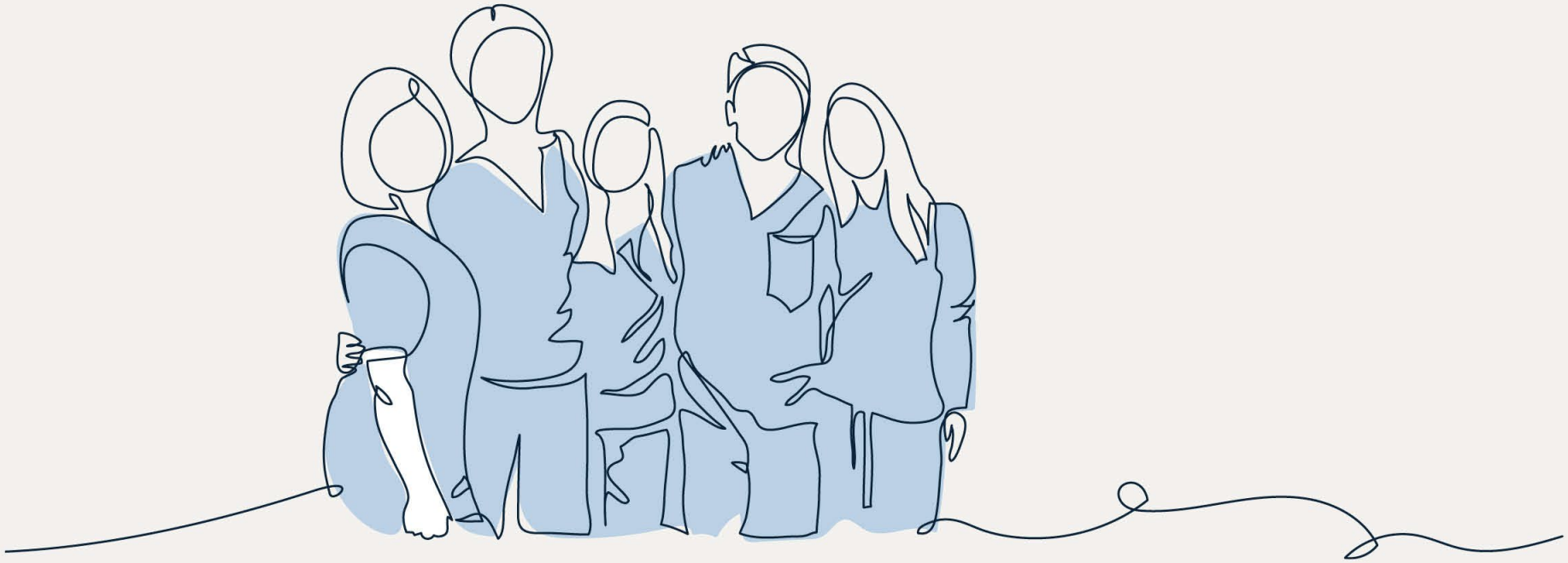
RWS

practice | marketing | staff | rooms



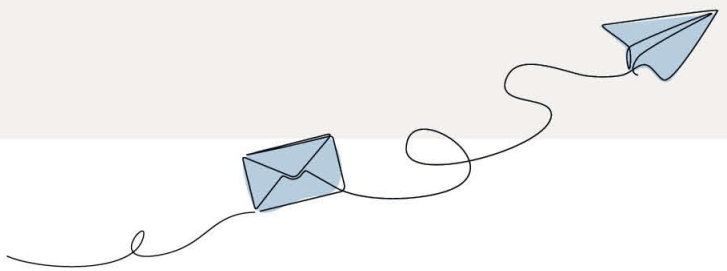
DPM Presentation

Med Meet

You know why you need a referral base –

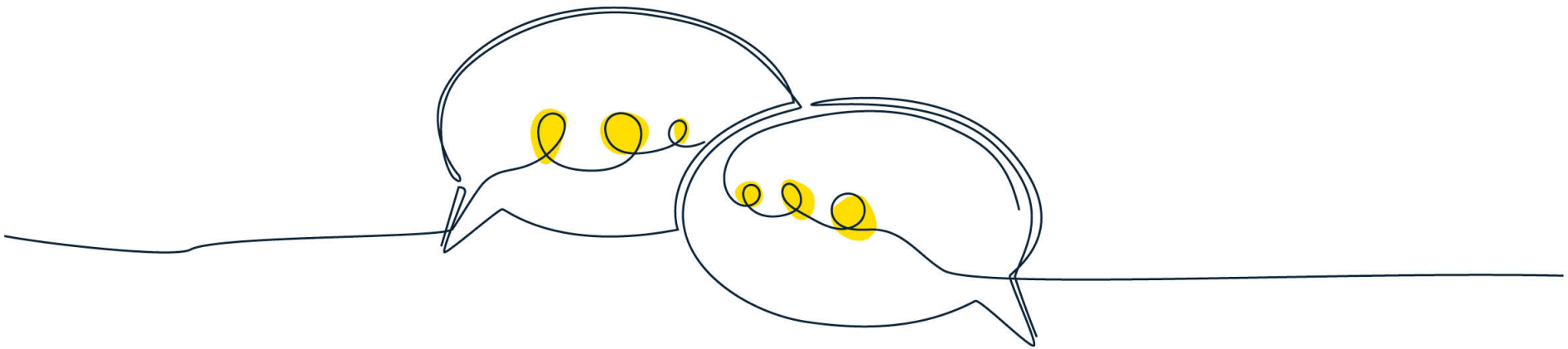
- Referral base = Patients
- No referral base = No patients

1. What ‘marketing’ means for doctors
2. A lesson on what happens in most private practices
3. How to create your referral base
4. How to keep your referral base
5. What we see happen to a doctor’s referral base as they move through private practice

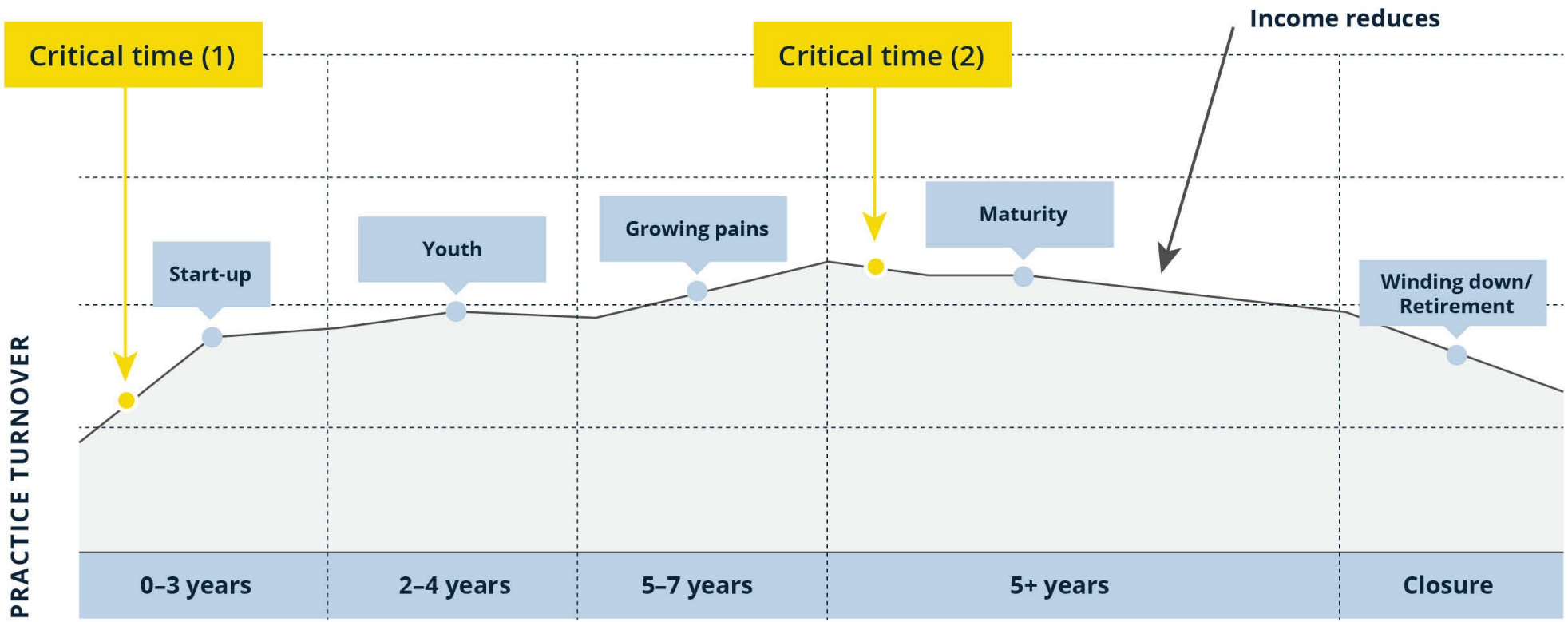


What does marketing mean?

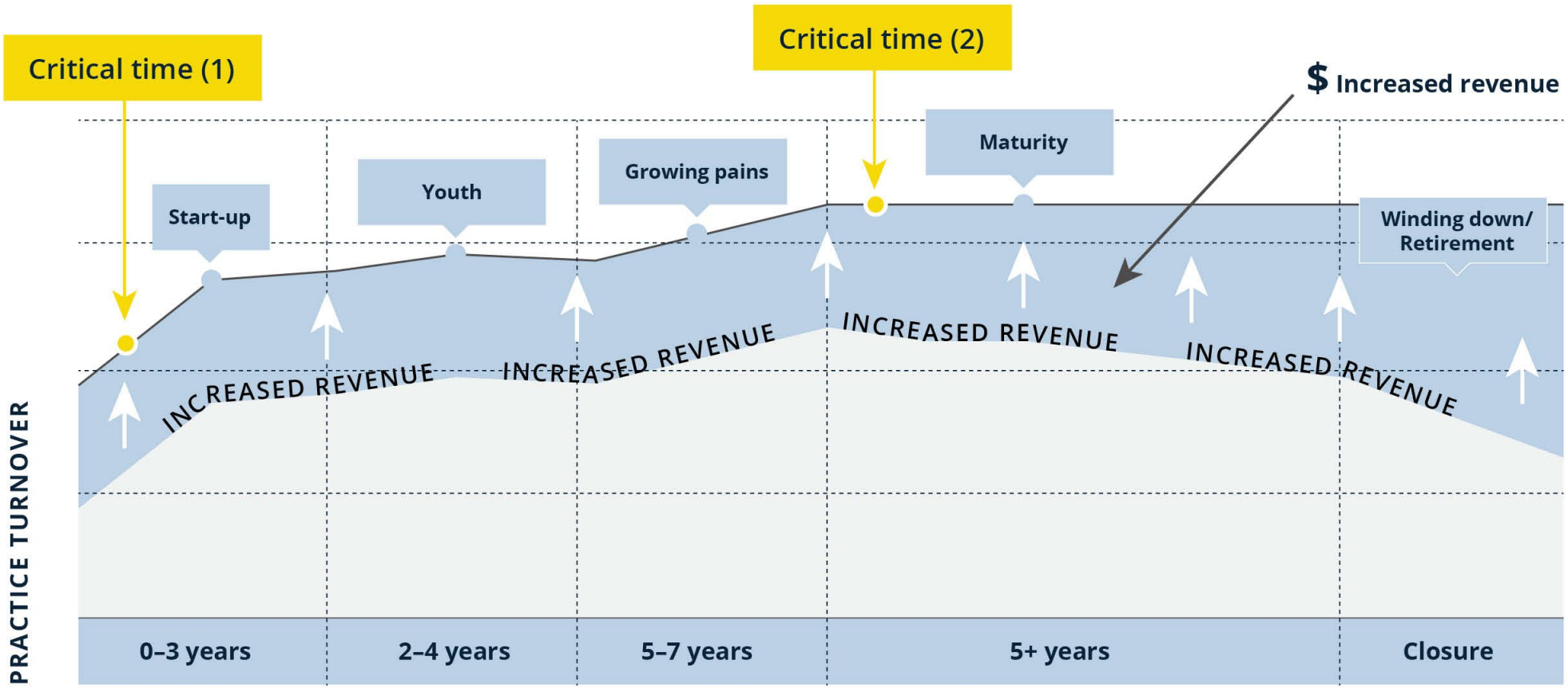
> It means building good relationships with your referrers that will last you for your time in private practice.



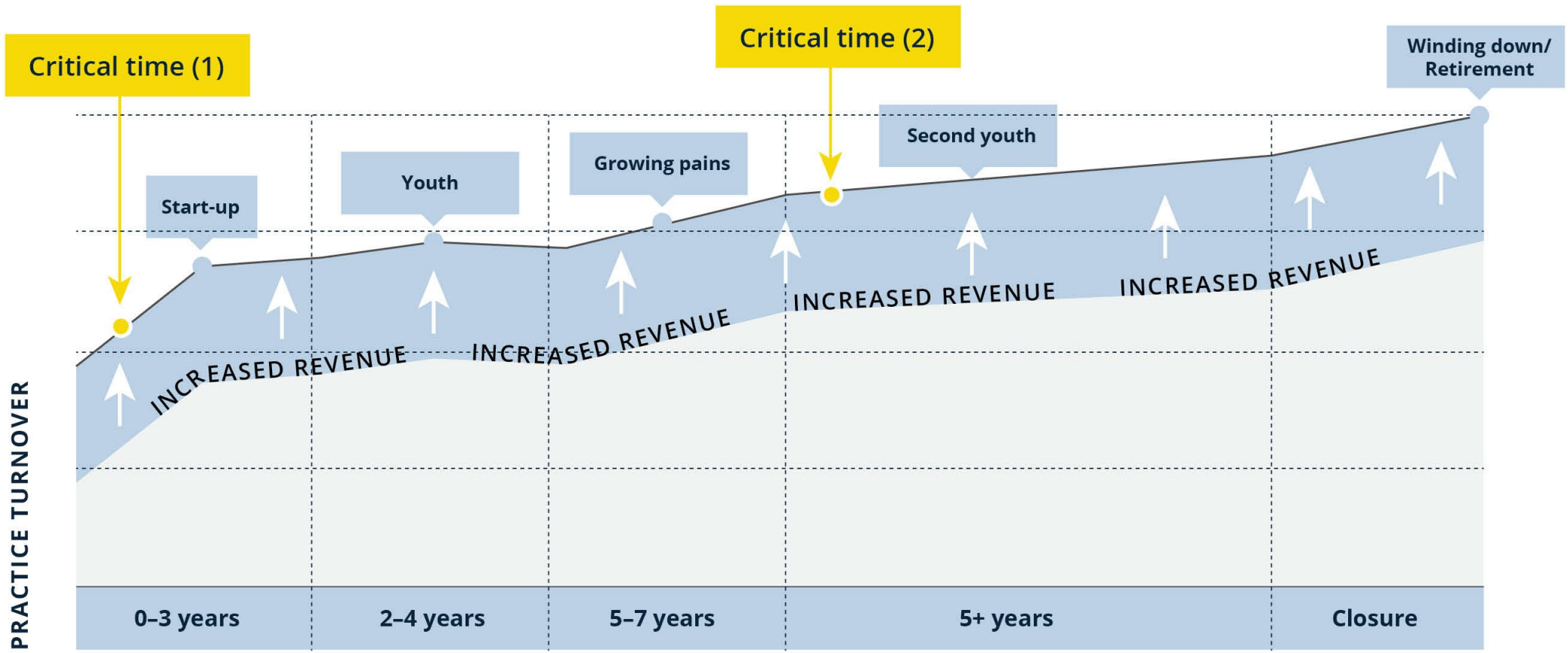
A lesson on what happens in most private practices



Marketing to referrers stops the dip



Second youth can stimulate additional revenue.



Lessons to be learned:

- What you do at the start matters at the end
- Prioritise staying in touch with referrers
- Relationship marketing works



Where to set up, what to consider?



Example of a good set up

Golden rules:

> Don't consult at too many locations; you'll waste all your time in the car

> Make sure you like the demographic; the type of patients you will see

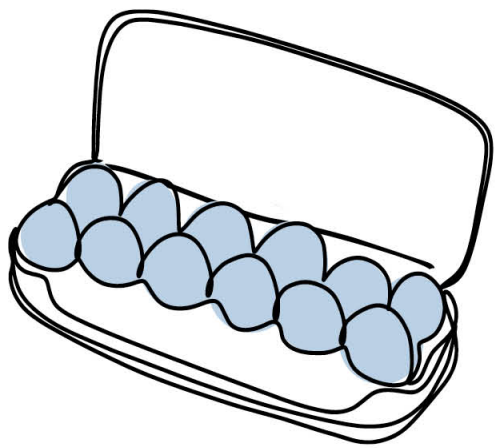
> Consideration to where your competitors are

> Politics that may influence your decision

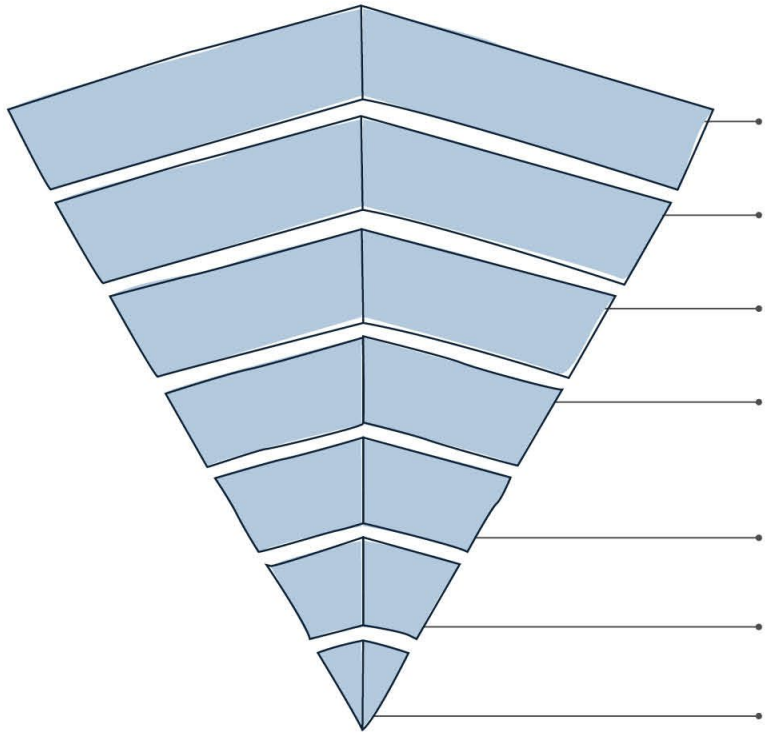
** Remember your colleagues may now be your competitors, private practice can be lonely*

Give them what they want, make it personal to them

- You don't need to 'win' every one
- Think *'The Dirty Dozen'*



Marketing touches



Base Marketing:

- Letter
- Phone call
- Fax
- Appointment

Bespoke Marketing:

- Thank you letter
- Information sheet
- Podcasts



- **Referrals!**

Relationship marketing works

Referrers will

‘Choose with emotion, then justify with logic.’

Referrers choose

Who they like

Who makes them feel safe

Who makes them feel valued



DO ask about them

DON'T give your resume



DO do follow AHPRA guidelines

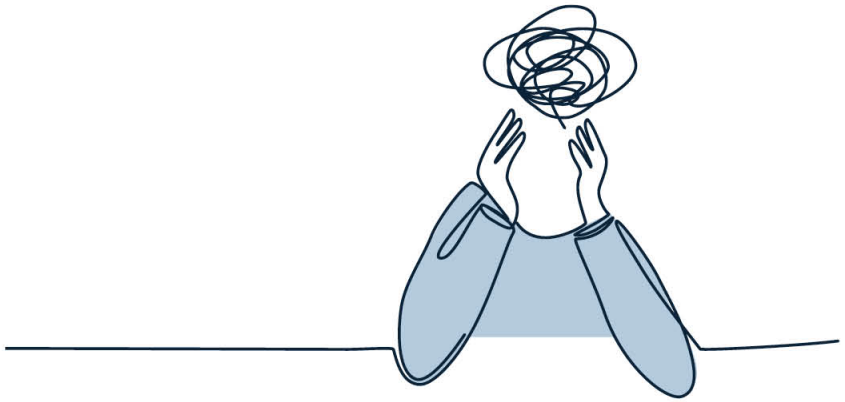
DON'T exaggerate your skills



AIM FOR...
Professional relationships built on trust and dependability that will last for your time in private practice!

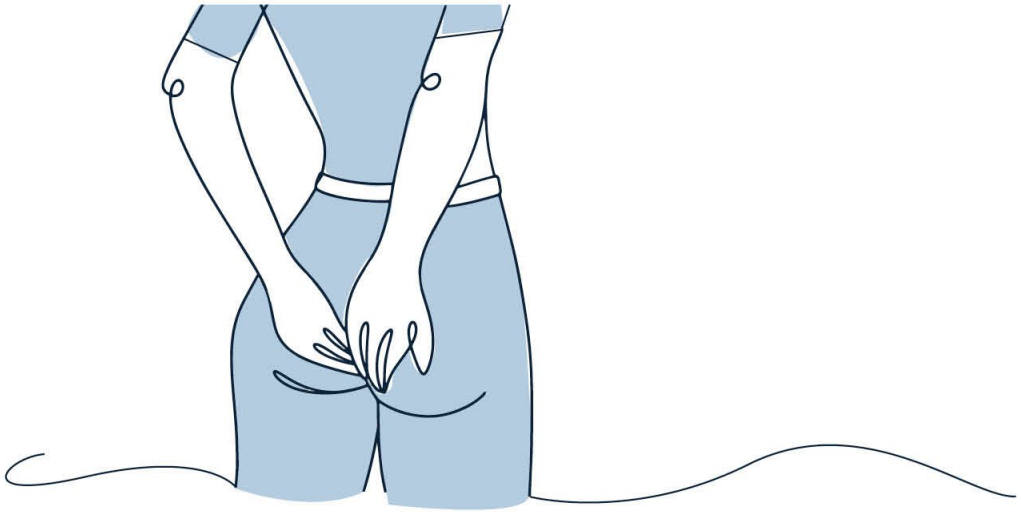
DO talk in language they use with their patients

DON'T make the language too medically technical



DO talk about conditions they see all the time

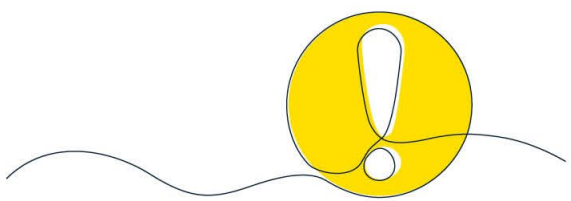
Don't talk about conditions they rarely see



*Focus on what **they** need – not what **you** need*

The reasons GPs refer

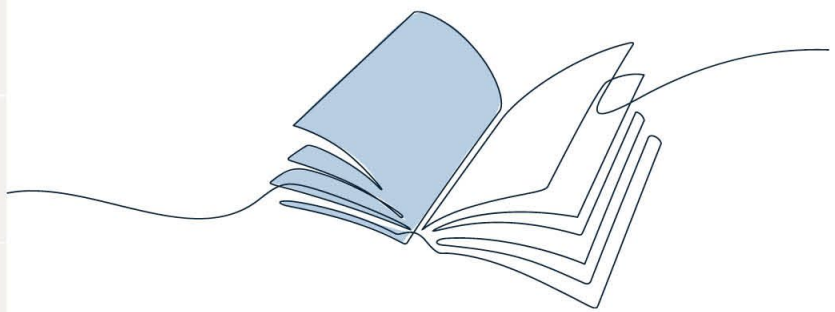
- You are an advocate for their patients
- You make them feel safe
- You are not risky
- You make them feel an equal (“Not just a GP” billboard)
- They feel a connection with you
- You help them (e.g. answer their calls, provide education, show concern for their welfare)



A clinical reason is never mentioned first, when they say why they refer!

Let’s read between the lines

The reasons:	What it really means:
Advocate	I know my patient is okay and I won’t get grief
Safe	I can show my underbelly and say I don’t know
Not risky	I won’t get sued
Equal	I feel respected
Connection	I will buy on emotion and justify with logic
Help	I feel listened to and when I call you will prioritise me



Tell the market who you are

or the market will decide



Example marketing touches

Letters to referrers



Professional profile



Clinical podcasts



Example marketing touches

Professional profile



Educational sessions

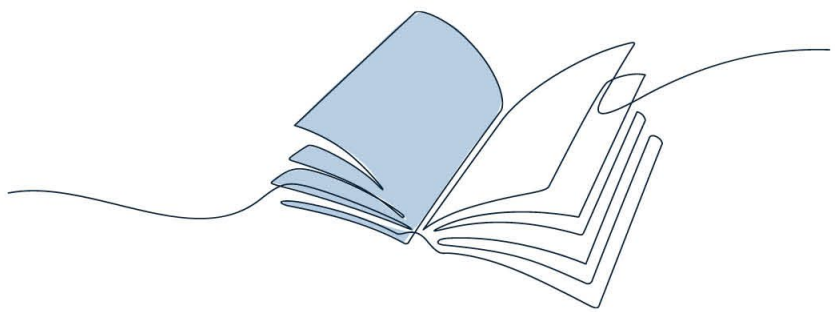


Christmas cards



Take home messages

- Concentrate on marketing that builds relationships
- Attract work that gives meaning and purpose to your life
- Abide by AHPRA
- Give your referrers what they need! (Not what you need)
- Own your fears – we all have them
- Don’t worry about competition. Do you!
- What you do at the start will influence the end



Thank you

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RWS

practice | marketing | staff | rooms