



**ASCRPTION**  
MEDICAL CONSULTANTS

*Generating Tomorrow's Revenue Today*

# Becker's Webinar

Creating and Sustaining a Predictable Referral Pipeline

Ascription Medical Consultants

October 13, 2015

# What is the Webinar About?

Today's healthcare market is tough. Reimbursements are getting squeezed, your facility is counting on doctors bringing their patients to your facility and not others and most facilities are needing to generate more procedures.

This webinar addresses creating a predictable referral pipeline that the facility can own through direct to consumer advertising programs.

## **Learning Points:**

What exactly is Direct-To-Consumer advertising in healthcare?

What are the best procedures to advertise and how do I get the most from my spend?

How do I get started and know what to do?

# The A Team (bios)

- **Kelly Loter**

- Mr. Loter joins Ascription Medical with 22 years of advertising and marketing experience. 8 years of direct-to-patient healthcare brand & campaign creation experience. His background includes stints with Keller Crescent Advertising, The Richards Group and 17 years as Principal & Founder of LEVELTWO Advertising. His client experience includes working with Continental Airlines, Cole Haan, Florida Department of Citrus, Home Depot, TXU Energy, Hummer, Alcon Labs, Children's Medical Center, Dymatize Nutrition, Nicholson Clinic, Barker Bariatrics, Baylor Hospital, Forest Park Medical Center, The Minimally Invasive Spine Institute (MISI), Puget Sound Bariatrics, Forest Park Ortho, Northstar Healthcare (CuraSpine & NeuStep).

- **Alan Beauchamp**

- Mr. Beauchamp has more than 35 years of experience in the healthcare industry as a Founder and Manager of a Healthcare Management Company, Managing shareholder of a closely-held hospital company, Chief Operating Officer of a public hospital company, Hospital Chief Executive Officer, and Vice-President and Regional Controller. During his career, Mr. Beauchamp has been a senior officer in individual facility and corporate settings for both publicly traded and privately-held companies. He has broad based experience in the financial and operations areas of acute care hospitals, surgical hospitals, ambulatory surgery centers and has been involved in the establishment of numerous hospital start-up and facility turnarounds, and has experience in the design, construction, equipping, licensing, conversion and renovation of acute care hospitals, surgical hospitals, and ambulatory surgery centers. He is also experienced in the planning and establishment of hospitals-within-a-hospital (HIH) projects.

# Team (bios)- cont.

- **CJ Brock**

- Mr. Brock joins Ascription Medical with 12 years of healthcare experience. His background includes acting as VP of Sales for a bariatric surgery specialty nutrition company, COO of a business development and consulting firm in bariatrics, CEO of a boutique digital marketing firm specializing orthopedics and as the Managing Partner of a privately held surgical specialty company in orthopedics and spine. He has extensive experience in physician sales and recruitment, direct to consumer marketing and corporate strategic planning.

- **Rick Cannon**

- Mr. Cannon joins Ascription Medical with 30 years experience in Direct Marketing and Publishing. His vast experience in new business development and customer engagement has led to delivering great customer relationships, which drive a meaningful impact across a broad spectrum of global clients including, Dell, Wal Mart / Sam's Club, Costco, Guitar Center, American Airlines, and many others. Mr. Cannon is retired member of the United States Air Force.

# Healthcare Consumerism

- Movement that advocates patients' involvement in their own healthcare decisions
  - It is a change from the old “doctor says/patient does” to more of a partnership model
- Internet was a game changer
  - Patients much more informed and involved in their decision-making process
  - Consumer has the power of choice
  - Doctors still make the medical decisions, but the patient is a lot more informed and involved in who and where

# Creating a Brand that Resonates

- People want to affiliate with brands that reflect their thoughts and beliefs
- What a brand is not
  - Not a logo
  - Not a product or service
  - Not a company
- A brand is simply a promise between you and your consumer that implants emotion and delivers *THE MOST* meaningful benefit that resonates with your target audience
  - A successful and consistent brand gets your customers to become advocates
- 5 musts for your brand
  - Believable
  - Consistent
  - Unique
  - Staying power/Enduring
  - Resonate with your external target audience

# What is Direct to Consumer?

- A strategic, cohesive & planned effort that makes the consumer aware of the brand through different media outlets and produces desired results
  - Data driven
  - Returns a profit
  - Predictable
  - Sustainable
  - Circle of influence is bigger than just the patient
  - Referral pipeline you control

# Predictable and Sustainable Referral Pipeline

- Adding referrals by producing patients through creating a strategic, cohesive & planned marketing effort that makes the consumer aware of your brand through different media outlets
  - Adds to your referral base
  - You are in control
  - You know new leads are coming in everyday



# Creating/Optimizing Revenue Streams

- Adding new surgical specialty
  - Recruit surgeons
  - Put operational processes and equipment in place
  - New top line revenue
- Replace one specialty for another more profitable one
  - Recruit surgeons or utilize existing
  - Put operational processes and equipment in place
  - New bottom line revenue
- Replace less profitable procedures with more profitable procedures within same surgical specialty
  - Recruit surgeons or utilize existing
  - Put operational processes and equipment in place
  - New bottom line revenue

# How Long for Results?

- **Varies by specialty**
  - Pain, Ortho, Podiatry and Spine quicker pay back – 90/120 days
  - Bariatric can take longer due to insurance requirements – 180 days
  - Immediate cash patients
  - Phones ring day 1 with the right strategic direct to consumer approach
  - Track leads to determine success and lead time

# How Long to Get Started?

- Perfect and quick: 60 – 90 days to create the brand and get campaign going
- Factors that impact an implementation timeline
  - Availability of the facility leadership to dedicate man-hours needed for operations and/or advertising input and approval
  - Quality of the facility's website and content therein – do we need to refresh or re-do?
  - Time of the year, seasonal trends that we have need to be ready for?
  - Are we doing a TV spot that will take some planning and coordination?
  - Is the facility operationally ready?

# Keeping all Surgeons Happy

- Transparency of how leads are divided up
  - Strategic approach and plan ahead of time
  - Track leads and share that data
  - What does a “divide and track plan” look like?
    - Geographically split
    - Patient chooses who they want to see
    - Availability of the doctors to see patients
    - Doctors different specialties
    - Ownership percent can influence how leads are split
- Much C-Suite stress can be avoided with appropriate planning, tracking and being transparent with the results
  - Example of this is T-Rex in Jurassic Park

# Can I Afford Direct to Consumer?

- A great brand wins EVERY time
  - Strategic approach to brand creation
  - Comprehensive approach to media planning
- TV, Radio & Internet
  - TV and/or Radio lights up the phones when you can afford it
  - Internet is budget friendly to get started
  - Internet users are searching for your product offering already
- You CAN compete
  - Great foundation of brand
  - Great website
  - Great people to talk to patients
  - 3, 4, 5 even 6-1 return on investment
- Living dangerously if this is not part of your centers approach
  - Diversify, Diversify, Diversify - consider this a spoke in the wheel

# Questions & Answers

- Any questions?



# Thank You for Your Time

Ascription Medical Consultants

302 N Market St, 3rd floor

Dallas, TX 75202

<http://www.ascriptionmedical.com>

1-800-585-3390-Toll Free

Rick Cannon, Senior Director of Business Development

[rcannon@ascriptionmedical.com](mailto:rcannon@ascriptionmedical.com)

214-600-2373-Direct

CJ Brock, Co-Founder and Partner

[cjbrock@ascriptionmedical.com](mailto:cjbrock@ascriptionmedical.com)

972-979-6222-Direct