Welcome to BUILDING RELATIONSHIPS WITH PHYSICIANS

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Agenda
- Principles of key account management
- Relationship marketing
- Building staff to staff relationships in physicians offices
- How to get started
- Q&A (enter your questions in the Question Box any time)

PRINCIPLES OF KEY ACCOUNT MANAGEMENT

- Key account management is an organizational change, not a sales technique
- Get high level management buy-in
- Appoint a KAM Champion
- Identify your key accounts
- Appoint and train your key account managers

- Set the right metrics
- Benchmark and build
Create a Clinical Sales Force

• Train your “physician liaison” or “PDR” in science-based marketing strategies
• Create a “service rep model” in your practice
• Establish a patient portal on your website

Create a Clinical Sales Force

• Support the key account manager
• One in four physicians work for a hospital owned practice
• Create a “collaborate not compete” marketing model with the in-house audiologist/ENT. Implement a strong internal marketing program so that everyone knows how to support it
• Set up a “tandem selling” model
• Three quarters of visits to primary care physicians do not result in face-to-face meetings
• Essential multi-channel marketing strategies
• Provide the most recent clinical research material for distribution
• Seek to be added to the database of specialists to whom they refer

Create a Clinical Sales Force

• Hearing healthcare providers may partner with the physician to enhance patient engagement
• Physician care priorities are: “Efficacy, Side Effects and Cost” – “EFFICACY”, IT WORKS!, ALWAYS COMES FIRST
• Patient engagement means providers and patients working together to improve health
• Hearing healthcare providers can ensure the patient can hear the physician

RELATIONSHIP MARKETING

Effective relationship marketing involves a variety of overlapping strategies and technologies that help foster a deeper, long-term relationship with current and prospective customers.

Relationship Marketing

Relationship marketing is a facet of customer relationship management that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales.
Relationship Marketing

The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion from customers that can generate leads.

Relationship Marketing

- Why is customer personalization still tone-deaf?
- It’s about the customer lifecycle, not just closing the deal
- Building customer loyalty with surprise-and-delight marketing
- The importance of keeping a brand promise

Building Staff to Staff Relationships in Physicians Offices

- Do you focus on internal marketing?
- Traditional marketing communications play a relatively small role in creating customer love.
- Marketing isn’t what marketing people say it is. Marketing is what customers say it is.

Building Staff to Staff Relationships in Physicians Offices

- Every point of contact your clinic has with customers is a marketing contact
- This influences your reputation and referrals

Building Staff to Staff Relationships in Physicians Offices

- Hearing healthcare care clinics that practice great internal marketing recognize that the most valuable marketing media are the people who work for the clinic
- The best companies focus on customers outside and inside the clinic
Building Staff to Staff Relationships in Physicians Offices

• Practice great internal marketing – know your brand’s promise, and everyone keeps it!
• How much better would your clinic perform if everyone in the clinic were able to give a clear, compelling enthusiastic answer to the question, what is your brand promise?

Building Staff to Staff Relationships in Physicians Offices

Your external, market-facing brand can never be better than your internal brand, because it is the people inside your clinic/company who create the customer experiences that make possible your external brand.

Building Staff to Staff Relationships in Physicians Offices

• The best measure of a strong internal brand is if everyone in your clinic has a shared belief of who we intend to be
• This is what you want to aim for, because it will unify your team in creating an overall experience of “brand harmony” for your patients and your customers

Building Staff to Staff Relationships in Physicians Offices

• Internal marketing is hard to do successfully
• “Be the brand” is an empowering imperative
• Create a participative, genuinely interactive program that engages employees about what they need to do to “be the brand”

Priorities of External Marketing

• Hearing healthcare and medicine must be aligned in their patient care priorities
• Questions frequently considered by physicians when making referral recommendations

Consultants Clinical Expertise

• Does this hearing healthcare professional have enough expertise with the problem for which the patient requires consultation?
• Do other physicians also refer their patients to this specialist?
Interactions Between Patient and Consultant

• Can the patient schedule an appointment with the hearing healthcare professional in the appropriate time frame?
• Is the hearing healthcare professional practice location easy to get to?
• Does the hearing healthcare professional accept the patients insurance?

• Does the hearing healthcare professional communicate well with patients and their families?
• What is the quality and promptness of the hearing healthcare professional support staff and the quality of the facilities?
• Does the hearing healthcare professional have genuine concern for the well-being of his/her patients?

Interactions Between Patient and Consultant

• Does the hearing healthcare professional practice style match with the expectations of the patient?
• Does the hearing healthcare professional have personal attributes (eg. sex, age) that are important to the patient?

• How well will the specialist communicate with the referring physician?
• Does the hearing healthcare professional use the same electronic health records as the referring physician?
• Will this hearing healthcare professional provide good continuity of care and follow-up communication?

Interactions Between Referring Physician and Consultant

• Does the hearing healthcare professional have infrastructure for communication during an emergency or after hours?
• Will the hearing healthcare professional return the patient to the referring physician for ongoing care?

• Will the hearing healthcare professional refer other patients to the referring physician in return for having referred patients to him/her?
• It is important to note that groups such as Press Ganey, along with a number of websites, such as Healthgrades and Angie’s List are working to measure and publicize information about patient satisfaction more systematically.
New Staffing/Hiring Model for Hearing Healthcare Practices

The Total Office Call

Getting Started

Create a list of primary care physicians who are close to your own practice, who currently refer to you, who are in multiple physician offices, and those whose practices are busy and have a high potential to refer to you.

GETTING STARTED

Getting Started

- Send a letter of introduction expressing your interest in providing quality care for their hearing impaired patients
- Focus on the needs of their practice, and their patients needs as your priority
- Promise to show up with a “patient care” folder that they can use to refer the patient in need

Getting Started

- AuD’s, HAS’s need to make “collaborate not compete” calls on ENT’s, with or without AuD’s.
- ENT’s need to make “collaborate not compete” calls on AuD’s and HIS’s practices.
- AuD’s, ENT’s, HIS’s need to attend “independent physicians association” meetings to network, make presentations and create new customers.
- AuD’s, ENT’s, HIS’s need to attend primary care clinic’s administrators/clinic manager meetings to network.
Getting Started

• Showing up means patients come first
• Park away – the closest parking spaces are for sick people
• Wait at the end of the receptionists line, patient care always comes first
• Be respectful and quiet – people are sick there
• Ask the receptionist for their rules governing medical industry representatives and follow them

Getting Started

• It is ok to ask for a couple of minutes of time from the nurse, referral coordinator, or doctor
• Physicians want more time, so respect it, and provide the latest information that allows them to get to the right outcome

Getting Started

• If they are busy, write a personal note and attach it to your promotional literature
• Thank the receptionist, and give her a Reese’s Peanut Butter Cup as a nice reward.
• Physicians are human, just like you – be friendly, formal, respectful

Getting Started

• Making consistent contact with each member of the physicians office staff is just as important as meeting the doctor
• Create a “learning champion” in each office so that they can represent you after you leave

Getting Started

Doctors may have pre-conceived ideas about the efficacy of hearing aids. You will want to provide an in-service on these technological marvels, during a lunch and learn.

Getting Started

• Physicians may want to provide input where their patients are concerned
• Respect this and listen to their concerns
Getting Started

• The NIH, and hearing aid manufacturers have these and the nurses/medical assistants appreciate them
• Also provide business cards, maps, provider bio cards, screening certificates and insurance plans that you honor

Getting Started

• We interfere with patient care if we stay too long, talk too long, block hallways and fail to observe patient privacy regulations
• Physicians want to know about efficacy, side effects and cost – maintain a spirit of openness and trust, communicate with integrity – avoid guesswork

Getting Started

• Most of us like to be around upbeat, can-do, problem-solving people, who are not greedy, have a healthy level of compassion, empathy, and altruism, and care more about the patient than their own paycheck
• Smile a lot, exhibit a positive attitude, no matter what you find in each clinic you visit

Getting Started

• Coach all the physician’s staff on how to refer a patient to your practice
• “Core Message” – The earlier we treat, the better the outcome
• Create a primary care physician target list by getting permission from each patient that you see in your practice, to allow you to mail the audiogram to their family doctor

Getting Started

Abnormal audiometric results or other findings requiring a further referral, phone the primary care physician, or his/her nurse/medical assistant and explain the results of your evaluation. You are now partners in the comprehensive care of the patient, and your interventional skill may do more than diagnose hearing loss, you may save a life.

Getting Started

• Inform the “referral coordinator” about insurance and payment plans you honor and provide a lists of plans and benefits covered
• Inform them that you do all the paperwork, and that you make access to hearing healthcare easy
Getting Started

• Obtain each physician’s business card for your direct mailing campaigns
• Provide the physician with the latest clinical research on the deaf and hard of hearing patient – especially prominent co-morbidity’s
• Provide ear anatomy posters for patient exam rooms, with your logo, phone number, etc.

Getting Started

• Explain other professional skills you may have that will benefit the physician’s practice
• Provide pure tone screeners, with a “Patient Type Guide For Which Patients are Most Susceptible to Hearing Loss.” Ref: Bob Tysoe
• Provide professional courtesy discounts when appropriate

Getting Started

• Schedule “Lunch and Learns” as often as your budget allows – allow up to $250.00 for 15 attendees
• Take an audiogram and case study

Getting Started

• Fruit baskets, Reese’s Pieces are appreciated, and occasionally, a big fluffy chocolate cream pie to say “thank you for your referrals”
• Keep the patient education materials well stocked in the front and back office
• Provide promotional samples: Ear plugs, pure tone screeners, ear wax removal kits, pocket talkers and other items with your branded label on them

Getting Started

• When you mail, hand deliver, fax a patient report to the primary care physician, include a “thank you” card for the referral
• Add in a relevant clinical research article if the patient history allows you to conclude an association, correlation, or cause and effect between an existing co-morbid condition and hearing loss

Getting Started

• Show up once a month – Commitment and consistency are signs of integrity
• Keep your practice “top of mind” – Brand name recognition, and brand name loyalty are vital in this market where space in the customers mind is limited
• Respect other providers – no put downs, ever! Bring new information so they can make new decisions that may be appropriate for some of their patients, and your services
Getting Started

- They want to know how much you care, not how much you know - Be “interested” as opposed to “interesting”
- Read the book: “The Power of Nice” by Linda Kaplan
- Read the book: “Influence, the Psychology of Persuasion” by Robert B. Cialdini PhD

Getting Started

- Volunteer to provide free hearing screenings at local health fairs the physicians may be sponsoring
- Speak at diabetes support groups about diabetes, pre-diabetes and hearing loss
- Speak at smoking cessation groups about smoking, second-hand smoke and hearing loss

Getting Started

- Quarterly lunch and learns are acceptable for introducing new technology, services, research, providers and staff
- Invite the physicians and staff to your practice
- Keep an accurate record of the content of your calls, staff names/titles, who you spoke to, what promises were made and any follow up required for the next visit

Communication Strategies

Every point of contact with you or your practice is an opportunity for the customer to evaluate you.

10 Ideas to Build Awareness and Access

1. Email blasts
2. Internal learning fairs/conferences
3. Learning websites
4. Informal video testimonials
5. Radio-style podcasts, conference calls, or webinars with CEU’s
6. Posters/flyers or brochures with fresh messages
7. Postcards for each person or physician you wish to reach with a specific message

10 Ideas to Build Awareness and Access

8. Build the information into a test, performance planning, annual review, next visit discussions, etc.
9. Leverage intra-organizational social media
10. Short videos from your clinic, provider, opinion leaders, about new ideas, resources, updates on patient care strategies or your mission
Goals

• The hearing healthcare professional should be a part of the comprehensive team of care givers striving to assist the hearing impaired patient to minimize impairment and maximize function.

• We seek to “educate to obligate” the primary care providers/GP’s regarding the premature hearing loss in patients with co-morbid conditions that pre-dispose the patient to an increased risk of hearing loss.

Questions

Enter your question in the Question Box on your webinar dashboard.

Contact Bob Tyose:
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