5 of 5 stars
- 5-star reviews accounted for 69% of verbiage
- Only 1 in 3 reviewers (32%) rated their care 1 or 2 stars



Then came patient empowerment



“Stop treating me like a number.”



Marketing's 5 Ps

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**Focus of traditional
healthcare marketing**

Healthcare promotion



Healthcare promotion



Healthcare promotion





Marketing's 5 Ps

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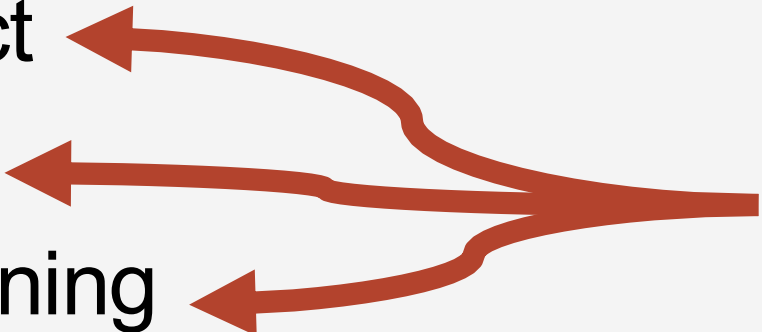


**Focus of traditional
healthcare marketing**

Marketing's 5 Ps

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*Where the leaders
are heading*



Why every provider should be paying attention

“Customers pay more and buy more from businesses that make their lives more convenient.”



Healthcare's Slow Revolution

The game changers: convenience & service





Remember this?

*Marketing is based on thinking about a business in terms of **customer needs and their satisfaction**.*

Healthcare's slow revolution

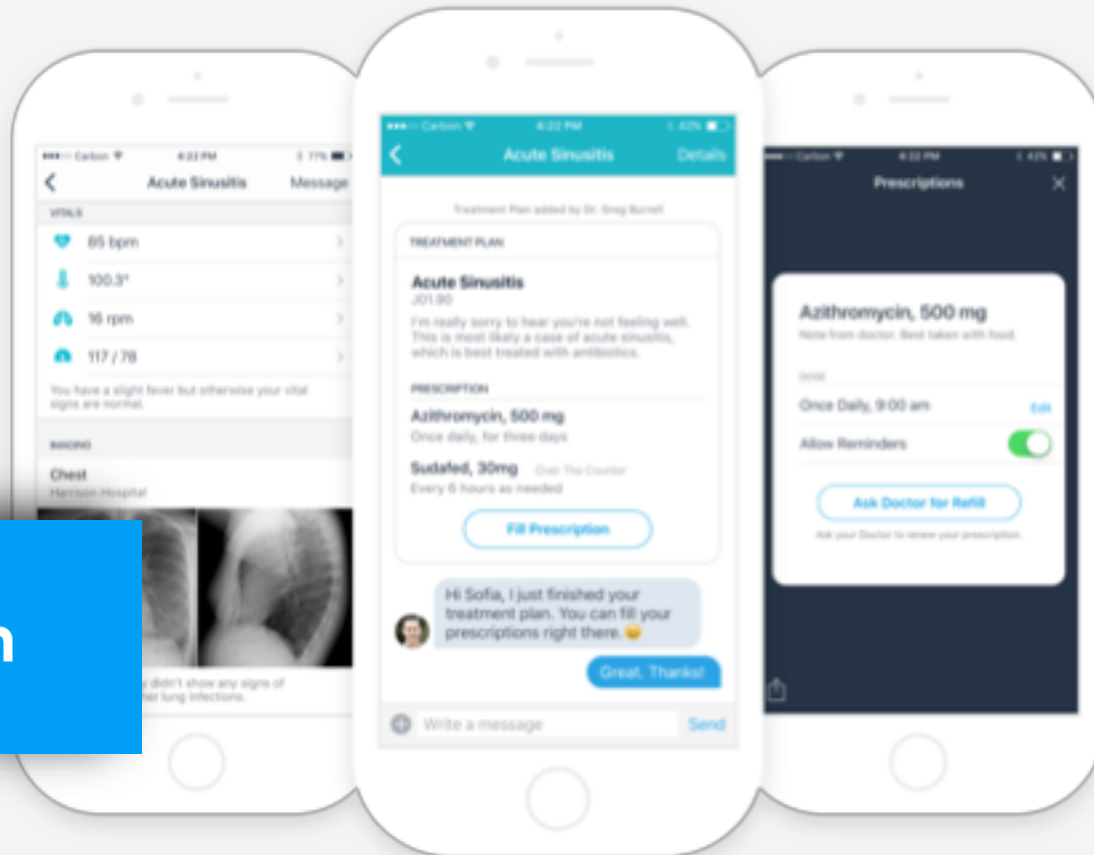
Customer needs & satisfaction



carbon

Healthcare's slow revolution

Yes, it's an app (and much, much more)



Healthcare's slow revolution

Giving patients what they want

- Seven urgent-care clinics in Bay Area
- Same-day appointments
- Online appointment booking
- Easy-to-read lab results



Healthcare's slow revolution

Giving patients what they want

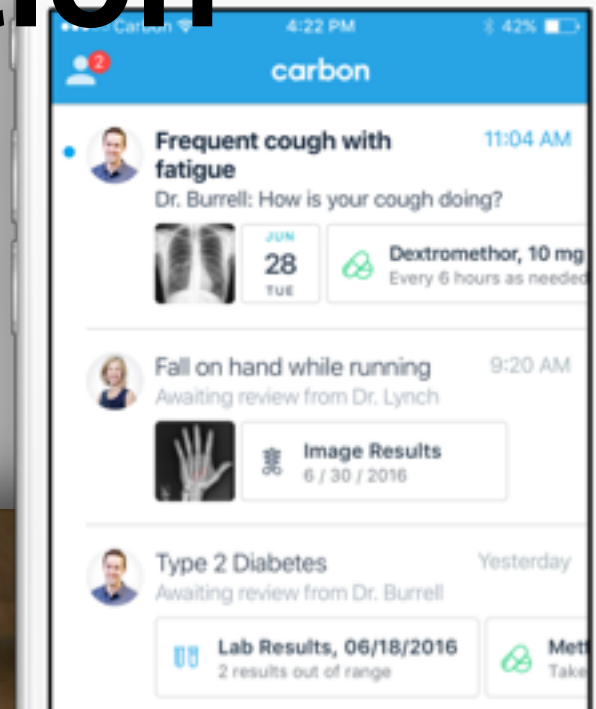
- In-house medications
- Travel vaccines
- Video consultations
- Confirm prices before visit



Healthcare's slow revolution

Giving patients what they want

- Lab updates, pill reminders via app
- Provider-patient communications via app
- Pay bills via app



Healthcare's slow revolution

Giving patients what they want

- Modern, stylistic clinics



Healthcare's slow revolution

Giving patients what they want

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Healthcare's slow revolution

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Healthcare's slow revolution

Giving patients what they want

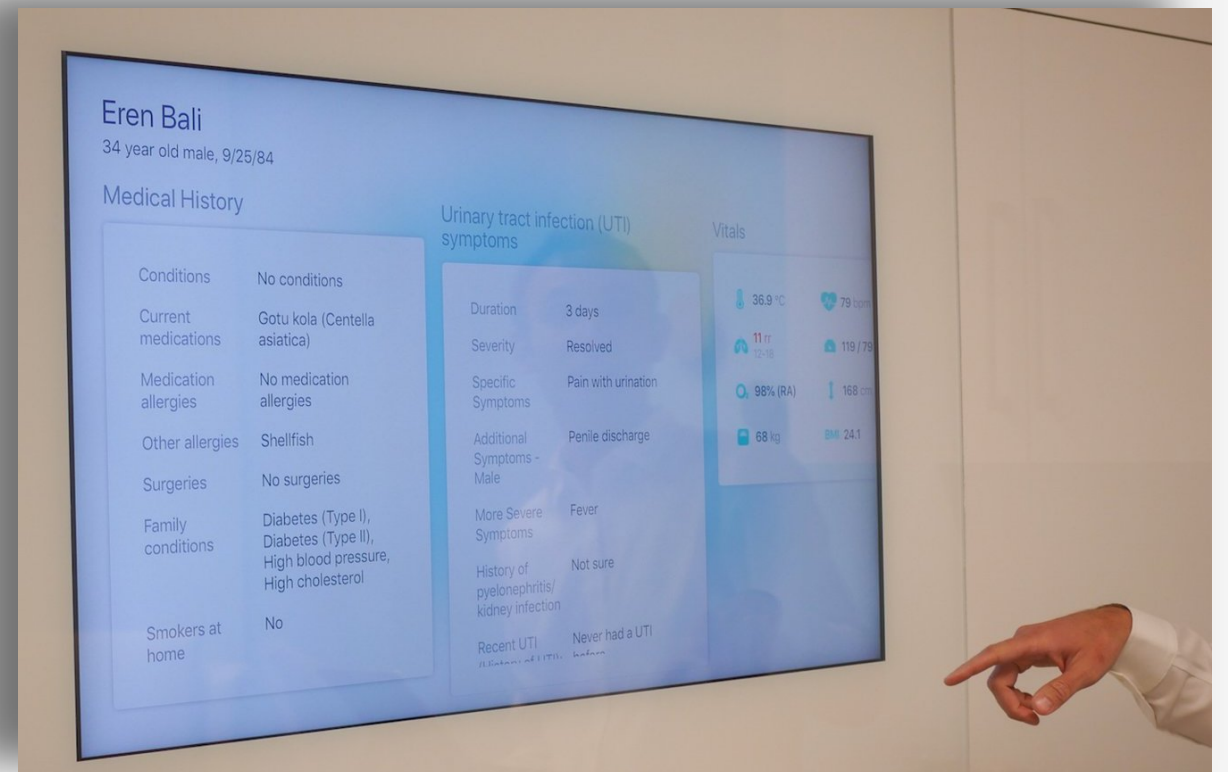
- Reception desk with no glass barrier



Healthcare's slow revolution

Giving patients what they want

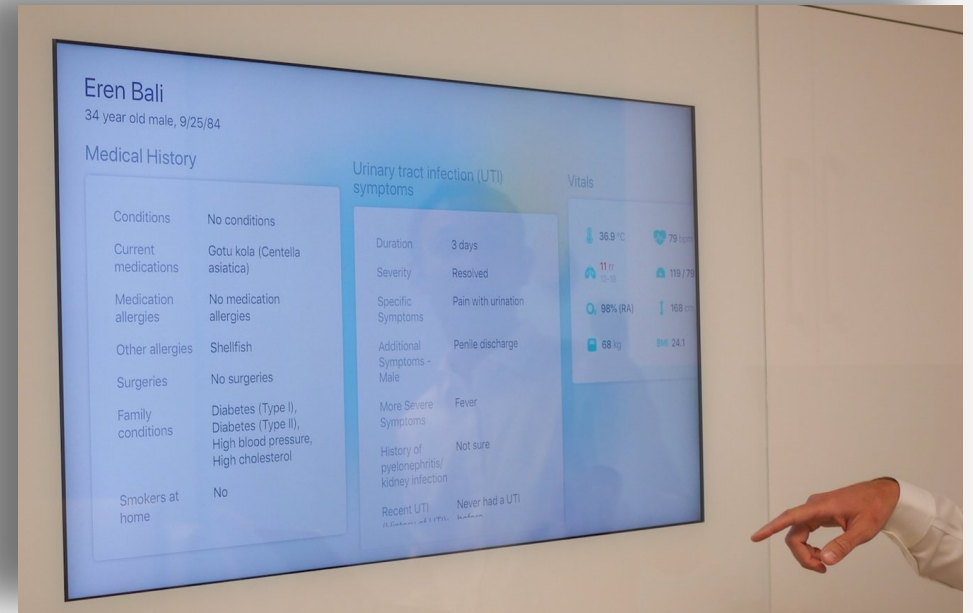
- Patient history projected on exam room walls



Healthcare's slow revolution

Giving patients what they want

- Patient history projected on exam room walls



Healthcare's slow revolution

Giving patients what they want

- iPad on treatment room walls
- If provider >15 minutes late, bar turns red



Healthcare's slow revolution

Carbon Health so far

- Co-founders:
 - ER doc
 - Creator of Udemy – 55K online courses
- \$9.5 million funding
- 100K patients seen since 2016





This is not the future

It's the present, happening now

This is not the future

It's the present, happening now

Rob Lamberts,
“the recovering doctor”



The solo-doc innovator

“Hi, I’m Rob.

And I’m a recovering doctor.”

- Left private primary care practice 9/28/2012 after 18 years
- Now works alone in **direct primary care**:
 - No longer accepts insurance reimbursements
 - Patients pay \$35 to \$60/month depending on age





The recovering doctor way

- Provides in-clinic services & drugs at cost
- Shops for lowest prices on other services

Medication	In-Office Cost	Typical Pharmacy Cost
Wellbutrin SR 150 mg	\$1.50	\$22.00
Celebrex 200 mg	\$10.00	\$20.00
Crestor 10 mg	\$6.00	\$17.00
Gabapentin 300 mg	\$4.00	\$12.00
Phenergan 25 mg Tab	\$2.00	\$10.00
Zithromax Z-Pak	\$2.00	\$14.00



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Medication Prices

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Lab Testing Prices

Lab Test	In-Office Cost
Complete Blood Count	\$3.50
Comprehensive Chemistry Profile	\$5.00
Thyroid Stimulating Hormone	\$4.00
Lyme Antibody Titers	\$20
Cholesterol (Lipid) Panel	Free with Membership (up to two per year)
Hemoglobin A1c	Free with membership (up to four per year)

The recovering doctor way

- Sees 10 to 15 patients/day in clinic
- Consults with twice as many daily via:
 - Phone
 - Secure text messaging
 - Video



The recovering doctor way

- Tracks patients' chronic conditions with online tools
- Makes house calls



Online Disease Management

Enrolled: My Patients

ADHERENCE TRACKING: Tracking SORTED BY Last Used Time (new desc) [Show filters](#)

Patient	Check-in	Adherence	Measurements	Messages
Patient 1		118 76	122 239	239 Jan 15
Patient 2		122 79	178.5 lbs	178.5 Jan 15
Patient 3		102 mg/dL	226 lbs	226 Jan 15
Patient 4		128 78	204 lbs	204 Jan 15
Patient 5		127 mg/dL	256.2 lbs	256.2 Jan 15
Patient 6		146 90	200 lbs	200 Jan 15, 2017



The recovering doctor way

- “Doctors paid by the month don’t have to have a full office every day.”
- Estimates that <25% patients visiting his old practice really needed to see a doctor.
- Eliminating “pointless” office visits = patients almost never have to wait to be seen.



The recovering doctor way

- Has >700 patients
- Each gets 30 to 60 minutes/visit with him
- “My office staff has never been happier. And patients are delighted with the care they get.”

How to market your practice

Ethically as a 21st century innovator





Marketing's 5 Ps (once more)

- Price
- Promotion
- Product
- Place
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Marketing's 5 Ps (once more)

- **Price** – Limited choices
- Promotion
- Product
- Place
- Positioning



Marketing's 5 Ps (once more)

- Price
- **Promotion** – Diminishing returns on large investments
- Product
- Place
- Positioning



Marketing's 5 Ps (once more)

- Price
- Promotion
- **Product** – Patients value their experiences the most
- Place
- Positioning



Marketing's 5 Ps (once more)

- Price
- Promotion
- Product
- **Place** – The new place: internet
- Positioning



Marketing's 5 Ps (once more)

- Price
- Promotion
- Product
- Place
- **Positioning** – Convenience, service



The magical convergence

- Price
- Promotion
- **Product** – Patients value their experiences the most
- **Place** – The new healthcare place: internet
- **Positioning** – Convenience, service

Results of the magical convergence

- Weekend appointments
- First consults available by phone
- 2 physicians do all sonograms – each patient sees a doc every time



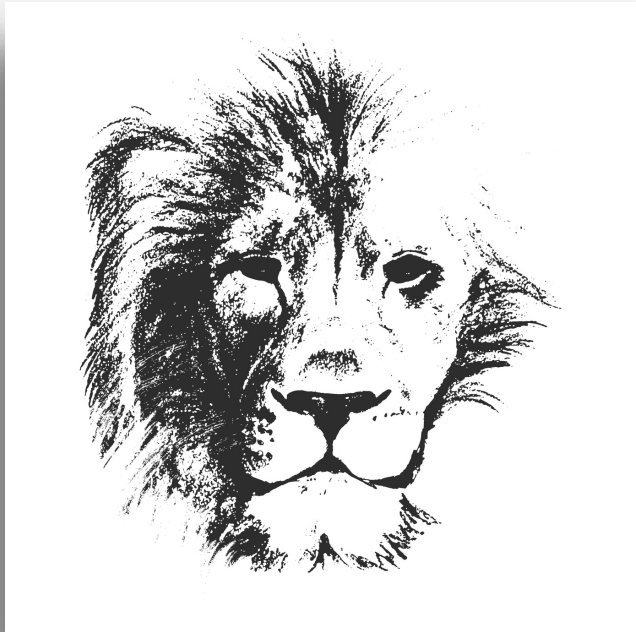
Results of the magical convergence

- 1 doc told his personal infertility story on Facebook
- 235-page website
- 1,844 Facebook followers
- Website visits rose from 2K/month to 13.6K in 6 years
- **New-patient visits tripled in 3 years**



Nothing to fear but fear itself

Are you a lion or a gazelle?





The recovering doctor

“Familiar suffering is a lot less scary than change, even if that change is for the better.”



Thank you!

I warmly welcome your comments

rking@VanguardCommunications.net