



Identifying your audience

- As spine and orthopedic specialists, who suffers these injuries?
- Construction workers
- Truck Drivers
- Athletes
- High Risk Jobs (Police, Fire, EMT)
- Sedentary employees
- Aging populations
- Mothers with multiple children
- **All of these populations are potential patients**



How do we reach this audience?

- Identify your demographics and target audience
- Identify their habits
- Tailor to their behavior and habits



Maintaining your online presence

- The most important asset a specialized physician can have is a website
- Your website will act as a direct portal to potential patients
- Internet users spend less than 30 seconds on a page to get information. This is known as "Bounce rate"
- The information they are seeking needs to be clearly conveyed on the home page. If potential patients have to search for information they are going to navigate away and go to another site.
- Your goal should be to keep these users on the page for at least 1 full minute.



Resources on your website

- Your website should be a way for potential patients to become familiar with you.
- Your website should include:
 1. Services you provide
 2. Physician information
 3. Education
 4. Photos and bios
 5. Videos and Testimonials
 6. Accomplishments
 7. Contact information
 8. Locations



Things to avoid on your website

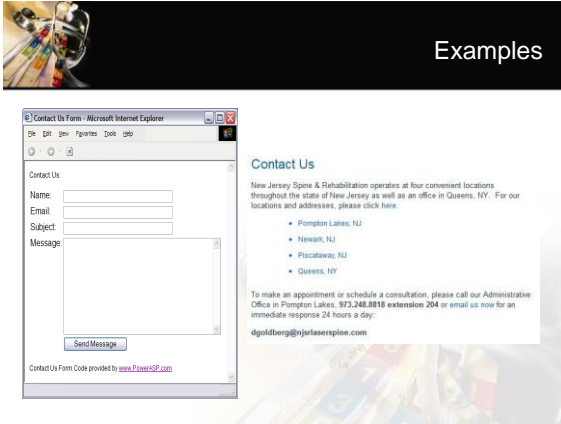
- Advertisements from other entities (ad space)
- Cluttered and disjointed content
- **The use of the word FREE in any sense**
 1. "Pain free"
 2. "Free consult" or "Free Review"
- The word "free" has both a negative connotation and evokes a false sense
- To guarantee "a pain free" lifestyle on your site is incredibly misleading and may be the source of legal action
- "Free consult" or "Free Review". In this sense, the word "free" connotes a level of service. "Nothing in the world is free"
- Use words like "complimentary" or "no cost" for advertising
- Use words like "healthy" and "active" in regard to quality of life



Cont.

- **The "4-800" mistake**
- Although having an 800 number may be convenient, it is a deterrent to patients
- It leads them to believe you are a faceless corporation as opposed to a local organization
- Conveying the "local" and "home grown" approach is key
- **The black hole email**
- Have an actual email address where patients can send questions is imperative
- Contact boxes lead patients to believe their queries are sent to a black hole that no one will ever answer
- Patients will also be hesitant to divulge personal information if they do not know it is sent to an actual person

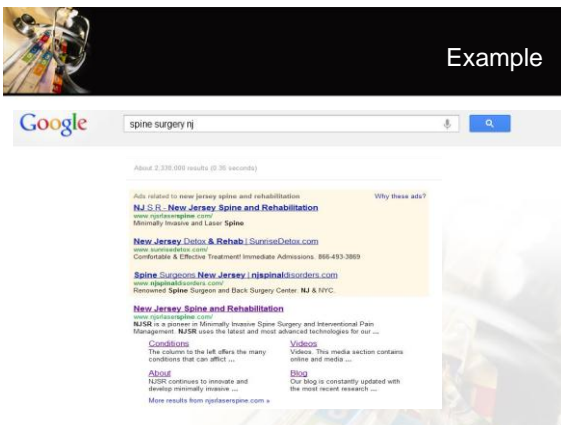
Examples



SEO

- Search Engine Optimization
- Like medicine, SEO is an evolving science
- SEO is an essential facet of any website
- Google has become the dominant search engine
- Google's algorithm remains proprietary
- You may have a great site but if no one knows it exists it is wasted
- Keyword usage, keyword density, repetitive content, SEO weight
- Hiring a SEO specialized company may be the best idea

Example





Social Media

- Twitter and Facebook are a great way to disseminate information and increase your online presence
- Make sure you stay on top of your Facebook and Twitter and update them multiple times per day.
- The social media audience is bombarded with news and ideas every second. Repetition is key
- **Never give patients or advice or indications via social media**

Blogs

- Blogs are a great way to stay in the social stream of conscious
- Allows you to show your ability to stay relevant and give perspective on current medical developments
- Through SEO allows patients seeking information to get to your site



Paper Advertising

- Traditional "paper" advertising is a dying medium but not 100% dead
- More publications are transitioning to digital formats
- When doing paper advertising make sure you identify the best source
- One generic advertisement will not suffice
- You want to convey an individual and specified message to each audience
- Let them know you identify with their needs and that you are experienced in treating them
- Do your research as to where you advertise!
- Use psychographic marketing
 - What is the circulation of the publication
 - What is the reader base (blue collar vs white collar)
 - What is the release cycle
 - What is the average household income of subscribers
 - What regions and markets does the publication serve
 - How many other similar services are advertised in the publication

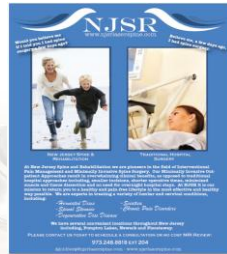
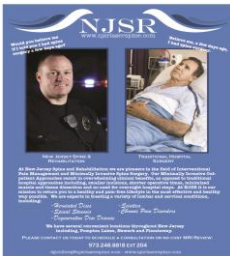


Tracking Psychographics

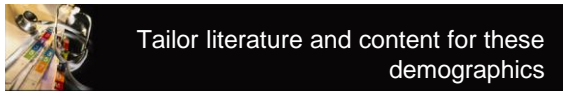
Publication	Circulation	Age	Frequency	Subscription rate	Gender	Income per person	Age Range	Gender Target
N. J. Post	50,000 copies	40-50 years	Weekly	\$1.00	Male	\$40,000-\$50,000	40-50	Male
Wayne Magazine	25,000 copies	30-40 years	3 times per year	\$2.00	Male	\$40,000-\$50,000	30-40	Male
N. J. Daily	30,000 copies	30-40 years	Weekly	\$1.00	Male	\$40,000-\$50,000	30-40	Male
N. J. Express	30,000 copies	30-40 years	Weekly	\$1.00	Male	\$40,000-\$50,000	30-40	Male
201 Magazine	30,000 copies	30-40 years	Weekly	\$1.00	Male	\$40,000-\$50,000	30-40	Male
North Shore Health and Life	40,000 copies	40-50 years	3 times per year	\$2.00	Male	\$40,000-\$50,000	40-50	Male
N. J. Monthly	30,000 copies	30-40 years	Weekly	\$1.00	Male	\$40,000-\$50,000	30-40	Male



Sample Advertisements

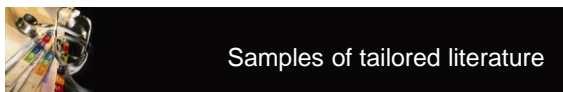


Identify visual "hot zones"



Tailor literature and content for these demographics

- Reinforce visual advertisements with features or guest articles
- Magazines and publication editors are often struggling for content
- Do their job for them
- Write as if you were in that field
- DO NOT be overly academic
- Remember your audience



Samples of tailored literature



Thursday, August 17th, 2011 4:17 PM

Long haul trucking was recently named as one of the top ten most dangerous jobs in America and the medical field is seeing an increase in spinal issues and back pain among long haul truck drivers.

Although there are over 100,000 long haul accidents every year in the U.S., only 25% of those accidents are the fault of the truck driver.

However, the most concerning factor in this statistic is that, while it is dangerous to either the well-being of the truck or the spine itself, "To reduce serious spine injuries, truckers can take up to six months to recover."



Dr. Richard A. Raul of New Jersey Spine and Rehabilitation is a Board Certified Spine and Orthopedic Surgeon at the University of Medicine and Dentistry, Newark, New Jersey.

His expertise includes a wide variety of orthopedic spine issues such as low-back pain through spinal surgery to have surgery's "backing" system to patients with spinal conditions associated with long-haul trucking.

Understanding the importance of the back during professional life, stated:

"We have known that Long Haul driving is an essential function for our economy and is a completely essential part of our lives. Without these drivers, the opportunity for us to take goods would be severely limited. It is the most important part of our lives."

They also make information about the causes and potential prevention of these conditions as well as treatments that may help, in the media concerning long-haul Truck Drivers and Back Pain.



October 18th, 2011 - An accident involving a long-haul truck driver is one of the top ten most dangerous jobs in America and the medical field is seeing an increase in spinal issues and back pain among long haul truck drivers.

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Appearance monthly on Sirius / XM to 1.2 million listeners



Face to Face

- In the world of business nothing speaks louder than a handshake and a face to face discussion
- Identify local referral sources
 1. Local MD's
 2. Local attorneys
 3. Local businesses
 4. Local government

Getting involved in the Community

- Sponsor local Little League or Youth Teams
- Get involved in local Rotary Club, Knights of Columbus, Elks Lodges, etc.
- Contribute and sponsor local events



The MD Connection

- Local Internists, Family Practitioners, General Practice MD's and DC's are a great source for referrals
- Many of these MD's do not like dealing with Chronic Pain patients because they require too many narcotics and follow up
- Let them know you can "take these patients off their hands"

How To Capture Them:

- Identify local MD's within 10-15 miles
- Call to schedule a meeting with MD (this is not a cold call)
- Do not "sell" your practice. Let MD know what services you can provide him/her and how they can benefit from a relationship
- Separate yourself from Pharma reps, Device reps, company reps
- Follow up and check in at least once per month. Repetition is key
- The "80 / 20 Rule"



TV Advertising / Appearances

Advertisement

- Personal opinion
- Quality of the ad is generally poor and looks amateur
- Pandering

Appearances

- Appearances are a great way to solidify you as the authority on your field
- Widens your exposure to potential audiences
- Show off your accomplishments




TV Appearances





Press Releases

- Do not be afraid to boast about your accomplishments
- You may be great at what you do but if no one knows, how great are you?
- Press releases to news networks, magazines, newspapers and other physicians is a great way to garner free press
- Press release services
- Compile lists of relevant sources (health magazines, journals, TV producers, etc)



Tracking and Benchmarking your progress

- **This is the most important aspect to any marketing campaign**
- Monitor internet traffic increases / decreases
- Number of new patient inquiries and consults per month
- **Always ask the patient how they heard about your practice and document it**
- Source tracking allows you to determine ROI on different campaigns.
- One patient may cover the cost of a campaign 50x but that does not mean the campaign was successful



Tracking Examples

