How to engage HDHP (high deductible health plan) patients in the Age of Obamacare, Trumpcare or Unknowncare

Jonathan Kaplan, MD, MPH, FACS
BuildMyBod Health
Becker’s 16th Annual Spine Conference
4:15-5pm
June 15th, 2018
DISCLAIMER

Founder/CEO of BuildMyBod Health, a price transparency platform
It’s mayhem out there folks!
But one thing isn’t changing…
BACKGROUND

More and more healthcare services will continue to be paid out-of-pocket due to an increasing number of high deductible health plans…
Patients are more price sensitive
Patients are more price sensitive

Patients have a choice
Patients are more price sensitive

Patients have a choice

Provider success is heavily dependent on obtaining these cash-pay patients
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Patients are more price sensitive</td>
</tr>
<tr>
<td>2</td>
<td>Patients have a choice</td>
</tr>
<tr>
<td>3</td>
<td>Provider success is heavily dependent on obtaining these cash-pay patients</td>
</tr>
</tbody>
</table>

This has been the plastic surgeon’s “reality” for years
Capture patients by addressing their “pain point”

Use online price transparency as a tool for generating leads from patients paying out of pocket
Patients receive pricing information they’re searching for.
Patients receive pricing information they’re searching for

Providers receive contact information for follow up
Patients receive pricing information they’re searching for

Providers receive contact information for follow ups

Passively build a huge database of cash-pay patients
Generate short term cash-flow and long-term reimbursement

A. Patients receive pricing information they’re searching for
B. Providers receive contact information for follow ups
C. Passively build a huge database of cash-pay patients
Patients receive pricing information they’re searching for

Providers receive contact information for follow ups

Passively build a huge database of cash-pay patients

Generate short-term cash flow and long-term reimbursement
91% of Consumers Are Demanding Price Transparency

The patient's role in the healthcare payments process has evolved drastically. Ten to twenty years ago, payers and providers managed benefit and care decisions for their patients. Patients relied mainly on their health plan and geography to determine which providers to visit; and payment for services, for the most part, was handled between payers and providers.

Today, healthcare is in the midst of a shift towards a consumer-centric model, and in the process, patients have become empowered consumers who are in control of their healthcare decisions. They shop around for doctors and even health plans the way they do for other products. They check reviews online and compare pricing, just as they would to purchase a household item on Amazon. In a recent survey of consumers by U-HK Partners, 91% of consumers think it is important to know payment responsibility prior to a provider visit.

Because consumers control their healthcare decisions, providers need to cater to their needs or risk losing business and revenue — this includes transparency into the costs of services.

Consider this scenario: A consumer calls a provider and says, "I'm not currently a patient, but I need a hip replacement and am in the..."
I Now What You’re Thinking!

- What about negotiated rates, allowables & charges?
- Free market rate vs negotiated rate?
- List whatever price you want!
- It’s still educational and actionable for the patient
- Regardless of insurance status, this is a strategy anyone can employ to capture patient info, facilitating follow up
My Story

• Practiced for 6 years in Baton Rouge, LA
• Moved to San Francisco 5 years ago
• Took over an existing eponymous practice with only 200 email addresses and a website, but no discernible SEO traction
• After 5 years, grew database to over 8,000 email addresses

…so how did I do it?
Building your email database through new leads

- Don’t purchase a list
- You want consumers who are genuinely interested in your services
What will be your “carrot” to generate as many leads as possible for your practice?
Pricing Information

There is no stronger incentive for a consumer to provide their contact info than the promise of pricing information.
1. Do you provide pricing on your website?

   Yes or No
A procedure pricing ‘widget’ containing a list of offered services was integrated into my website.
What’s a widget?
What's a widget?
Dear [Patient Name],

You have expressed interest in:
- Upper lid lift - $3,000

Learn more about Upper lid lift by clicking here

Total MD fees: $3,000
Total OR time: 1 hours
Total OR/anesthesia cost: $1,400
Total Postop Supplies: $250
Total Tax/Ancillary Fees: $300

Total estimated fees: $4,950

Dr. Kaplan can be contacted by mailing frontdesk@ph-ps.com or by calling (415) 749-9191. You will be contacted via email at least 48 hours prior to surgery or by phone at 415-299-1269 regarding your wishlist. You can visit Dr. Kaplan online at https://www.pacificheightsplasticsurgery.com.

Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking here

To receive a 10% discount on additional surgical procedures (valid only when multiple procedures are done at the same time), simply present this wishlist at Dr. Kaplan’s office, or mention that you used BuildMyBod to learn about their practice. (This discount applies only to physician fees, not ancillary fees).
Don’t just engage… re-engage!
Dear [Name],

You have expressed interest in:
- Upper lid lift - $3,000

Learn more about Upper lid lift by clicking [here](#).

Total MD fees: $3,000
Total OR time: 1 hours
Total OR/anesthesia cost: $1,400
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Lead Generation Review

• Generate a lead when patients submit a wishlist to check pricing
• Generate a lead when a patient schedules a consultation through the Price Estimator
• Generate a lead (and dollars) when patients make an online purchase, and…
• Generate a lead when a patient "abandons" their cart
Dear [Patient Name],

We noticed you left the following item in your Building Pod Health Promo Cart:

- **Stem Cell Injection, 1 disc**

If you have further questions about these services, Dr. can be contacted at [email address] or by calling [phone number]. You will be contacted via email at [email address] or by phone at [phone number] regarding your cart.

You can visit Dr. online at [Website].

Happy Pricing!

--[Your Name]

*Physician Website - Thu, 29 Mar 2018 13:00:02 -0400
San Francisco, CA 94123*
RESULTS

This case study follows my private practice for one year after disclosing 104 procedure prices. 1st year in a new practice in San Francisco, NO PAID MARKETING
FIGURE 1

This shows that of the 208 prospects
PRI & TRANSPARENCY

FIGURE 1

Submitted Contact Info: 82.2%
Scheduled Consultations: 17.8%
23 (62.2%) booked procedures
FIGURE 2

The “Halo” Effect
2.8% of consumers that submitted a wishlist in the first year of practice, came in after that first year.
6 (100%) booked procedures for a total value of $26,702.
FIGURE 3

This compares ‘price-aware’ patients with patients who were not aware of pricing information prior to a consultation.
‘Price-aware’ patients were 41% more likely to book a procedure than ‘non-price-aware’ patients
What if you introduce advertising into the mix?!
They just keep coming back!

Consumers submitting 3 or more wishlists did so on average, 41.4 days apart, (minimum of 10 seconds, maximum of 3.6 years in between wishlists!)
It’s a marathon, not a sprint
What do you do with all those leads?!
(Grew from 200 email addresses to 7,500 in 4.5 years!)

1. Office staff follows up with everyone

2. Sync them to your email marketing database
   - MailChimp
   - Constant Contact
   - Campaign Monitor
   - MyEmma
   - MyMedLeads
   - InfusionSoft
What do you do with all those leads?! 

3 Own Your Marketing!

• Reduce your dependence on Facebook and others with email marketing
What do you do with all those leads?!

4. Leads through “contact submission” form on website vs wishlists submitted to automatically
Price Transparency in the Online Age

Jonathan L. Kaplan, MD, MPH,* and Parker H. Mills, PhD†

Abstract: Plastic surgeons are sometimes hesitant to provide their pricing information online, due to several concerns. However, if implemented right, price transparency can be used as a lead generation tool that provides consumers with the pricing information they want and gives the physician the consumer's contact information for follow-up. This study took place during the author's first year in private practice in a new city. An interactive price transparency platform (ie, cost estimator) was integrated into his website, allowing consumers to submit a "wished list" of procedures to check pricing on these procedures of interest. However, the consumer must submit their contact information to receive the desired breakdown of costs that are tailored based on the author's medical fees. During that first year, without any advertising expenditure, the author's website received 412 wishlists from 208 unique consumers. Consumers (17.8%) that submitted a wishlist came in for a consultation and 62% of those booked a procedure. The average value of a booked procedure was over US $4000 and cumulatively, all of the leads from this one lead source in that first year generated over US $92,000 in revenue. When compared with non-price-aware patients, price-aware patients were 41% more likely to book a procedure. Price transparency led to greater efficiency and reduced consultations that ended in "sticker shock." When prudently integrated into a medical practice, price transparency can be a great lead generation source for patients that are (1) paying out of pocket for medically necessary services, (2) looking for aesthetic surgery, and (3) seeking a "second opinion." Plastic surgery represents the microcosm of changes that will soon affect the greater health care marketplace. Consumers are factoring cost into their choice of healthcare provider—one reason why health care providers and plastic surgeons have been hesitant to provide pricing information online.

Plastic surgeons have traditionally avoided providing pricing information online due to 3 major concerns: (1) patients might price shop instead of focusing on surgeon relationship, (2) patients might not understand prices are estimates subject to adjustment based on their body habitus, and (3) competitors could be comparing prices. These concerns are difficult to confirm or quantify, because they involve private behaviors.

Despite these concerns, there are benefits to price transparency, through using an online cost estimator as a tool for lead generation: (A) patients receive pricing information they seek, (B) plastic surgeons receive contact information for follow-up, and (C) patients schedule consults only after having realistic price expectations.

This yearlong study sought to demonstrate that online price transparency can be beneficial to both consumer and provider—and not only for cosmetic patients, but also for those seeking any healthcare service.

METHODS

The price transparency platform was integrated into the author's website 1 year prior to the study. A "wished list" of procedures was submitted to the platform, and the consumer's contact information was collected to receive a "personalized price quote." The consumer was sent a "personalized price quote" based on their body habitus and the surgeon's fees. The platform was integrated into the website with a "personalized price quote" button on the homepage. The "personalized price quote" button was located in the header of the website for easy access.

The platform allowed the consumer to select the procedures they were interested in and receive a "personalized price quote". The "personalized price quote" was sent to the consumer via email and included the price for the selected procedures. The consumer was encouraged to book a consultation if they were interested in the procedures.

RESULTS

The platform was used by 412 consumers who submitted a "wished list" of procedures. Of these, 208 consumers booked a consultation and 62% of those booked a procedure. The average value of a booked procedure was over US $4000 and cumulatively, all of the leads from this one lead source in that first year generated over US $92,000 in revenue.

Conclusion: Price transparency can be a great lead generation tool for plastic surgeons. By providing pricing information, surgeons can attract patients who are looking for aesthetic surgery, and reduce consultations that end in "sticker shock."
I’m not promising all of these leads will turn into patients

...but get them into your sales funnel!
Call to Action buttons on your website
Submit a question
SALES FUNNELS
Get a Quote NOW
Price Transparency and Sales Funnels for Physicians

by Jonathan Kaplan, MD

What do price transparency and sales funnels have in common? I’ve repeatedly mentioned the importance of price transparency on my blog. And not just price transparency, but using price transparency as a lead generation tool.
Benefits for Your Office Staff

- **Automated, instant** response to all pricing inquiries, regardless of source while capturing contact info for follow up
  - phone, email and social media
- Documentation of pricing estimates
- Avoid misquoting price estimates over the phone
- More efficient follow-up phone calls
- Stop wasting time on price shoppers
Improved Google Analytics - Visitors from search engines who arrive on the embedded Pricing Page vs the rest of the doctor’s site:

- Are twice as likely to stay and browse the site (61% vs 36%)
- Browse the site twice as long (3.43 min vs 1.63 min)
- Browse 33% more pages across the site (3.18 pages vs 2.40 pages)
- Individual procedure URL’s crawl-able by Google
SEO Barometer
How do you really know how well your SEO is doing?

• SEO vendor tells you so?
• You feel busy
• Google Analytics – shows traffic & “clicks” but you can’t follow a click!
• Price Estimator
Example 2

<table>
<thead>
<tr>
<th>Month</th>
<th>Wishlists</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-17</td>
<td>46</td>
</tr>
<tr>
<td>Jun-17</td>
<td>53</td>
</tr>
<tr>
<td>Jul-17</td>
<td>37</td>
</tr>
<tr>
<td>Aug-17</td>
<td>27</td>
</tr>
<tr>
<td>Sep-17</td>
<td>22</td>
</tr>
<tr>
<td>Oct-17</td>
<td>34</td>
</tr>
<tr>
<td>Nov-17</td>
<td>14</td>
</tr>
<tr>
<td>Dec-17</td>
<td>10</td>
</tr>
<tr>
<td>Jan-18</td>
<td>11</td>
</tr>
<tr>
<td>Feb-18</td>
<td>27</td>
</tr>
</tbody>
</table>
### Pricing Menu vs Automated Price Estimator

<table>
<thead>
<tr>
<th>Procedure</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clitoral hood reduction</td>
<td>$3500 ($1000 when performed at the time of labia reduction)</td>
</tr>
<tr>
<td>Coolsculpting</td>
<td>$650 - $750 / treatment area</td>
</tr>
<tr>
<td>Eyelid surgery</td>
<td>$3500 (upper) $4500 - $5500 (lower)</td>
</tr>
<tr>
<td>Facelift</td>
<td>$12500 up to $16000</td>
</tr>
<tr>
<td>Facelift (mini)</td>
<td>$6500-8500+</td>
</tr>
<tr>
<td>Fat transfer (to face)</td>
<td>$2500 - $6500</td>
</tr>
<tr>
<td>Fillers (Hyaluronic acid-based fillers)</td>
<td>$5-600+/syringe</td>
</tr>
<tr>
<td>Fillers (using your own fat)</td>
<td>$2500 - $6500+</td>
</tr>
<tr>
<td>Forehead lift</td>
<td>$6500-$9500</td>
</tr>
<tr>
<td>Gynecomastia (Male Breast Reduction)</td>
<td>$5500 - 8500+</td>
</tr>
<tr>
<td>Hymen reconstruction</td>
<td>$3000</td>
</tr>
<tr>
<td>Mommy Makeover</td>
<td>any combination of these procedures used to reverse the effects of a pregnancy. Please see procedure specific fees</td>
</tr>
</tbody>
</table>

### Automated Price Estimator

- **PROCEDURES**
  - **VAGINAL REJUVENATION**
  - **INJECTABLES**
    - Botox
    - Dermal Fillers
  - **BODY CONTOURING**
  - **PRODUCTS**
  - **IV THERAPY**
  - **SERVICES**

  - **PROCEDURE**
    - **Lower lid lift**
      - Performed to remove baggy lower lids and give a more rested appearance.
    - **Facelift**
      - Restores facial and neck skin to a more youthful appearance.
      - **Upper lip enlargement with implants**
      - Gives a fuller appearance to the upper lip. Can be done under local anesthesia.
An outsourcing firm helped with the website’s redesign, which required an investment in the tens of thousands of dollars. That’s a significant amount, and it’s growing as we increase the number of procedures for which we post prices from 72 to our target of 200, but
Marketing Your Price Transparency

• Every piece of advertisement/marketing should mention that pricing is available on your website
  • Home page of website
  • Blog posts
  • Social media
  • TV
  • Print
Marketing Your Price Transparency

- Add a “Get a quote” button within your website
Marketing Your Price Transparency

- Add a “Get a quote” button within your website
Blog Posts & Deep Links

LETTURES & CONTINUING EDUCATION
At Karsant Dentistry, we believe that we should never stop learning, and we know that the best way to avoid dental problems is through education. Dr. Peter Karsant and our team regularly continue their educations and advance their skills through lectures and continuing education courses. Below we have provided a schedule of some of these courses.

Lectures
September 8-10, 2016
PRI & TRANSPARENCY
Marketing Your Price Transparency

TV Advertising
The Mark of Distinction in Cosmetic Plastic Surgery®

Need answers? Ask an expert for advice.
Have a question about a procedure? Want to know more about an implantable?
Submit your question on any cosmetic procedure and get answers from board-certified members of the American Society for Aesthetic Plastic Surgery.

Find a Plastic Surgeon
Zip, City, State or Country

Off Search By Doctor's Name

Search

News Briefs
November 29, 2017
ASAPS Newsroom - ASERP Outlines Recommendations to Increase Safety of Gluteal Fat Grafting Procedures

New York, NY (November 28, 2017) - Buttock augmentation is one of the fastest growing aesthetic procedures in the United States. According to the American Society for Aesthetic Plastic Surgery (ASAPS), more than 20,000 procedures were performed in 2016 alone, a 3.26% increase compared to 2002, when ASAPS first began tracking statistics for buttock augmentation.

September 11, 2017
Looking for a plastic surgeon on Instagram? Beware

CBS News -- If you're searching Instagram using hashtags for a good #plasticsurgeon, you may end up with a #plasticsurgerytattoo performed by a hair stylist, a barber or an ER doc offering cosmetic surgery on the side.

Photo Gallery
Buttock Augmentation

View the Gallery

Resource Guide
Resource Guide for Plastic Surgeons

Search
Everyone asks about price

Make it easier to answer & capture contact info through all channels
Capture contact info through all channels.
Dear Customers,
You have expressed interest in:
- Mommy Makeover - $8,000
  Learn more about Mommy Makeover by clicking here
- Brazilian Butt Lift with Tummy Tuck - $12,500
  Learn more about Brazilian Butt Lift with Tummy Tuck by clicking here
- Brazilian Butt Lift using Fat Injections - $8,000
  Learn more about Brazilian Butt Lift using Fat Injections by clicking here

Total MD fees: $28,500
Total OR time: 8 hours
Total implant costs: $1,850
Total garment costs: $1,050
Total cosmetic insurance costs: $300

Total estimated fees: $31,700

Dr. Kaplan can be contacted by replying directly to this email, or by calling (415)722-2261. You will be contacted via email at Rhlhoo.com or by phone at (646)226-26 regarding your wishlist. You can visit Dr. Kaplan online at https://www.pacificheightsplasticsurgery.com.

Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking here
“pricing... on the website”
CONCLUSION
No better “carrot” to capture complete contact info than price

Build your email database for future email marketing (200 to over 8,000 in 5 years!)

With an e-commerce platform for non-surgical services capture dollars, not just leads!

Generate revenue: cash up front, insurance reimbursement once deductible met
Static menus can cost “tens of thousands of dollars“* without generating leads


Ask yourself…what could you do with an additional 8,000+ email addresses of your target audience in your database?

Own your marketing!
Check this out!

Introducing…

Price Comparisons!
Make sure you’re getting paid what you’re worth!

Carpal Tunnel

<table>
<thead>
<tr>
<th>Region</th>
<th>Average:</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$2,787.52</td>
<td>$112.48</td>
</tr>
<tr>
<td>South</td>
<td>$2,291.09</td>
<td>$608.91</td>
</tr>
<tr>
<td>FL</td>
<td>$1,575.00</td>
<td>$1,325.00</td>
</tr>
</tbody>
</table>
Make sure you’re getting paid what you’re worth!

**Lumbar Epidural**

<table>
<thead>
<tr>
<th>Region</th>
<th>Average:</th>
<th>Below Average:</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$1,045.86</td>
<td>$225.86</td>
</tr>
<tr>
<td>Northeast</td>
<td>$1,423.33</td>
<td>$603.33</td>
</tr>
<tr>
<td>PA</td>
<td>$760.00</td>
<td>$60.00</td>
</tr>
</tbody>
</table>
Make sure you’re getting paid what you’re worth!

<table>
<thead>
<tr>
<th>Region</th>
<th>Average:</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$268.00</td>
<td>$32.00</td>
</tr>
<tr>
<td>South</td>
<td>$313.33</td>
<td>$13.33</td>
</tr>
<tr>
<td>TX</td>
<td>$312.50</td>
<td>$12.50</td>
</tr>
</tbody>
</table>

Lower Extremity U/S
Make sure you’re getting paid what you’re worth!

Upper GI Endoscopy

| Location | Average: | Below: | Average:
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$1,154.00</td>
<td>Below</td>
<td>$954.00</td>
</tr>
<tr>
<td>South</td>
<td>$1,128.00</td>
<td>Below</td>
<td>$928.00</td>
</tr>
<tr>
<td>TX</td>
<td>$1,200.00</td>
<td>Below</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>15 mile</td>
<td>$1,200.00</td>
<td>Below</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>
Make sure you’re getting paid what you’re worth!

**Arthroscopic ACL Repair**

<table>
<thead>
<tr>
<th>Location</th>
<th>Average</th>
<th>Below Average</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$8,867.00</td>
<td>$1,767.00</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>$7,035.00</td>
<td></td>
<td>$65.00</td>
</tr>
<tr>
<td>OK</td>
<td>$7,046.67</td>
<td></td>
<td>$53.33</td>
</tr>
<tr>
<td>15 mile</td>
<td>$7,045.00</td>
<td></td>
<td>$55.00</td>
</tr>
<tr>
<td>73114</td>
<td>$7,045.00</td>
<td></td>
<td>$55.00</td>
</tr>
</tbody>
</table>
Make sure you’re getting paid what you’re worth!

Breast Augmentation

<table>
<thead>
<tr>
<th>Location</th>
<th>Average:</th>
<th>Median:</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$6,316.97</td>
<td>$8.03</td>
</tr>
<tr>
<td>West</td>
<td>$6,774.08</td>
<td>$449.08</td>
</tr>
<tr>
<td>CA</td>
<td>$6,900.00</td>
<td>$575.00</td>
</tr>
<tr>
<td>15 mile</td>
<td>$6,472.33</td>
<td>$147.33</td>
</tr>
<tr>
<td>92121</td>
<td>$6,283.50</td>
<td>$41.50</td>
</tr>
</tbody>
</table>
Anyone can do this with their existing website

Ask me how!
QUESTIONS

drkaplan@ph-ps.com