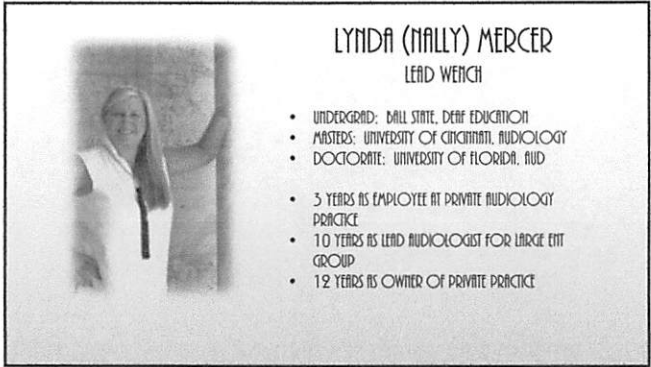
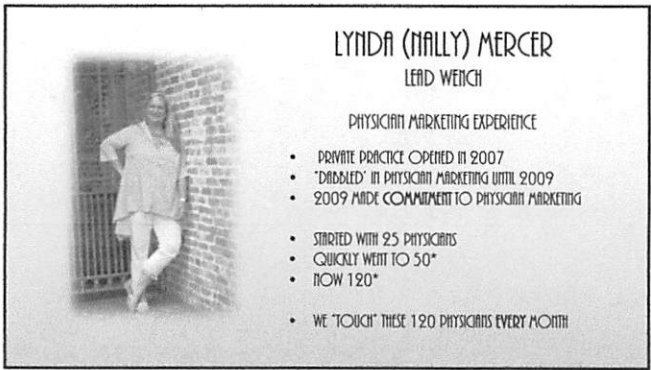


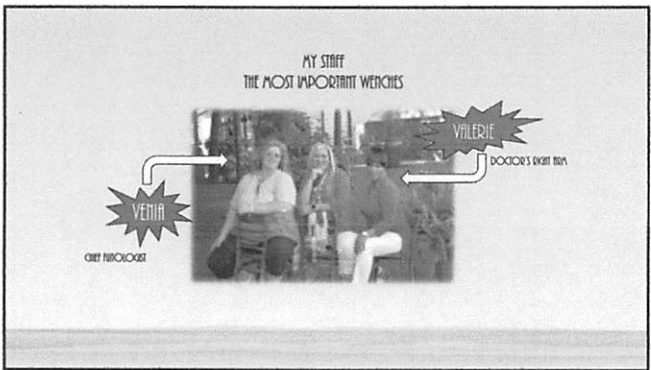
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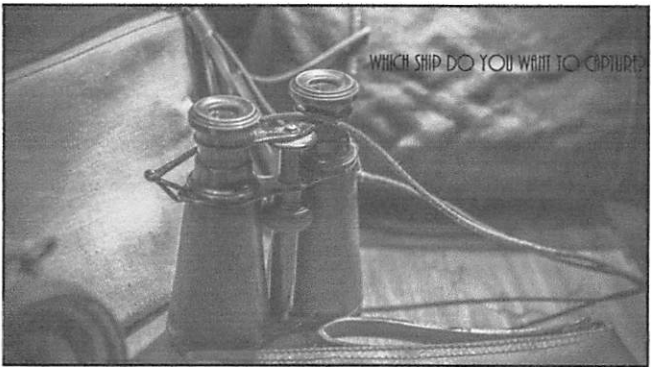
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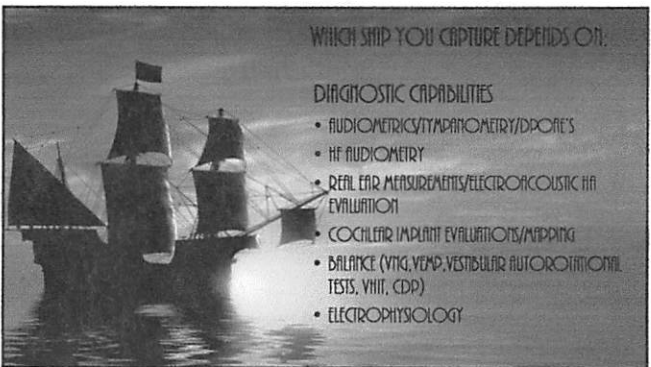
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5




6

WHICH SHIP YOU CAPTURE DEPENDS ON:

AREAS OF EXPERTISE

- HEARING AIDS
- OTOTOXICITY MONITORING
- TINNITUS
- HPD'S/ MUSICIAN'S PLUGS AND/OR MONITORS
- APD
- INTRAOPERATIVE MONITORING



7

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN

HEARING AIDS?

8

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN

OTOTOXICITY?

9

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN

TINNITUS?

10

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN

HPD'S/ MUSICIAN'S PLUGS AND/OR MONITORS?

11

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN

APD?

12

WHICH SHIP (DOCTOR) YOU CAPTURE IF YOUR EXPERTISE IS IN:
HHD'S/ MUSICIAN'S PLUGS AND/OR MONITORS?

13

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN
COCHLEAR IMPLANTS?

14

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN
INFANTS AND CHILDREN?

15

WHICH SHIP (DOCTOR) WILL YOU CAPTURE IF YOUR AREA OF EXPERTISE IS IN
GERIATRICS?

16

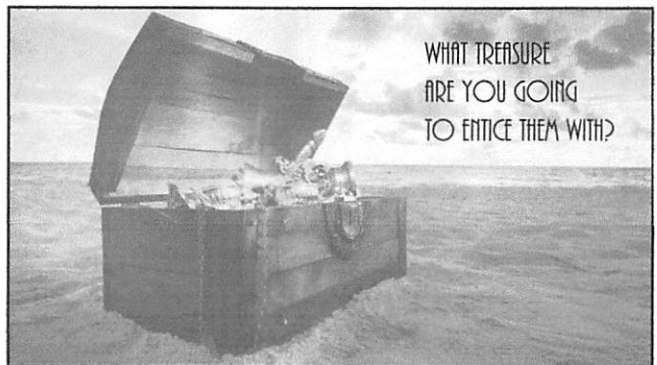
CHOOSE HOW WIDE YOU WILL CAST YOUR NET

- CONSIDER PROXIMITY
- YOUR RESOURCES (STAFF, CAPABILITY, TIME, BUDGET)
- YIELD / ROI
- FREQUENCY

YOU MAY VARY EACH MONTH
ON SOME MARKET MONTHLY
ON OTHERS QUARTERLY

START SMALL... THEN BUILD

17



WHAT TREASURE
ARE YOU GOING
TO ENTICE THEM WITH?

18



19

GENERAL GUIDELINES FOR PROMOTIONAL IDEA ROTATION

G R A T E F U L N E S S
 I N F O R M A T I O N
 F A C T S
 T E S T I M O N I A L S

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DOES IT WORK?

YES!!!

FOR OUR PRACTICE THIS STRATEGY YIELDS ON AVERAGE:
 85 NEW PATIENTS PER QUARTER

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WHAT DOES IT COST?

- MATERIALS
- TRANSPORTATION COSTS/MILEAGE
- BONUS (OPTIONAL)
- SALARY (YOU COULD BE PAYING THIS ALREADY)

Cost of Physician Marketing				
Quarter	Mileage @ .55/mile	Salary @\$19/hr	Bonus @\$10/new pt	Materials @\$5/ptce
Q1 2018	147.4	\$1824	\$837	\$500
Q2 2018	134.2	\$1824	\$792	\$500
Q3 2018	136.95	\$1824	\$890	\$600
Q4 2018	148.5	\$1824	\$730	\$600
Q1 2019	127.1	\$1824	\$970	\$600
Q2 2019	149.6	\$1824	\$840	\$600
Average/Q	\$139.79	\$1,824.00	\$843.17	\$566.67
Total/Q with Salary	\$3,379.63			
Total/Q without Salary	\$1,549.63			

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SO ...WHAT DOES THAT MEAN IN TERMS OF \$\$ PER PATIENT?

THERE ARE ON AVERAGE 60 WORKING DAYS PER QUARTER

AT AN AVERAGE OF 85 NEW PATIENTS PER QUARTER FOR 60 WORKING DAYS THE AVERAGE NUMBER OF NEW PATIENTS DAILY = 1.4

IF YOU FIGURE PER PATIENT, INCLUDING EMPLOYEE SALARY: \$40/PATIENT

IF YOU FIGURE PER PATIENT, WITHOUT EMPLOYEE SALARY: \$19/ PATIENT

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TIPS FOR WHAT DO YOU DO WHEN YOU VISIT?

- IF YOU ARE THE RECIPIENT... SEND SOMEONE ELSE
- REBRIEF INTRODUCE THE PRACTICE WITH A FOLDER OF INFORMATION
- TAKE NOTES. REMEMBER NAMES TRY TO SEE THE DOCTOR. DON'T SETTLE FOR FRONT OFFICE STAFF. OFFICE MANAGERS, NURSES
- ONCE YOU ESTABLISH CONTACT, THEIR RISK TO MEET DOCTORS AND SET UP MEETINGS WITH THE RECIPIENT
- MAKE A PROMISE AND HOLD THEM GO CONGRATULATE!!
- BRING INFORMATION AND GOODIES THEY'LL BE EXCITED ABOUT
- KEEP TRACK OF WHO VISITS, AFTER 6-12 MONTHS WITH NO RESPONSE, MOVE ON

THE 3 CS OF PHYSICIAN MARKETING

BE CONSISTENT

BE CHARISMATIC

BE CREATIVE

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QUESTIONS?

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939-332-0707

DRLYNDA@DOCMERCER.COM

PROMOTIONAL MATERIALS PRODUCED BY:

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