



TOP PRACTICES

MARKETING DIRECTOR OF THE YEAR

Shannon O'Shea – Foot and Ankle Associates of North Texas

LET'S TALK ABOUT GOALS

- Audience Participation
- Every one in the room please stand up.
- If you had Fitness in your Goals for 2015 please stay standing.
- If you achieved this Goal in 2015 please stay standing.
- The trick to achieving your goals is to find people who have made it, create a support system and make it a priority.



HOW DO I MAKE A GOAL

- Analyzing our practice
- What do we need to cover our costs and create a profit
- What we know...

WHAT A PATIENT IS WORTH \$\$

- Our Per Visit Value average is **\$ 200**
- We know our monthly baseline collection goal is **\$ 375,000**
- Therefore we know we have to see **1,875** patients per month to meet our goals.
- I should have double that many appointments available per month **3,750**
- This does not include sales from Healthy Steps or miscellaneous cash services.

SCHEDULING OUR PATIENTS

- Work smarter not harder, Divide and conquer
- First determine how many patients you can see per shift am/pm
- Then total for the week/ month
- This determines our Total Available Patient appointments per Month
- Goal is to fill 80%

HOW DO WE FILL THEM?

SHOE LEATHER MARKETING

- Referrals from Docs, Keep the offices Happy and current
- Keep business cards full, Physician to physician meet and greets
- Establish relationships with office staff members, medical team and referral departments; marketing that is focused just on them
- Became members of Baylor Quality Alliance and Texas Health preferred providers network
- Welcome snack baskets for new offices/ new locations
- Creative marketing measures, be memorable.
- Track them: **A= 4+, B= 3, C= 2, D= 1** (pts. per month)
- Show appreciation Top doc gifts – ex. Blue tooth speaker or FAANT Lunch box
- **A list** physicians are visited minimum of 2 x's per month, larger marketing prizes/ lunches etc.
- Where we spend marketing dollars

SHOE LEATHER MARKETING



HOW DO WE FILL THEM?

ONLINE MARKETING

- Website- Docs Keep it fresh new content blogs, If you are on call its your turn
- Social Media- **Daily updates**
- Facebook- Keep our members in the loop, race participation, news, events
- Pinterest- New pins everyday!!
- Twitter- current events, retweets and fun
- Youtube- 10 new videos per quarter
- Newsletter- open rate

ONLINE MARKETING

FAANT website

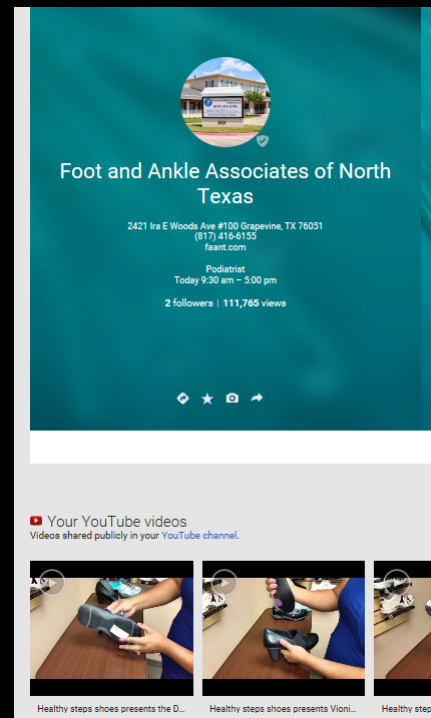
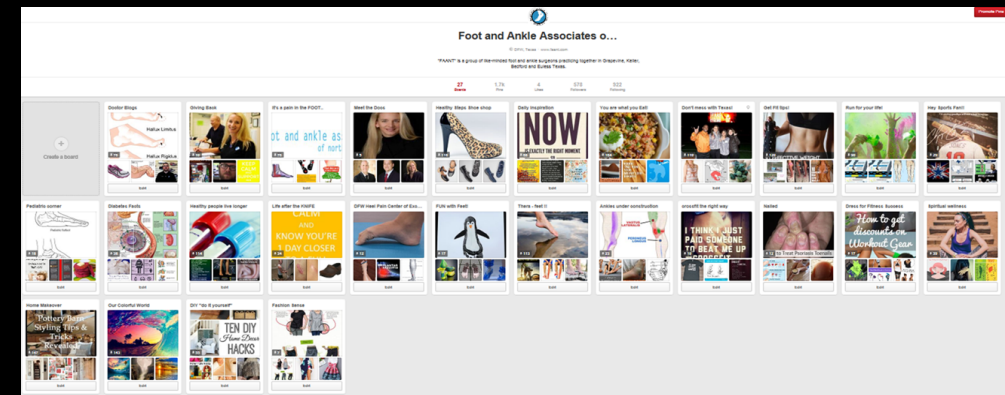
	131,031 % of Total: 100.00% (131,031)	
New	111,636 (85.20%)	
Returning	19,395 (14.80%)	

1439 likes

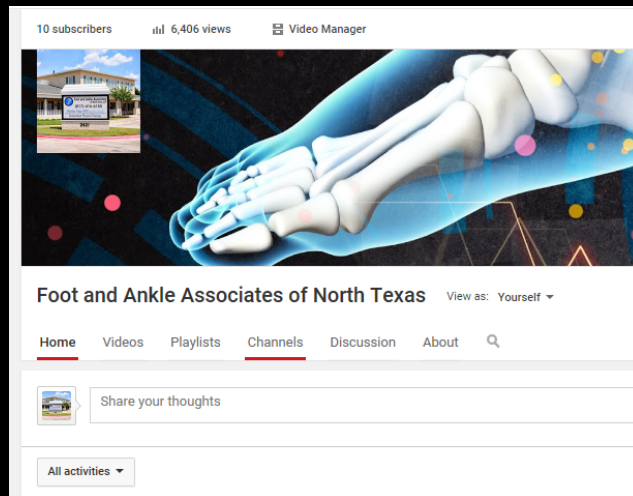
111,783 views



27 Boards 1.7K Pins 578 Followers



6,406 views



533 Followers



HOW DO WE FILL THEM?

INTERNAL MARKETING

- All Hands on Deck! Goal Sharing with the staff.
- Creating the “I wish you were my primary care” experience
- 3 staff events per quarter
- Office decorating contest- Holidays
- Patient games/ prizes
- Fun dress up days: EX. Patient portal Purple, Pick your Doc races
- Staff “Thank you” gifts (happy half year chairs and Christmas coffee cups)
- 5 year FAANT-iversary Luncheon- Pinning Ceremony
- Half Marathon Team support Steinke vs. Crane
- Volunteer after hours events – Wounded Warrior Weekend

INTERNAL MARKETING



HOW DO WE FILL THEM?

EXTERNAL MARKETING

- This is how we reach our community **hands on**
- Race sponsorships – Partnering with Dallas Athletes and committed to 4 events per year
Ex. Packet pickup, Expo Booths, Shirt logos, volunteer water stations or games.
- Partner with Lake Grapevine Runners and Walkers 2 events per year Race logo, water stop volunteer
- Partner with Southlake Carroll Cross country sponsor invitational logos on 3,000 shirts, banner at the race and Dr. Crane at the water stop
- Bring a game for the kids zone at the Run in the Dark event
- Wounded Warrior weekend booth at the expo, hand out bracelets/ candy/ prizes
- Saturday injury prevention clinic talks for Docs to speak with runners at Luke's Locker
- YMCA Healthy Kids day Giveaways for the kids
- Partner with other marketers in your community and collaborate. Quarterly afterhours Meet and Greet cocktails and prizes for all local docs/ offices
- Where we spend marketing dollars

EXTERNAL MARKETING



RESULTS OF THIS PROGRAM

- **2013:** spent 150,000\$ on Marketing
- received 3507 New Patients
- Collected 4.1 Million dollars

- **2014:** spent 100,000\$ on Marketing
- received 3655 New Patients
- Collected 4.3 Million dollars

- **2015:** will spend 75,000\$ on Marketing
- will receive 3800 New Patients
- will collect 4.6 Million dollars

- Scheduled to bring in 500,000 more \$ since 2013, with 300 more new patients and have spent half the marketing dollars

FOCUS YOUR ENERGY ON YOUR TOP 20%

- Here's what we know-
- Who are our top insurance carriers Ex. Blue cross, United Healthcare
- Doctors in our area who refer, who doesn't and why- spreadsheet tracking
- Top industry in our area; teachers, airline workers, business professionals, healthcare workers
- Type of pt. – female between the ages of 35 and 55
- And we know they refer their friends
- Top 20 can fluctuate – reevaluate every quarter



IN CONCLUSION

- Make your schedule match your needs
- Do you have availability?
- Know your patient numbers Per day, week, and year
- Make a marketing budget and spend according to your needs
- Revisit Quarterly- Measure success and trim excess spending
- Get support from Top practices members
- Physically get into the community via yourself or your staff
- Make a Goal and stick with it
- Everyone should be standing by next year

HOW DO I DO THAT??

- I don't have you, I don't have time, how do I start, how do I find one of you, where I came from- all of you have a me in your office, personal goals hit,
- scheduling days, how I get in to offices, continually hit in the offices, not going for doc, going for staff.