

## CASE STUDY 0027 – Pain Management

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In January 2015 we agreed to market a newly formed pain management group with three offices in development. The practice had originally grown out of a long standing practice based near Wilmington, Delaware and they had recently opened two more satellite offices in an adjoining State.

The practices consisted of three Anesthesiologists with board certifications in pain management and support from MA's and two NP's.

Upon completion of our marketing audit we determined that it would be best to focus our efforts in the two expansion geographies where the providers were not as well known in the medical community. Around this same time certain changes were occurring making it more and more difficult for the typical family practice doctor to manage and document the meds needed for many of their pain management patients. Our timing seemed opportune in the market place.

We initially went to market with two reps serving two separate, and distant, geographies calling on the family practice-primary care community on a case by case basis. We were contracted to complete 70 calls per month for the combined geographies. At 8 calls per day we were easily able to complete 35 calls per month in each territory. However, two months into this strategy the physicians asked us to reduce our efforts (and cost), by half due to some unexpected expenses on their part. We reduced our efforts to one rep but we had to find a way to get a quicker return on investment!!!

Two years prior to this we had completed some marketing material development for a large multi practice-primary care group consisting of 12 practices, with 44 providers caring for 77,000 patients. We had been calling on some of these same offices in our initial strategy but now we decided to take an aggressive approach by calling on their corporate officers near one of our satellite office. Fortunately we were well received based on Practice-Reps past efforts and relationship with the CEO and we had a meeting set up within a week. Two of my client physicians and I met with the CEO and discussed his concerns with pain management as it relates to the advent of accountable care management and the difficult changes in reporting in some States. He actually seemed relieved to find a local, competent partner to take this potential challenge off his plate and he agreed to contact each of his practice administrators to coordinate meetings between our respective groups. This corporate directive was just the "shot in the arm" we needed. We went from cold calling offices to private meetings with physicians and staff in a matter of weeks!

Two months later we had completed all of our meetings with these 12 practices and new referrals were already coming in. Our field rep had continued to call on other practices during this time and she was now following up with all of these new referral offices on a monthly basis. Our efforts were paying off with a growth rate nearing **20%** when our client came and asked to hire our rep directly on a full time basis. We reminded them that they had a signed agreement which precluded them from hiring our employee's. Six weeks later they cancelled our agreement as they had hired a "young Marketing Manager" to complete our duties. They thanked us for our efforts and promised us a good reference.

This case study is a good example of the impact we can have for certain practices in a short amount of time. We have served the Mid-Atlantic medical community for nearly 30 years in one capacity or another and we are often able to call in favors and relationships to the benefit of our clients as needed.

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