



NORTH CAROLINA  
Psychiatric  
Association

# Practice Development Workshop

## Part 2: Ten Strategies for Building Your Practice In the Current Healthcare Environment

April 25<sup>th</sup>, 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.

CME Financial Disclosure

- 
- The background of the slide is a decorative stone wall. It features a mix of light-colored, irregularly shaped stones in the upper and lower sections, and a central section with larger, more uniform rectangular stones. The stones are arranged in a pattern that suggests a traditional masonry style.
- 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

## Workshop Objectives

# Practice Marketing

## Definitions

4

- ❖ 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

5

Steps for Helping Individuals	Steps for Sales and Marketing
1. Identify needs through in-depth probing & evaluation.	1. Identify key customer needs through in-depth probing and data-gathering.
2. Develop treatment goals and gain client buy-in.	2. Develop marketing goals and gain organizational buy-in.
3. Implement treatment plan.	3. Implement marketing plan.
4. Monitor results; adjust plan as necessary.	4. Monitor results; adjust plan as necessary.


# Practice Marketing

## Define the Stages of Your Practice

6

STAGE	GOALS
Early	Build name (brand) and specialty awareness.
Growing	Build volume, add staff and systems; continue to build and expand brand.
Mature	Keep brand fresh, take stock. Are you heading in the direction you want?
Reinvention	Add specializations, establish strategic partnerships, change the way you do business.
Exit	Slow down, rely on existing referrals. What will you do next?



- 
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**



## 1. Target Marketing

# Ten Building Blocks for Success



# Target Marketing

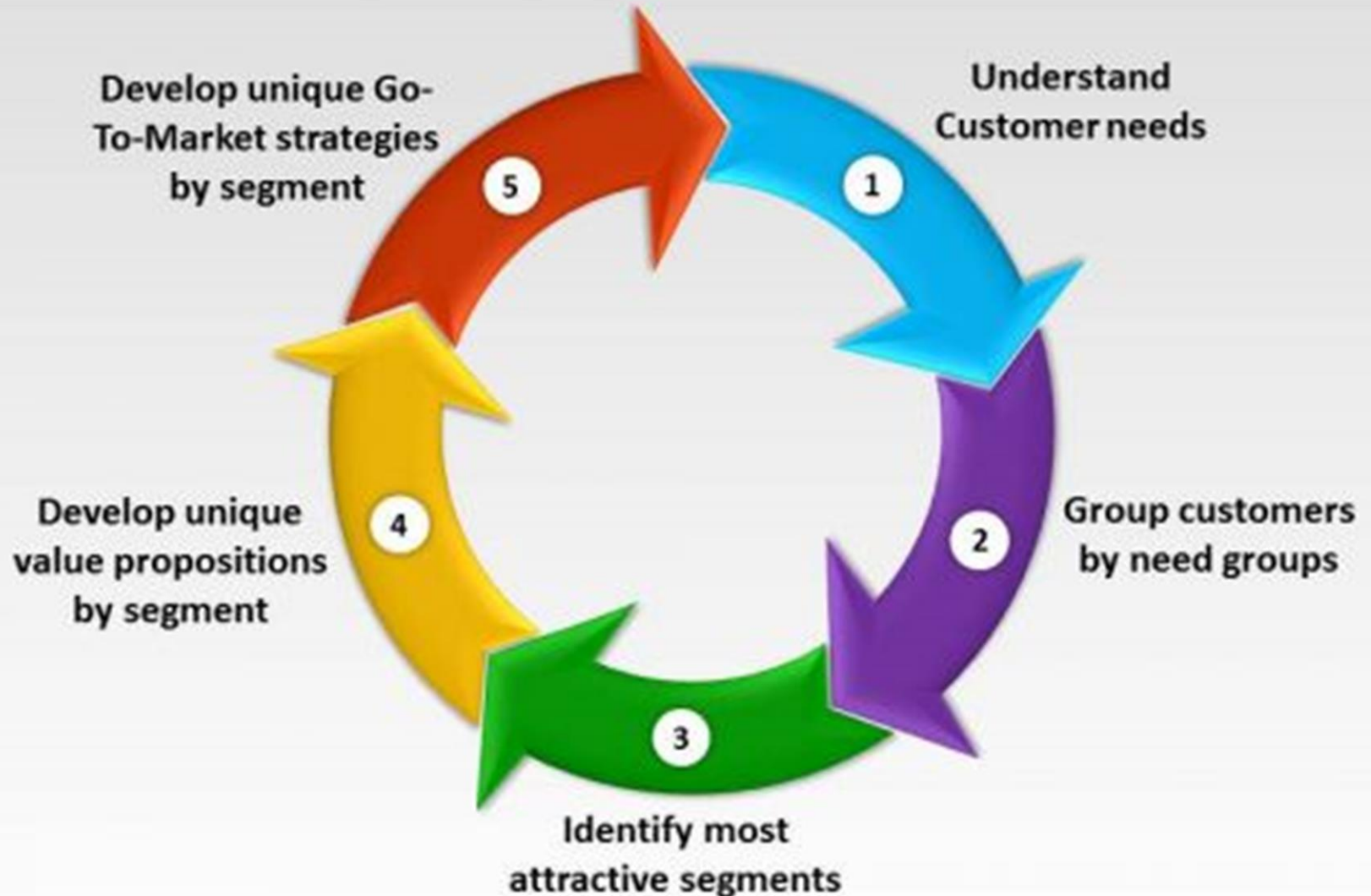
Identify Specific Populations that have pent-up demand by:

- ❖ 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. Target Marketing

2. Branding

Ten Building Blocks for Success

# Branding

- ❖ Branding defines how you are unique, memorable and preferred in five words or less.

“Our Passion is Powerful Medicine”



**ALEXIAN**  
BROTHERS

**Health System**

# Branding

## Then and Now

13

Traditional	Current
<ul style="list-style-type: none"><li>❖ Name, logo</li><li>❖ Products and services</li><li>❖ Facilities and staff</li><li>❖ Focused on what you are, what you do and how well you do it</li></ul>	<ul style="list-style-type: none"><li>❖ The essence of your practice identity</li><li>❖ Solutions to life's challenges</li><li>❖ Involves every organizational interaction</li><li>❖ Establishes a relationship with customers</li></ul>



# Why is Branding so Hot?

14

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?



# Branding

## Can You Define Your VRIO?

15

❖ Valuable

❖ Rare

❖ Inimitable

❖ Organizationally Leveraged

# Branding

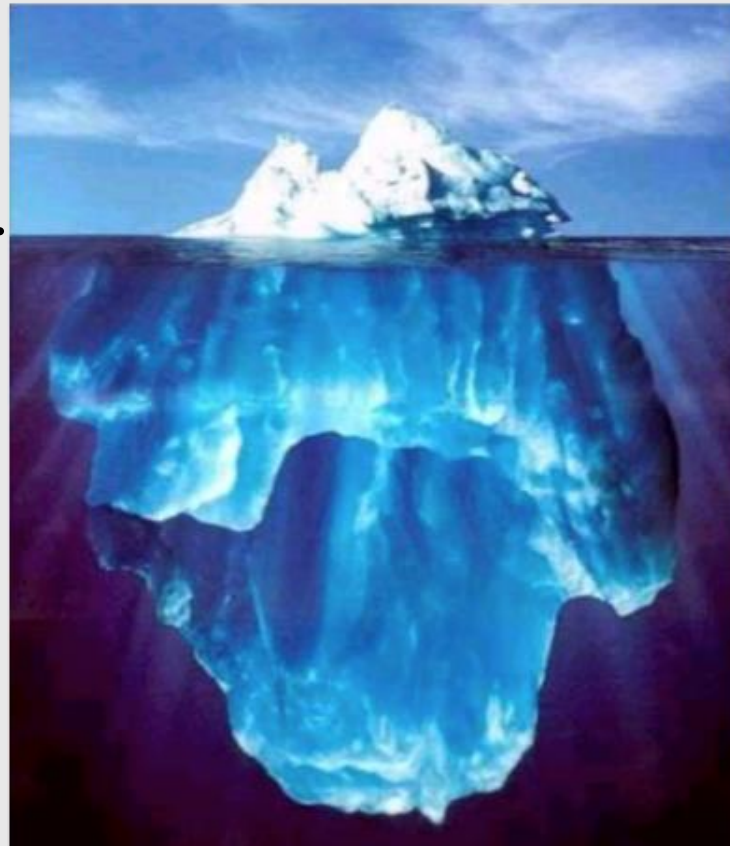
Your Brand Touches *Everything!*

16

Marketing

BRAND ←.....

Mission, Vision, Values,  
Services,  
Product,  
Culture



External

Internal

# Branding

## Brands that Stand Apart

17

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.





1. Target Marketing

2. Branding

**3. Referral Development**

**Ten Building Blocks for Success**



# Referral Development

19

## 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

# Integration/Alliance Formation

## Your Practice with Primary Care

21

- ❖ 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



- 
- The background of the slide is a close-up photograph of a stone wall. The stones are light-colored, possibly limestone or sandstone, and are arranged in a traditional running bond pattern. The mortar is a light gray color. The lighting is soft, creating subtle shadows between the stones.
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

23

- ❖ 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





- 
1. Target Marketing
  2. Branding
  3. Referral Development
  4. Integration/Alliances
  5. Contracting/Payer Relations

## 6. Advertising, Social Media and Internet Marketing

# Ten Building Blocks for Success

# Advertising

## Utilize Strategic Advertising, Internet Marketing and Social Media

25

- ❖ 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.*

## Utilize Strategic Advertising, Internet Marketing and Social Media

26

-

- 
- The background of the slide is a light-colored stone wall. At the top, there is a horizontal band of darker, more textured stones. At the bottom, there is a silhouette of a city skyline against a light blue sky, with the skyline resting on a row of stones.
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**

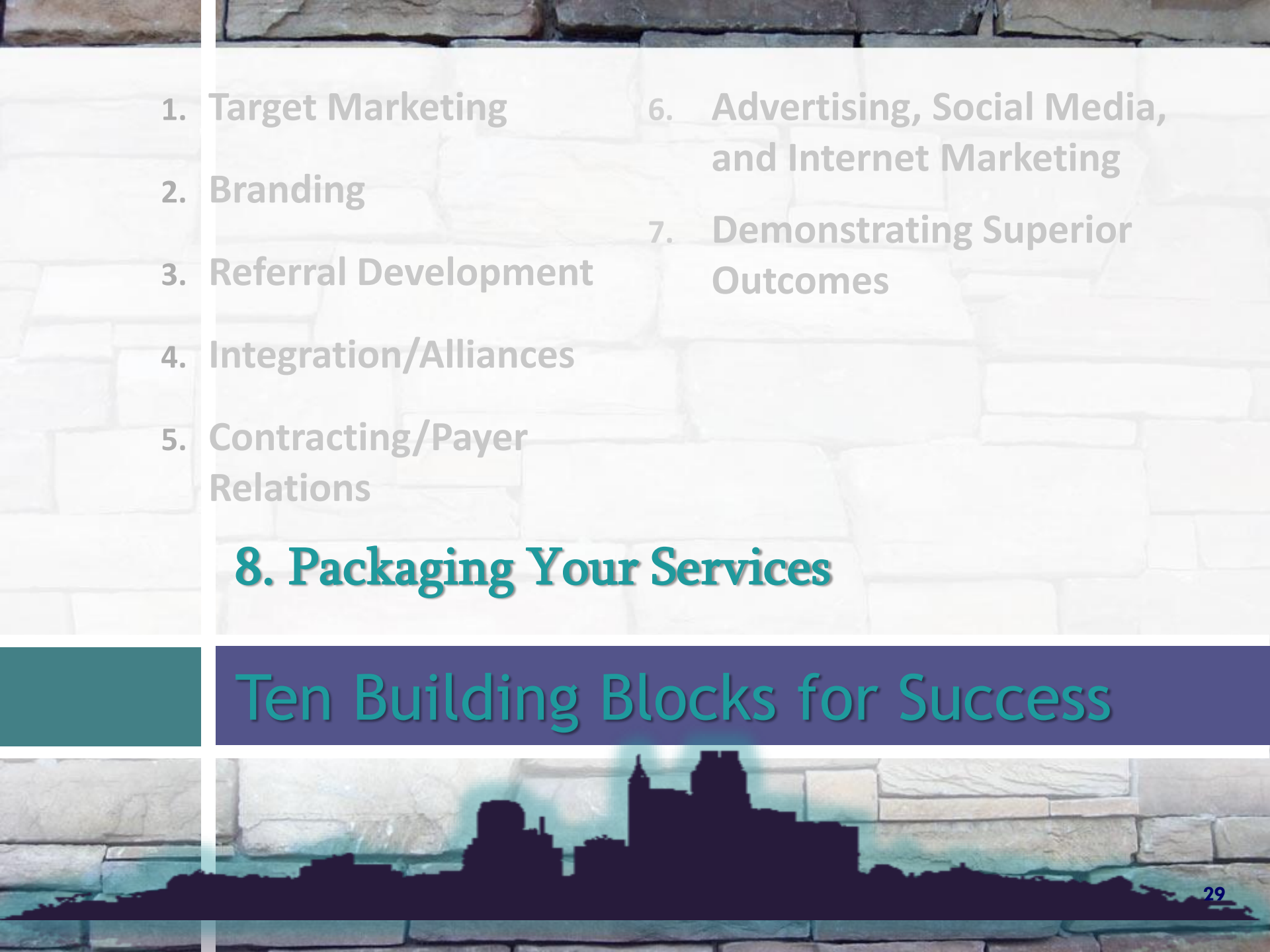
# Demonstrating Superior Outcomes

28

- ❖ 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

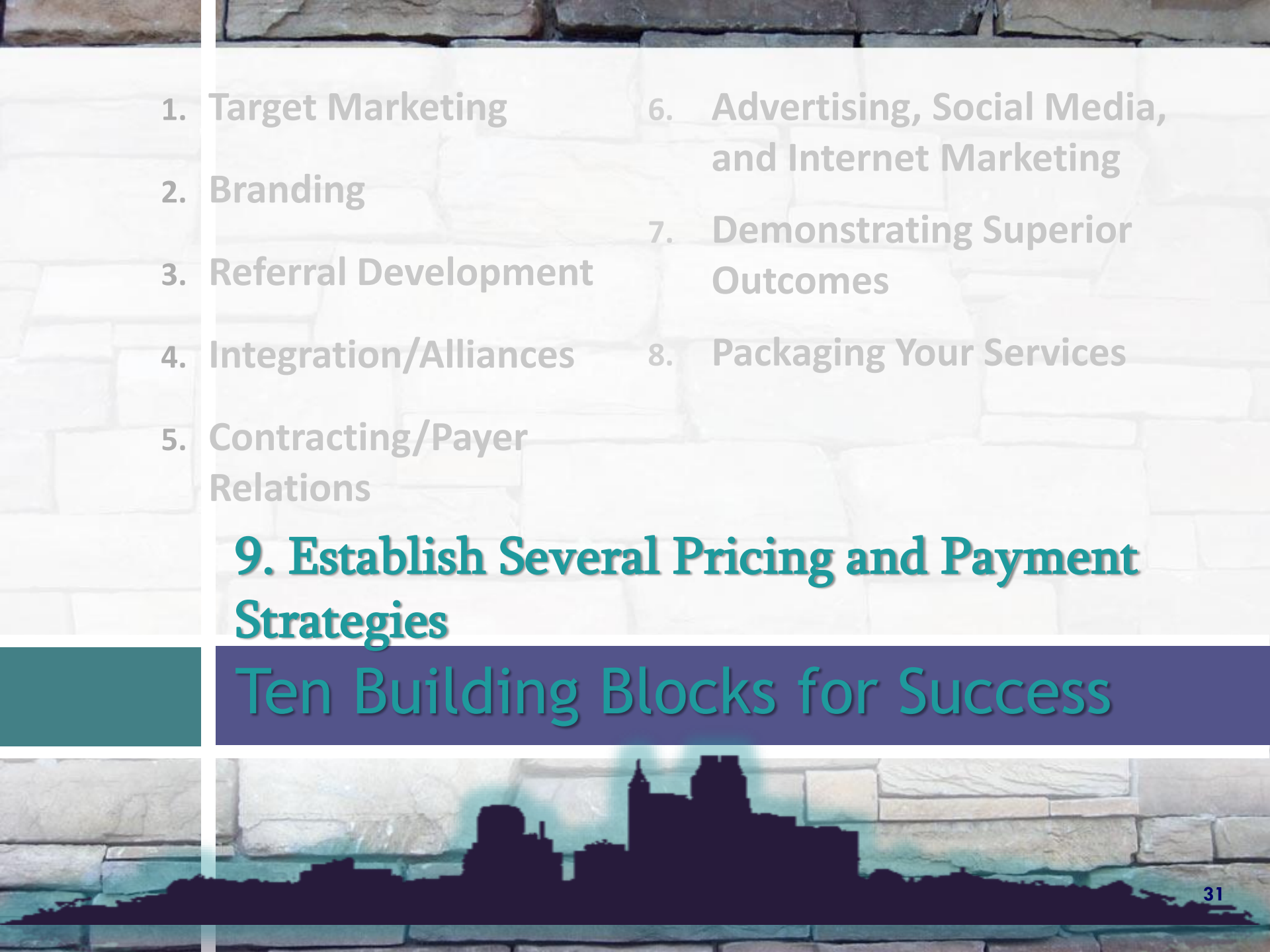
# Packaging Your Services

30

- ❖ 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

32

- ❖ 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

34

- ❖ 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.





The background of the slide is a close-up photograph of a stone wall. The wall is composed of irregularly shaped stones in various shades of beige, cream, and light brown. The stones are laid in a traditional pattern, with some larger flat stones and some smaller, more angular ones. The lighting is soft, highlighting the textures and edges of the stones.

# Discussion

## Marketing Success Depends Upon

# Discussion

## Marketing Success Depends Upon

36

- ✓ 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