

Just for Physicians

Recommended Marketing Components

Presented by Jan Klooster and Marketing Strategies Unlimited

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Internal Marketing

Strategic Planning:

- ▶ Market Research Study to Determine Potential Referral Patterns
- ▶ Setting Mission, Vision, and Values
- ▶ Strategic Goals and Objectives
- ▶ Imaging and Branding Strategy
- ▶ General or Specialty Physician Practice Strategy
- ▶ General or Specialty Physician and Location Strategy
- ▶ Employee Relations Strategy
- ▶ Internal Marketing & Customer Relations Strategy
- ▶ Communications Strategy
- ▶ Growth Strategy, Payor Mix, and Operational Development
- ▶ External Marketing Strategy

Customer Relations:

- ▶ Patient Satisfaction Program with Surveys and Recall Systems
- ▶ General or Specialty Physician and Employee Satisfaction Program with Surveys
- ▶ Referral Source Satisfaction Program with Surveys
- ▶ Customer Service Training and Ongoing Quarterly Customer Retention Plan
- ▶ Internal Communications – Newsletter, Updates, Special Events, Drawings, etc.
- ▶ Team Building Efforts and Activities to Improve Staff Morale
- ▶ Service Development to Enhance Satisfaction and Revenue within Practice
- ▶ Mystery Shopping

External Marketing

Referral & Business Development:

- ▶ Referral & Business Development for General or Specialty Physician Practice
- ▶ Create Referral & Business Development for Specific General or Specialty Physician Services
- ▶ Referral Development to Create Consistent Business Development and Retention
- ▶ Identifying and Targeting One-to-one Contacts with Key Referral Sources
- ▶ Coordination of Efforts for Growth Strategy in Referral & Business Development

Community & Public Relations:

- ▶ Communication Strategy with Employees in the Practice
- ▶ Communication Strategy with Local Professionals and Key Referral Sources
- ▶ Communication Strategy with Community
- ▶ Community Education by General or Specialty Physician in Designated Service Locations
- ▶ Press Releases to Community with Key Information

Advertising and Marketing Collateral Materials:

- ▶ Image and Branding Strategy Created and Implemented (Logo, Letterhead, Signage, etc.)
- ▶ Practice Collateral Materials (Brochure or Rack Card, New Patient Packet, Educational Materials, Direct Mail, Ads, Quarterly Newsletters, etc.)
- ▶ Website Development and Enhancement (Case Studies, Testimonials, etc.)
- ▶ Yellow Pages Advertising and Internet Yellow Pages Implemented
- ▶ Create and Complete Direct Mail Campaign for General or Specialty Physician
- ▶ Other Promotionals for General or Specialty Physician to Targeted Service Areas
- ▶ Implementing Other Strategic Objectives