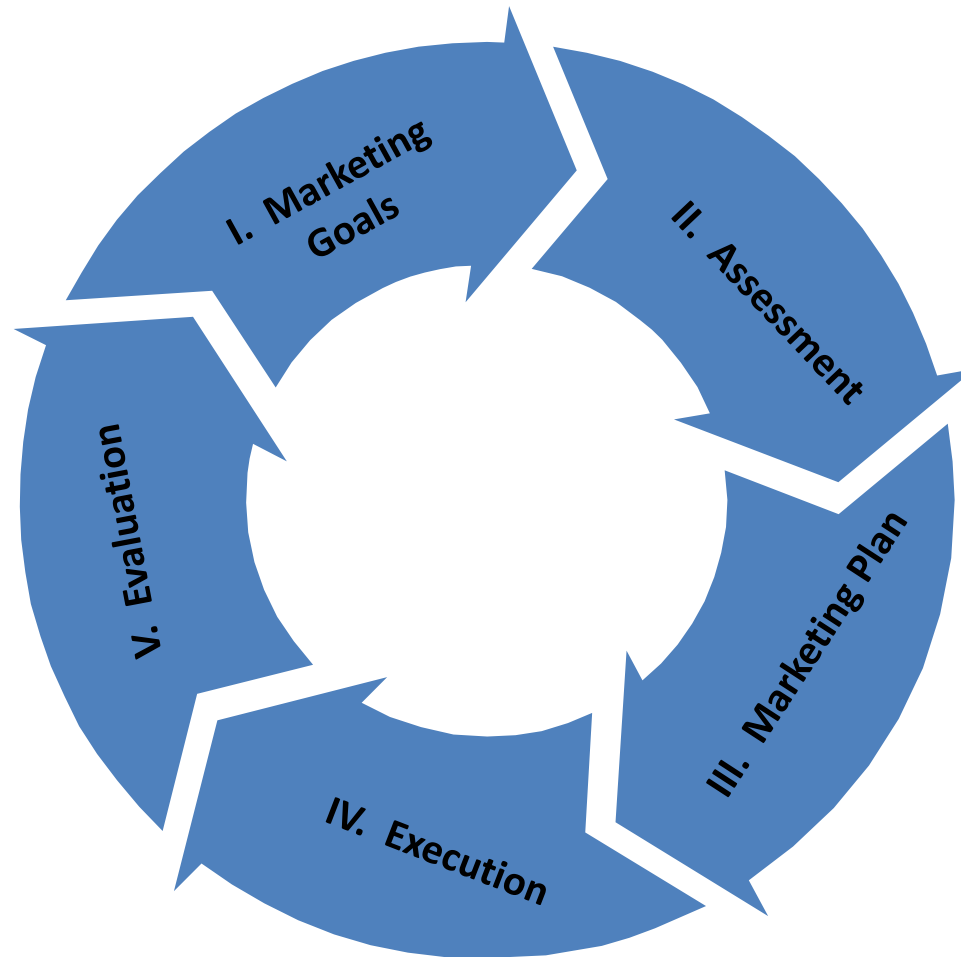


HOW TO DEVELOP AND EXECUTE A STRATEGIC MARKETING PLAN FOR YOUR PRACTICE

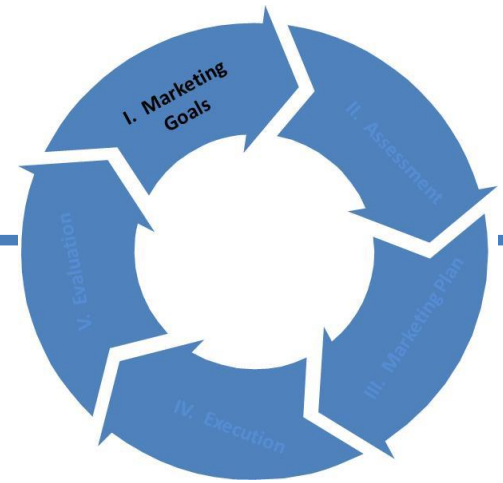
PUJA OHRI, MARKETING
CONSULTANT

OHRIP@HOTMAIL.COM; 240-421-
0820

An iterative, outcome-driven approach will enable you to optimize your marketing efforts.

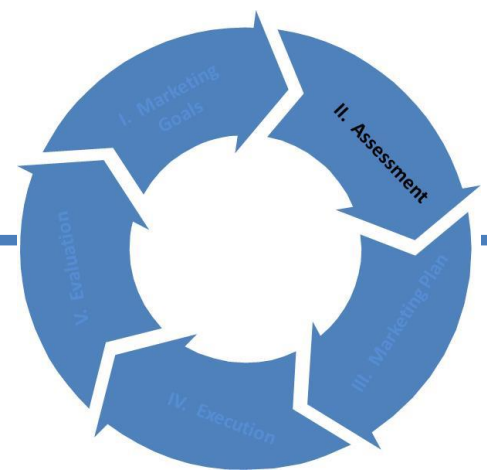


Develop **SMART** marketing goals for an efficient and effective marketing program.



- **S**pecific: define set of sub-goals in support of the overall desired outcome. Look at a mix of quantifiable (e.g. revenue increase) and intangible (e.g. patient satisfaction feedback) sub-goals.
- **M**easurable: set goals so you can monitor, assess, and report on marketing activity. Without means of having data/information, it would be difficult to see the impact of your marketing activities.
- **A**ssignable: you should be able to assign activity to support the attainment of your goals, either within or outside your office.
- **R**ealistic: your goals should be realistic and be attainable. Should not be easy, should be 'stretch' enough to really have a significant impact/benefit of your marketing activities.
- **T**imely: time-bound your goals and sub-goals.

A review of past performance, complemented by market research, is key for efforts going forward.



- **Backward looking**, a review of marketing activities past three years
- BE as THOROUGH as possible
- Review ALL past marketing activity; highlight what worked, what did not!

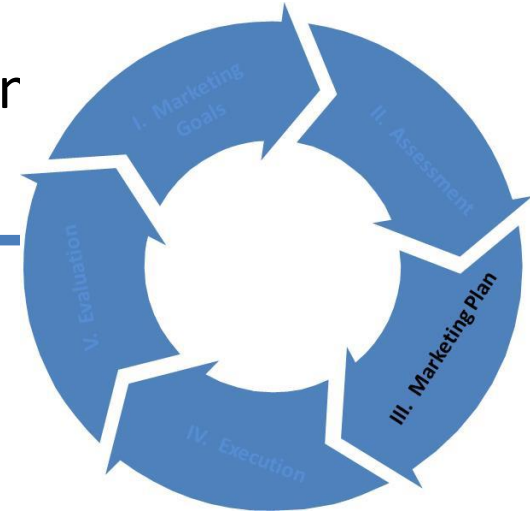


- **Forward looking**, allows you to draw a realistic picture of your practice in the community
- Enables you to have pragmatic expectations for your practice



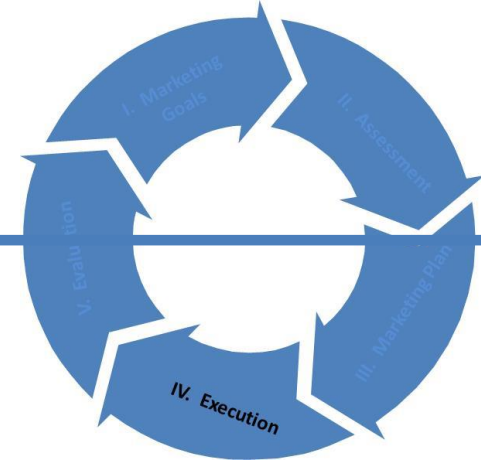
- Review both historical information from audit and projections from research
- Identify meaningful findings
- Develop initial high level goals and marketing strategies

Develop a pragmatic marketing plan in consideration of your audience and overall objectives.



- Identify Your Target Audience
 - Based on results of market research
 - Identify specific group of patients
 - Identify other indirect channels to get to your target patients
- Formalize Strategy
 - Specific marketing activities
 - Teaming partners (indirect channels; marketing consultants; etc.)
 - Initial goals and targets
- Develop Implementation Plan
 - Detailed schedule/timelines for marketing activities
 - Resource definition – in-house vs. external consultants
 - Budgetary and other considerations

Keep the ultimate goal in mind, patient satisfaction, in executing any marketing outreach program.



EXECUTE

Internal Operations

- Staff customer focused training
- Self-scheduling system
- Internal Patient Satisfaction Surveys

Marketing Channels

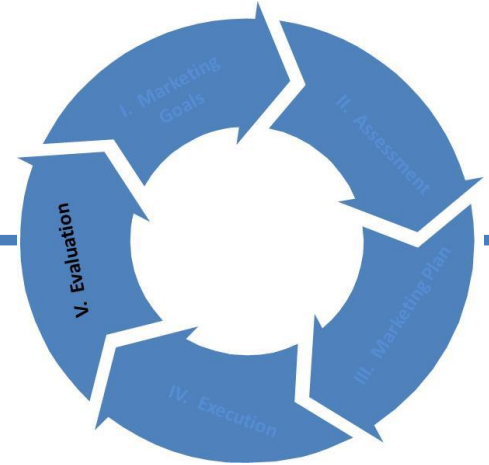
- Direct marketing
- Indirect marketing
 - Associations
 - Liaison
 - Public Relations

Electronic Channels

- Website
- Social Media
- EMR

Keep the Patient in Mind

Constant monitoring and evaluation is key to a successful marketing program.



- It is important to measure your results against the standards set in establishing your goals.
- Measure the results of your progress, patient survey scores, referral sources, increased income, increased new patients and decrease complaints.
- Continually assess results and update your marketing activities based on results and new information.
 - Understand root cause(es) for not meeting performance goals and develop mitigation plans.
 - Re-assess targets and further ‘stretch’ goals for meeting/exceeding performance goals.
- **MAKE THIS ITERATIVE** – feed performance results from your marketing program/activities to the development of next set of goals/initiatives.

Questions

