



Medical Practice Marketing

Marketing Audit Summary

Vein Center of Central State
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Summary

Dr. John Smith has been active with the American College of Phlebology since 1996. He pursued extensive training and received his Board Certification from ACP in 2002 at which time he opened the Vein Center of Central State. Dr. Smith completed his four year residency in “a specialty” and currently continues to practice office “specialty” for patients that have been very loyal to him over the years.

The Vein Center of Central State provides the following services:

- Laser Vein Treatment
- Ambulatory Phlebectomy
- Compression Sclerotherapy
- Trans-Illuminated Sclertherapy
- Endovenous Chemical Ablation
- Botox Cosmetics

The practice has shown growth over the past couple years, but Dr. Smith and his practice manager Kathy Smith have sought the assistance of Practice-Reps to ensure continued growth and success competition grows in Central State.

The Practice-Rep marketing audit was conducted on January 21, 2010 by managing partners Michael Ranson, Al Romanelli, and Account Manager Nancy Siler.

The following will report the findings, recommendations, and action items of that meeting as well as a S.W.O.T. analysis.

Nancy Siler will spend Friday January 29th at the Vein Center of Central State observing 6-8 procedures.

Item	Recommendation	Action	Responsible
Website Design	Website needs to be kept up-to-date with new informative items. Video of Dr. Smith would give patients a warm feeling. SEO seems fairly good at this time.	Work with current website company...Mednot Technologies	Heather Smith Michael Ranson Nancy Siler
Practice Brochure	The current brochure is a bit busy. Should give patient only enough information to entice them to visit website or call the office. Recommend some information on Dr. Smith including his training and Board Certification through ACP.	Brochure revision	Practice-Reps in-house design team
Newspaper Ads	Reduce the number of newspaper ads currently being run (3-4 per month) and eliminate all summer ads. Continue to use Deb for ad design. Continue to advertise in the "Body & Mind" supplement booklet 6x per year (have received good response to this piece)	Speak with Anytown News regarding reduction.	Kathy Smith
Radio	Would recommend eliminating radio commercials. Not sure of ROI.	No radio ads in future	Kathy Smith
Yellow Pages	Eliminate current block ad but keep listing.	Speak with yellow pages account manager	Kathy Smith
Procedure Education CD	Use CD for referral source lunch & learns	Burn CD for use in the field	Kathy Smith
Referral source education flyer	Recommend a professional fact sheet/flyer to leave with referral sources to include information about Dr. Smith (training, experience, no infections, no complications, RVT on staff, complete patient follow-up). Basically, why send your patients to the Vein Center of Central State? What makes us different?	Create/design piece	Practice-Reps in-house design team
Patient to patient referral card	Recommend a patient to patient referral card to give satisfied patients since word-of-mouth seems to be somewhat key.	Create/design piece	Practice-Reps in-house design team

Patient email addresses	Need to begin collecting all patient emails for regular email blasts.	Collect patient emails	Practice staff Deb & Heather
Follow-up letters to referring physicians	Send personal follow-up letter (brief) with findings and results to referring clinicians.	Send letters to all referring clinicians	Dr. Smith and staff
“Leg of the month” flyer	Email, fax etc. visual results of a procedure to key referral sources.	Send “Leg of the Month” to key referral sources	Vein Center staff

Referral Source Marketing (Nancy Siler)

Competition continues to grow in the Central State market primarily from the vascular surgery groups. I believe that there is a much needed educational component that is required regarding Dr. Smith, his training, and the uniqueness of the Vein Center of Central State.

The Vein Center has contracted for (30) calls per month with the following being key in that promotion:

- Family Practitioners
- Internal Medicine
- Podiatrists
- Nurse Practitioners
- Physician Assistants
- Spas (med spas)

In meeting with the above groups, the following activities will be completed to grow the referrals into the Vein Center of Central State.

- Investigate and uncover the “key” source for referrals in each office (physician, PA, head nurse, referral coordinator?)
- Conduct lunch & learns at key groups utilizing printed material and patient educational DVD.
- Continue to develop the relationship with the Local Cardiology Group which has been a good source of referrals for the practice.
- Convey the uniqueness of the Vein Center of Central State:
 - ✓ Board Certification from ACP (#23)
 - ✓ Procedure outcomes and successes (0% infection rate, 0% complications, complete patient care and follow-up at 4-7 days, 30 days, 3 months, 6-9 months, 12 months)
 - ✓ Dr. Smith is the only clinician doing laser procedures.
 - ✓ Most experienced....in three years have done close to 1000 patients.
 - ✓ RVT on staff
- Educate referral sources on the types of patients to refer....”lumpy, bumpy, itchy, burning”

S.W.O.T. Analysis

Strengths

- Dr. Smith is board certified (#) by the American College of Phlebology.
- Dr. Smith received his training in Endovenous Laser Treatment from the inventor, Dr. X, at “Large” University.
- Dr. Smith is the only clinician offering laser in Central State.
- Dr. Smith is the most experienced clinician doing these procedures in Central State.
- The practice is very patient focused on complete care for their patients.
- Complete and thorough follow-up care post procedure.
- Very dedicated staffs that are highly patient oriented.
- RVT on staff.
- Excellent procedural outcomes...0% infection rate, 0% complications, very low 3-5% failure rate.
- Dr. Smith and his practice manager, Kathy Smith, are very willing to invest in programs to ensure continued success of their practice.

Weaknesses

- Currently do not participate in Health U.S.A. which has a very large membership in Central State.
- Require more focused and streamlined marketing initiatives.
- In the past, have not really tracked ROI on their initiatives.
- Referral source information not easily attainable for analysis.
- Need to tap into all sources (You Tube, Facebook, blogs, etc.)

Opportunities

- “Baby boomer” population will most likely increase the number of women requiring treatment.
- The Vein Center has the opportunity to set the market standard for services that competitors will be compared to.
- As a solo practitioner, Dr. Smith and his staff have the opportunity to act in a fast, flexible, and focused manner to changing market conditions.

- Opportunities exist to educate the referral community on the uniqueness of The Vein Center of Central State.

Threats

- Competition continues to grow as vascular surgery groups are now offering vein treatment services.
- The vascular surgery groups are well known in the community.
- Current poor economic conditions and declining insurance coverage.