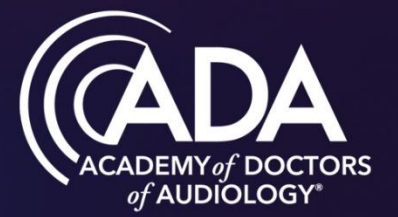
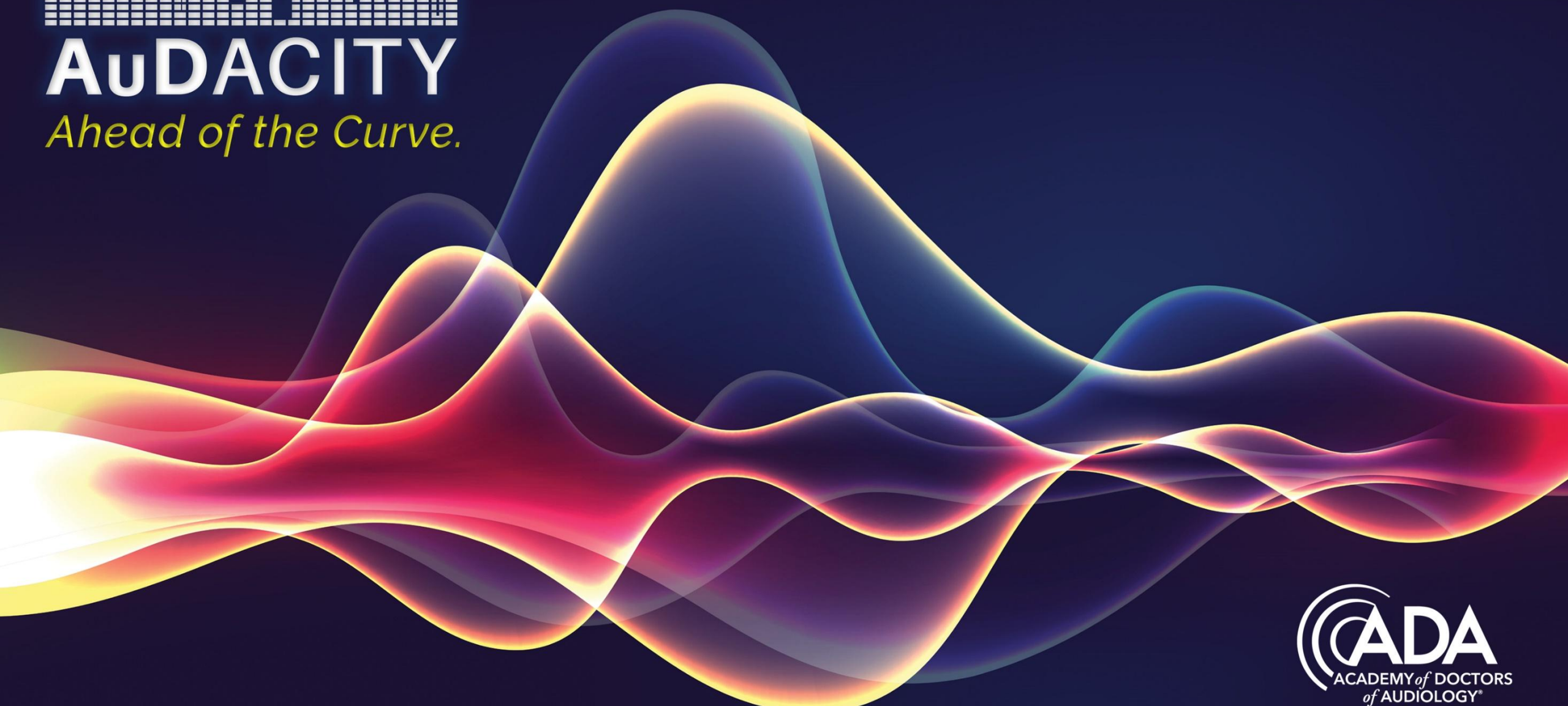




AuDACITY

Ahead of the Curve.

October 20-23, 2022
Grapevine/Dallas, Texas



Provider Referral Development and Promotional Strategies

Brad Stewart, AuD
Robert Tysoe
Stacy O'Brien, AuD

From the book, "Fix this next for Healthcare Providers"
by Kasey Compton

ORDER

PROFIT

SALES

Assess

“To be, or not to be? That is the question—Whether ‘tis nobler in the mind to suffer outrageous fortune, or to take arms against a sea of troubles...”

– Shakespeare

EXAMPLES OF WHEN YOU MAY BENEFIT FROM A PROVIDER REFERRAL PROGRAM:

- 1 not meeting the needed billable hourly rate to have lifestyle congruency
- 2 not attracting enough referrals/new patients
- 3 not converting enough of the right patients to support the necessary billable hourly rate
- 4 the business is not able to deliver on its commitments, ultimately unable to meet the patients' healthcare goals
- 5 patients are not delivering on their commitments, either by not showing up for appointments, or not paying promptly



“NEVER MISTAKE ACTIVITY FOR ACHIEVEMENT” – JIM WOODEN

Why Physician Marketing

*Bob Tysoe – Founder Hearing Healthcare
Marketing.*

Physician Marketing – The Reasons Why

- “Today, the evaluation of hearing loss – even mild to moderate hearing loss – is an essential component of primary care and population health management. Better treatment of hearing loss leads to better health outcomes, more efficient care, and higher patient satisfaction. The hearing healthcare specialist has become an essential partner for the primary care provider.” John Bakke, MD MBA. Health Care Industry Consultant, Zolo Health Care Solutions.

Physician Marketing – The Reasons Why

- “The Power of Partnerships: Audiologist-Physician Collaboration Improves Patient Care” By Kelly Wolfgang, the Hearing Journal 6.2019
- By harnessing a collaborative approach, audiologists can fine-tune marketing and reporting techniques and improve communication, gain a larger patient network, and share expertise for improved whole-patient care.
- Strategies for network building: “Communication is key in building relationships with referring physicians. It is critical for an audiologist to perform reliable tests and deliver accurate results. If they trust you, the referrals will keep coming”. Ismaly Lorenzo, AuD.

The Reasons Why Harvesting MD Referrals is a Profitable Marketing Pathway

- Recruiting, hiring and training **approachable** “Physician Liaisons” to represent an audiology practice, pharmaceutical company, health plan, insurance plan, hospital, medical clinic, is a current marketing standard in the USA
- Benchmark studies conducted by Widex-Siemens, Phonak, Amplifon/Sonus, and The Better Hearing Institute validated the pharmaceutical company marketing model provides attainable, sustainable new patient growth with physician outreach marketing strategies, ranging between between 20% - 30% of practice gross revenue!

The Reasons Why Harvesting Physician Referrals is a Profitable Decision

- Consistent, committed implementation of physician outreach SALES activity yields proven rewards, especially **PROFITABILITY**. As new patient referrals increase, the practice gains value! Job security increases for employees, staff morale improves, and it creates a brighter long term future for the practice owner.
- Practice budget allocations may range from 15 – 20 % of your marketing budget. Proven ROI ranges between 15% - 30% of a practices gross revenue
- This is the Audiologist providers unique opportunity to collaborate with Physicians and Staff in the comprehensive, preventative care of “**patients in common**”, while also adding new “**patient types in common**”

Implementation

*Bob Tysoe – Founder Hearing Healthcare
Marketing.*

Implementation – The Sales Process

- **Assess the problem. Create goals.** A busy physician has 2000 active patients, and approximately 320 patients have an untreated hearing loss, plus a possible communication disorder in the exam room, who need to be referred to an hearing health care provider
- **Define the solution:** Develop a physician outreach marketing pathway. **Define your target market.** Google search 10 - 50 primary care and specialist MD clinics in zip codes/geography close to your practice – within five to fifteen miles is ideal
- **Create a promotional folder** with the “5P’s Content” that explains your practice’s services, your price, benefits and value, where patients can access your care, as well as the patient referral process. Add co-morbidity research articles to validate which patients are at high risk for hearing loss and in need of care. We are part of the knowledge economy, let’s educate to obligate!

Physicians Appreciate Efficiency, Which Means More Patients, More income, & More Profit

- Audiology can help boost efficiency of communication in the MD's exam room by testing and treating hearing impaired patients
- Which means improved patient engagement, thus improved outcomes
- Which means improved MD's efficient patient rooming, time management, productivity, & patient safety
- Which means more MD's patients are treated, their patient loyalty improves clinic revenue via Medicare, Medicaid, & Health Insurance reimbursement
- Which means more satisfied patients who may refer their family & friends
- Which means fewer patients with expensive **“hassle factors”**
- Which means improved MD's clinic **profitability**

Price is the Ratio of Benefits to Value

- When We Explain our Benefits, the Customer Recognizes our Value and More Readily Pays the Price
- “We operate in the market economy. **Nothing can happen in a business unless sales are made!**”

Handouts From The Physician Referral Marketing Guidebook

- Physician Referral Marketing Graph – Page 15
- The Cliff Notes of Physician Referral Marketing - Page 13
- The Total Office Call – Page 22
- An Example of a Sales Presentation – The Two Minute Age-Related Hearing Loss – Page 45
- Time and Territory Management Graph – Page 11
- Patients Who May Need a Hearing Healthcare Specialist - Page 33
- Contact Brian Doty at ADA for original Digital Copies. Code Number:

Essential Research Review

- “The Arc of Health Literacy” Howard K. Koh, MD. MPH. Harvard Medical School of Public Health. “Research has firmly linked limited health literacy to a cascade of suboptimal health outcomes. These limitations are clearly hazardous to health”
- “Selecting a Specialist” Niteesh K. Chowdry, MD MPH. Brigham and Women’s Hospital and Harvard Medical School. “Referring patients to other physicians is one of the most fundamental and frequently performed tasks in Clinical Practice. Even when appropriate referrals are made, there is little consistency in how physicians select consultants.

Mobile Practice Referral Development

Brad Stewart, AuD

Assess

- Let go from employee position after turning down equity earn-in
- Enough seed money to purchase equipment and 3-4 months runway (and 4 month pregnant wife)
- No marketing budget
- Some experience providing free “marketing” clinics in senior living facilities with previous employer

Diagnose

- Need to develop a community outreach program that will generate patients for in-home audiology care
- Develop pricing and service programs that will allow me to profitably provide concierge mobile audiology care

Implement

- Launch ClearLife Hearing Care, a mobile audiology service providing concierge in-home, high-touch care for seniors in Dallas metro area.



Outreach Plan

- Market analysis
 - Identify service radius (draw on map)
 - Split into quadrants (I learned this later...but this is the way)
 - Block schedule a day/quadrant
 - Identify senior living facilities in the service area and develop outreach campaign
 - Independent Living (A)
 - Assisted Living (B)
 - Skilled Nursing Facilities (Didn't choose to service)
 - Memory Care (Only serviced on request)

Marketing Activities

- **Seminars**
- **Hearing clinics**
- Social activities
- Health fairs
- Professional networking and collaboration

Referral Partners

- Facilities
- Current patients
- Home visit physicians
- Geriatricians
- Home health organizations
- Senior placement specialists
- Hospice programs

Vestibular Referral Development

Brad Stewart, AuD

Assess

- Three years into mobile practice, now a million dollar+ annual business with two employee audiologists and an office manager/back office staff
- Identified risks in the market around disruption of hearing aid tech, low-cost competitors, and commoditization of hearing services
- Desired an in-office option for hearing care services and cross-pollination of marketing activities
- Approached by FYZICAL Therapy & Balance Centers franchisor about opening comprehensive vestibular program

Diagnose

- Develop a market-leading diagnostic and treatment center for dizzy and balance patients
- Build a collaborative, clinically strong PT/AuD team, combining perspective and expertise for excellent patient outcomes, even in complex cases
- Develop cross-referral strategies so that the Audiology and PT departments build on each other



Building a vestibular program

Ahead of the Curve.

What vestibular services will you offer?

- Diagnostics
- Basic Treatment
 - Home balance exercises
 - Canalith repositioning
- Comprehensive Vestibular Rehab
 - PT team

Referral Sources

- Current HA user patients
- ENT
- Neurology
- PCP
- Geriatrics
- Senior Living Facilities and Senior Service Providers
- Digital marketing including Facebook was actually very successful

What to Offer

- Complimentary fall risk assessments
 - MCTSIB
 - We did this on the Bertec CDP system
 - Timed up and go test
- A trusted next referral for complex and challenging dizzy/balance patients
- VEDA Support Groups

Value Proposition

- Low-cost differential diagnosis
- Specialized treatment
- Open communication
- We'll make you look good to your patients

Physician Liaison

- Report delivery
- Monthly education pieces
- Hand deliver plans of care and referrals needing signatures
- Patient stories
- Set up meetings between MD and AuD

Developing Tinnitus Referrals

Brad Stewart, AuD

Assess

- Seeing more complex medical patients with tinnitus complaints + COVID was leading to more tinnitus interest in the market
- I had a strong clinical interest in growing my tinnitus management skillset
- COVID largely shut down our mobile practice, leading to a gap in our caseload (although with major staffing changes, we weren't in a "panic" situation)
- Physicians already asking us about tinnitus

Diagnose

- I need to pursue independent tinnitus study and training to develop my clinical competency and workflow
- Develop a business model to make it a profitable program
- Develop a marketing plan to draw in tinnitus patients and make sure we're serving our existing patients with tinnitus optimally.

Why Tinnitus?

- Less competition than HL
- Higher patient motivation than HL
- MD's are seeking evidence-based specialty
- Many also have HL

Referral Sources

- ENT
- Non-Tinnitus Audiologists/HIS
- ATA
- PCP
- Neurology

Anecdotal Impact of Marketing Tinnitus

- 1.6x increase in MD referrals over HL only
- Increased patient referrals for tinnitus, specifically
- Improved efficiency of paid cold outreach when tinnitus is subject of marketing piece
- Increased turnout to seminars/lunch & learns

2016

Stacy O'Brien, AuD

Assess

Diagnose

- Need more of the valuable referrals to fill the schedule with a small marketing budget

Treatment

- Add vestibular services
- Create awareness by launching a physician referral program

Developing Referrals by Adding Vestibular Services

First Things First

- Bought used equipment
- Started vestibular services with VNG, calorics and ABR
- Grew to add another audiologist for vestibular services
- Added PCC for that department
- Launched physician referral program
 - Found the best, Bob Tysoe

Implementation of Physician Referral Program

- Identified my physician referral liaison
- Took her with me to cold call offices
- Hired Bob Tysoe to collapse time
- Prepared for 6 months
- Part-time physician referral liaison
- Eventually full-time physician referral liaison
- And Receiving approximately 80% of referrals from local physicians



“NEVER MISTAKE ACTIVITY FOR ACHIEVEMENT” – JIM WOODEN

2022

Stacy O'Brien, AuD

Assess

Diagnose

- Too much time being spent out of the office for providers, losing revenue and affecting their livelihoods.

Treatment

- Create physician referral program that is lower maintenance for providers, utilizing virtual meetings when appropriate as well as our physician liaison.

Physician Referrals...Take Two

Implementation

- Updated training for our physician liaison
 - ROLE PLAYING YAY!
- Restructure compensation plan
- Created different vestibular appointments to reduce wait time
- Created a space for the virtual educational in-services
- Physician liaison training PCCs in each location
- All team involvement in growing the program



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Patient Lifecycle Marketing

Brad Stewart, AuD

Why Database Marketing?

- Avg patient in-clinic time: **2 hours/year**
- Avg marketing messages seen: **4,000-10,000/DAY**

Consistent, professional, and personalized database marketing reinforces your position as your patient's trusted guide, always keeping you top-of-mind above the noise.



ADS, PROMOTION, SEO, REPUTATION,
REFERRAL PROGRAMS DRIVE LEADS



GREAT FIRST IMPRESSION -
PATIENT PURSUES TREATMENT
AFTER "WOW" CONSULTATION



AMAZING TREATMENT EXPERIENCE
(BEST PRACTICES, GREAT COMMUNICATION
PROFESSIONAL STAFF, BEAUTIFUL UPDATED OFFICE)



HAPPY PATIENTS WITH EXCELLENT
OUTCOMES



CONSISTENT AND STRUCTURED
COMMUNICATION AND FOLLOW-
UP PROGRAM



MARKET-LEADER IN GOOGLE
REVIEWS



FRIENDS AND FAMILY REFERRALS



REPEAT PURCHASES



REFERRAL PROGRAMS,
AMBASSADOR PROGRAM, REVIEW
GENERATION EFFORTS, PATIENT
EVENTS, AND OTHER ONGOING
DATABASE EFFORTS



Key Components

- Message
- Medium
- Timing

Relationship Building Messages

- Reinforce their decision to treat their hearing and work with your practice
- Value messages: AR, guidance, tech support, solutions to frequent issues, etc.
- Deepen the relationship with Ambassador or Inner Circle programs

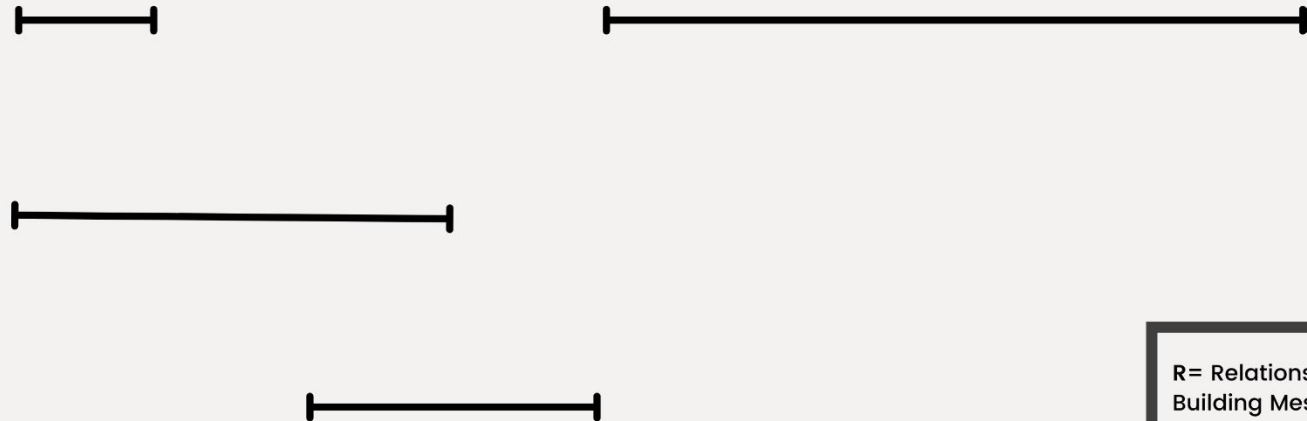
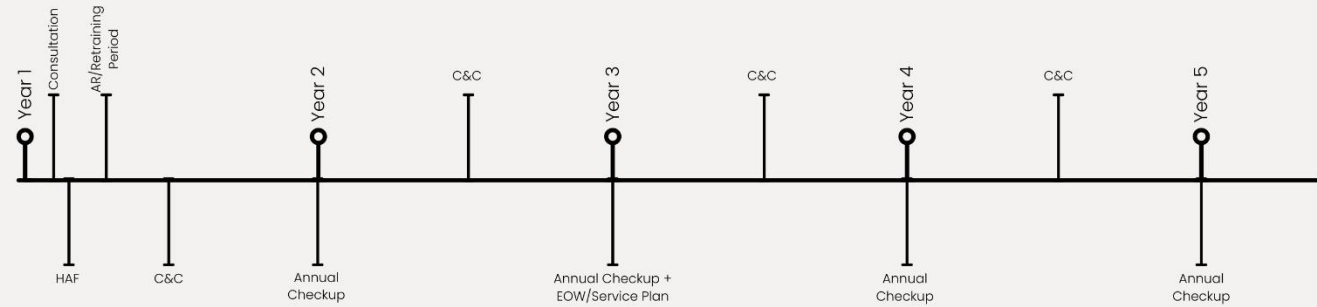
Predict their problems before they happen – build credibility as their trusted guide.

Action Messages

- Designed to produce a specific action (not always selling though!)
- Should demonstrate the clear value of taking action
- Should be timed appropriately for the patient's stage in their lifecycle with your practice

Examples: Clean & Check, Annual Checkups, Service/Warranty Expiration, New Product Test

The Relationship + Action Lifecycle Message System™



R= Relationship Building Message
A = Call to Action Message
R+A = Combo

Multi-Channel Lifecycle Marketing

- **Increases** likelihood your message is seen
- **Reinforces** previous messages not acted upon
- **Improves** sense of intimacy and connection with your brand
- **Maintains** top-of-mind status
- **Reminds** patients that you're their trusted guide

Multi-Channel marketing of consistent and well-timed messages is like business alchemy.

Your patients will be more active and engaged, and will seek services and products from you consistently.

Lifecycle Email Trigger Campaigns

Lifecycle Direct Mail Trigger Campaigns

Periodic/Seasonal Campaigns (Across Mediums)

Web Presence (Website, Directories, Reviews, etc)

Social Posting + Engagement