Finding a Job and Getting Started in Practice
Course 1805
Marketing Your Practice and Referral Development

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Marketing Strategies
Learning Objectives

• Customer service in health care delivery
• Marketing 101 for the allergist
Do Allergists need to know Marketing Strategies?

Public perception of Allergists:
What percentage of people responding to a survey stated that Allergists treat allergy?
What percentage state that Allergists treat asthma?
What is a Brand?

- A brand is the **identity** of a specific product, service, or business.
- A brand can take many forms, including a name, sign, symbol, color combination or slogan.
- The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.
How did Brands Start?
Is Branding Important?
Old Paradigm

- Keys to successful practice:
  - Ability
  - Availability
  - Affability
New Paradigm

• Competition from a variety of areas
• Services previously performed by allergist are now being performed by other providers:
  – Primary care
  – ENT
  – Pulmonologists
  – Holistic practitioners
  – Laboratories
Who is the customer?

- Patient
- Family
- Primary care provider
- Other specialists:
  - ENT
  - Pulmonologist
- Hospital
- Health care network
Customer Service Challenges

• Understand how the customer values your practice & clarity of offer
• Monitor customer satisfaction
• Develop a marketing program
  – Attract more customers
  – Enhance practice-customer relationship
  – Improve revenues
Creating Customer-Focused Health Care

• Service quality is always defined by the customer
• Everyone in the organization must believe that the customer matters and act accordingly
• Find, hire & train competent, caring employees
• Customers expect a positive service experience

Communicating with Today’s Patient:
Essential to improve interaction, decrease risk and increase patient compliance

Joanne Desmond & Lanny Copeland
Jossey-Bass, 2000

• Listen to patient
• Connect with patient’s emotions
• Check for understanding
• Do different docs think differently?
• Is there one best way to think?
• Do emotions or attitudes about patients effect a physician’s thought process?

Patients Treated with Dignity report Higher Satisfaction, Adherence & Receipt of Preventive Care

• Health Care Quality survey of 6722 pts
• Higher patient satisfaction correlated with those treated with dignity.
• Higher patient satisfaction & involvement in treatment decisions correlated with adherence to treatment regimen.

Communication components (OARS):

• Open-ended questions
• Affirmations
• Reflective listening
• Summary statements

J Allergy Clin Immunol 2007;120:1023
Marketing Statistics

- It is 5 times more costly to attract a new customer than to keep an existing one.
- The average business never hears from 96% of its unhappy customers.
- 95% of customers whose complaints are resolved will return.
- The customer with a problem tells 10 people.
- Customers whose complaints are resolved tell 5 people.

E Berkowitz. Presentation at AAAAI meeting, 2001
Marketing 101 for the Allergist

• “Marketing is more than just advertising, public relations and communication”
Marketing 101 for the Allergist

1. Establish the foundation
2. Assess environment
3. Target efforts
4. Marketing mix (4 P’s)
5. Implement and evaluate

N Treister. *Physician Executive* 1997;23:14-20
1. Establishing the Foundation

- Mission statement
  - Forms the basis for determining strategic direction, development and evolution

- Identify a core ideology
  - Do you value “groupness” or are you an association of practitioners?
  - Is there unstated or unrecognized resistance to the changes facing your practice?
2. Assess your Market Environment

- Internal:
  - Infrastructure: Physical plant, staff, information systems, patient access to practice
  - Service orientation
- SWOT analysis
- External:
  - Population trends, referral patterns, other specialty groups, managed care market
3. Target your Efforts

- “Perception is reality”
- Collect data:
  - Survey patients, referral physicians, managed care organizations
- Identify marketing opportunities
4. Develop Marketing Mix

- Product
- Price
- Promotion
- Place
Product – (Service)

• Meet customer expectations:
  – Address patients by name they prefer
  – Wash hands in front of patient
  – Listen
  – Make eye contact
  – Touch
  – Answer questions & speak to their concerns

C Meador. *A Little Book of Doctor Rules.*
Hanley & Belfus, Philadelphia, 1992
Price

- Generally set by market factors
- Cost-based pricing
- Value-based pricing
Promotion

• Each interaction w/ patient is a marketing communication
• Practice activities promote you as specialist
• Practice parameters and national societies help support local efforts, check web-sites for more help.
• Media interaction
Promotion, cont’d

- Media interaction
  - Press releases
  - Print, radio, & TV

- Practice development
  - Target primary care practices
  - Community outreach: health fairs, PTA, etc.

- Advertising strategies
  - Target efforts
  - Reinforce branding
  - SEO
Search: Best allergists Atlanta
5. Implement and Evaluate

• Budget resources
• Marketing is a learned set of skills, as well as a ‘mind-set’
• Who is target of marketing efforts and what is your message
• Monitor process
  – Patient satisfaction
  – Referral source satisfaction
  – Analysis of market share
AAAAl Practice Management Resources

- Electronic Health Records/Technology
- Marketing
- Office Operations
- Practice Finance/Coding
- Practice Management Resource Guide
- Practice Management Workshop
- Practice Start Up
- What's New

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Allergies and asthma affect millions of Americans. If you suffer from either or both, allergists are the experts with the training to stop your symptoms at their source. Take the Allergy and Asthma Relief Self-Test to review your symptoms and see if you need to find an allergist and find relief.

You can learn more about allergies and asthma, read about people who found relief from symptoms just like yours and check back for updates on how you can feel your best all the time.

Take Our Quiz to understand to what extent allergies & asthma affect your life

Need an Allergist? We can help you locate one where you live
Is this a Brand that you can use?