

## CASE STUDY 0024 - Infertility Practice Case Study, 2012

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We initiated an engagement with a two man infertility practice in New Jersey in the face of fierce competition from a 12 provider practice nearby. This larger practice employed multiple field reps with a plethora of marketing tools and materials which they distributed aggressively in the Ob/Gyn community. Both practices published similar outcomes and differentiation proved difficult in the beginning.

Our one day marketing audit enabled us to identify past, current, and future referral sources while we learned about the practice and developed our field marketing strategy for specific catchment areas. We soon realized that our messaging for the primary office community would need to be different than that of the newer satellite communities as they had different patient demographics.

The primary catchment area where we were competing against the “800 pound gorilla” with 12 providers proved to be an easier market to defend and grow. Here we took the stance of creating a “Boutique Practice” with personal attention to every patient by assuring they would see the same Doctor every time. We found this approach to be particularly important during the emotional process of infertility treatments. Patients and their spouse are often “on edge” while pursuing this treatment and they proved to respond well to this promise of close communication in this Patient/Doctor relationship.

The satellite market for this practice had differing demographics which forced us to shift our strategy and messaging. Here we focused on egg/embryo freezing for a more educated market that may be concerned about surgery/radiation/and the effects of aging on available eggs. Very few practices in the area provided this service and the approach allowed referral sources to try us for the first time ever.

Both strategies were delivered via live messaging from our Practice-Rep and reinforced with 3-color tri-fold brochures written and designed by our team.

After 12 months we looked back on our results for this long established practice and discovered that they had grown their referrals by 17% over the previous year! Not only had referrals increased but charges were up by 30% over last year. The majority of growth came from the primary catchment area via the “Boutique” strategy. The satellite office grew slightly but continued to trail in an older patient population catchment area.

Marketing in both catchment areas involved part time field marketing by an experienced Practice-Rep with management support and guidance. Field marketing was then reinforced with tri-fold brochures, fax referral forms, indications for referral guides, etc.

Our trained part time rep with management support was able to compete with an 800 pound gorilla with multiple full time field reps.....and grow referrals by 17%.