Practice Development Workshop

Part 2: Ten Strategies for Building Your Practice

In the Current Healthcare Environment

April 25th, 2015

Presented by Jeri Davis, President – Jeri Davis International Healthcare Consultants and Recruiters
Jeri Davis, JDi, Jeri Davis International Healthcare Consultants and Recruiters have no relevant financial disclosures related to the content of this activity.
I. Review 10 ways to build and enhance your business

II. Share success stories/challenges and gain advice about effective marketing approaches

III. Receive 6 ready-to-use marketing tools
Practice Marketing

Definitions

- **Marketing** – The process of creating, promoting and delivering services that meet customers’ needs at a profit.

- **Includes** – Advertising, social media, web promotions, branding, referral development, sales and planning.

*The field of marketing was developed using theories of economics and psychology.*
## Practice Marketing

### Treatment and Marketing Parallels

<table>
<thead>
<tr>
<th>Steps for Helping Individuals</th>
<th>Steps for Sales and Marketing</th>
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<tbody>
<tr>
<td>1. Identify needs through in-depth probing &amp; evaluation.</td>
<td>1. Identify key customer needs through in-depth probing and data-gathering.</td>
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<tr>
<td>2. Develop treatment goals and gain client buy-in.</td>
<td>2. Develop marketing goals and gain organizational buy-in.</td>
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<td>3. Implement treatment plan.</td>
<td>3. Implement marketing plan.</td>
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<td>4. Monitor results; adjust plan as necessary.</td>
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# Practice Marketing

## Define the Stages of Your Practice

<table>
<thead>
<tr>
<th>STAGE</th>
<th>GOALS</th>
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<tbody>
<tr>
<td>Early</td>
<td>Build name (brand) and specialty awareness.</td>
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<tr>
<td>Growing</td>
<td>Build volume, add staff and systems; continue to build and expand brand.</td>
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<tr>
<td>Mature</td>
<td>Keep brand fresh, take stock. Are you heading in the direction you want?</td>
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<tr>
<td>Reinvention</td>
<td>Add specializations, establish strategic partnerships, change the way you do business.</td>
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<td>Exit</td>
<td>Slow down, rely on existing referrals. What will you do next?</td>
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<td></td>
<td>Ten Building Blocks for Success</td>
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<tr>
<td>1.</td>
<td>Target Marketing</td>
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<tr>
<td>2.</td>
<td>Branding</td>
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<td>3.</td>
<td>Referral Development</td>
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<td>4.</td>
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<td>6.</td>
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<td>7.</td>
<td>Demonstrating Superior Outcomes</td>
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<td>8.</td>
<td>Packaging Your Services</td>
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<td>9.</td>
<td>Establish Several Pricing and Payment Strategies</td>
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<tr>
<td>10.</td>
<td>Providing Outstanding Service</td>
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</tbody>
</table>
1. Target Marketing

Ten Building Blocks for Success
Target Marketing

Identify Specific Populations that have pent-up demand by:

- Age — 18-26, newly covered, healthy (at-risk for addiction, psychiatric illness on-set, failure to launch)
- Client group — Concierge service for single working parents
- Distinct Advantage — Weekend mother/daughter programs
Target Marketing

Customer Segmentation Process

1. Understand Customer needs
2. Group customers by need groups
3. Identify most attractive segments
4. Develop unique value propositions by segment
5. Develop unique Go-To-Market strategies by segment
2. Branding

Ten Building Blocks for Success
Branding defines how you are unique, memorable and preferred in five words or less.

“Our Passion is Powerful Medicine”
# Branding

## Then and Now

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Current</th>
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<tbody>
<tr>
<td>❖ Name, logo</td>
<td>❖ The essence of your practice identity</td>
</tr>
<tr>
<td>❖ Products and services</td>
<td>❖ Solutions to life’s challenges</td>
</tr>
<tr>
<td>❖ Facilities and staff</td>
<td>❖ Involves every organizational interaction</td>
</tr>
<tr>
<td>❖ Focused on what you are, what you do and how well you do it</td>
<td>❖ Establishes a relationship with customers</td>
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</table>
Why is Branding so Hot?

1. People have too many choices and too little time.
2. Most programs have similar offerings, features and qualities.
3. Likewise...there are hundreds of doctors, treatment centers and therapists. So.....how do you stand out?

There are 13,000 programs in the U.S. How do I know which one to choose?
Branding

Can You Define Your VRIO?

- **V** aluable
- **R** are
- **I** nimitable
- **O** rganizationally Leveraged
Branding

Your Brand Touches *Everywhere*!
It’s the combination of finding an untapped need and developing a specialty reputation in meeting that need, that results in an avalanche of business.
3. Referral Development

Ten Building Blocks for Success
Referral Development

Hitch your Practice to Referring Organizations

- Hospital, ERs – Rapid assessment & referral; reduce recidivism
- Schools – KickStart™
- Courts, judges, lawyers, probation officers – First Time Offender program
- Employers – Chronic Illness Concierge program
1. Target Marketing
2. Branding
3. Referral Development

4. Integration/Alliances

Ten Building Blocks for Success
Integrate with Primary Care or Multi-Specialty practice to offer:

- Post-partum depression assessment
- Phone and mobile support
- Navigation/support program for adult care givers
- Consultation Liaison
1. Target Marketing
2. Branding
3. Referral Development
4. Integration/Alliances

5. Contracting/Payer Relations

Ten Building Blocks for Success
Contracting/Payer Relations

Become Payer-Friendly & Savvy

- Establish good relationships within MCO offices — be responsive to their requests
- Partner with BHMCOS on demonstration
- Set up data sharing systems which are responsive to managed care organizations' needs
6. Advertising, Social Media and Internet Marketing

Ten Building Blocks for Success
Advertising
Utilize Strategic Advertising, Internet Marketing and Social Media

- Become a local expert by blogging a column for a newspaper or frequently visited online venues
- Develop a sophisticated website
- Engage in regular internet, radio, social media, television &/or specialty magazine advertising

-Rule of 7
The secret is intensity, continuity and timing.
A recent study found that about 75% of people with mental illnesses, such as, depression bi-polar disorder, schizophrenia or anxiety own mobile phones.

- However, only 17% own a smart phone
- And 78% use phones to send text messages versus 20% to download and use applications.

- 1/3 of Americans prefer texting to voice calls.
- 52% of consumers prefer text conversations with support representatives over their current method.

OPEN MINDS 2015: See People with SMI Prefer Texting Program to Downloading Treatment Apps.
1. Target Marketing
2. Branding
3. Referral Development
4. Integration/Alliances
5. Contracting/Payer Relations
6. Advertising, Social Media, and Internet Marketing
7. Demonstrating Superior Outcomes

Ten Building Blocks for Success
Demonstrating Superior Outcomes

- Measure what is important to your audience
  - Patient experience
  - Lifestyle
  - Waiting Time
  - Recidivism
- Align with university and association resources
- Utilize results to improve care and manage costs
1. Target Marketing
2. Branding
3. Referral Development
4. Integration/Alliances
5. Contracting/Payer Relations
6. Advertising, Social Media, and Internet Marketing
7. Demonstrating Superior Outcomes

8. Packaging Your Services

Ten Building Blocks for Success
Packaging Your Services

- Give your organization a memorable name.
- Locate in a place which is "psychologically" comfortable to clients.
- Create an inviting atmosphere in the waiting area.
- Explain things in a way that de-stigmatizes psychiatric care.

Packaging/branding tremendously impacts clients’ expectations, perceptions and satisfaction.
1. Target Marketing  
2. Branding  
3. Referral Development  
4. Integration/Alliances  
5. Contracting/Payer Relations  
6. Advertising, Social Media, and Internet Marketing  
7. Demonstrating Superior Outcomes  
8. Packaging Your Services  

9. **Establish Several Pricing and Payment Strategies**  

Ten Building Blocks for Success
Establish Several Pricing and Payment Strategies

- Accept credit cards and/or payment plans.
- Offer some lower-priced services, e.g., group therapy.
- Work towards Pay For Performance.
- Be creative!
1. Target Marketing
2. Branding
3. Referral Development
4. Integration/Alliances
5. Contracting/Payer Relations
6. Advertising, Social Media, and Internet Marketing
7. Demonstrating Superior Outcomes
8. Packaging Your Services
9. Establish Several Pricing and Payment Strategies

10. Providing Outstanding Service

Ten Building Blocks for Success
Provide Outstanding Service

- Deliver “customer-first” care
- Document quality care (outcomes, satisfaction)
- Offer mobile or virtual appointments/reminders
- Keep referral sources informed (with client permission)

~How you do something is often as important as what you do.
Discussion
Marketing Success Depends Upon
Discussion

Marketing Success Depends Upon

- Well-integrated and well-targeted efforts
- Sufficient budgets to support goals
- Exceptional execution
- Delivering on your promises; superior service
- Marketing efforts supported inside the organization
- Marketing systems & accountability
This Practice Management Conference was brought to you by grant funding from the American Psychiatry Association in conjunction with NCPA and FPA.

Thank you,

“Our Goal is your Greatness!”

JDi – Top Talent for Top Treatment Centers