



Managing a Pain Practice: Protocols, Branding and Other Tips to Improve Profitability

Introductions

Biography

■ Vishal Lal – Chief Executive Officer

- Co-founded Advanced Pain Management in 1998
- Developed a multi-disciplinary pain program at Advanced Pain Management
- Managed the Pain Diagnostic and Treatment Center in Iron Mountain, MI
- MBA from the University of Illinois at Chicago
- Bachelors in Commerce from the University of Delhi

APM Highlights

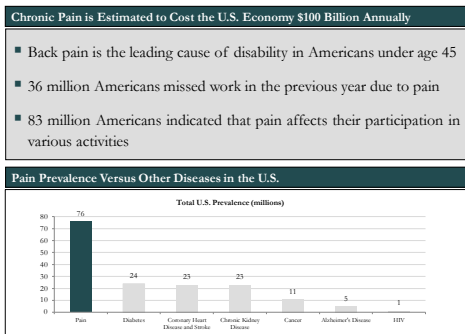
"Relieving Pain. Restoring Function. Renewing Hope."

- Founded in 1998 and headquartered in Greenfield, WI (just outside of Milwaukee)
- One of the nation's largest single-specialty interventional pain management groups
- Dedicated to leading the industry in innovative pain medicine, and professional care
- Philosophy of treating the whole person through interventional procedures and other complementary and alternative medicine
- Locations
 - 12 single specialty ASC's
 - 40+ clinics
- Significant infrastructure **support** physicians in providing innovative, leading patient care
- Employees
 - 30 physicians
 - 28 mid level providers
 - 450+ total employees

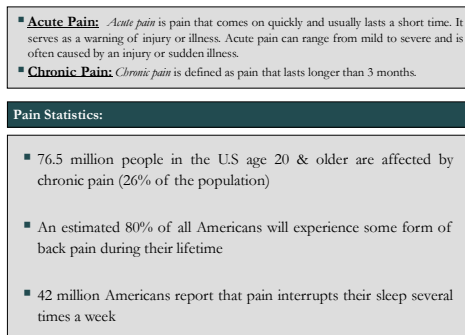
APM Clinics/Locations	Count
Milwaukee/Waukegan	14
Madison	4
Franklin/Racine/Kenosha	8
Sheboygan	2
Iron Valley / Wisconsin	5

Industry Introduction
Protocols
Branding
Profitability

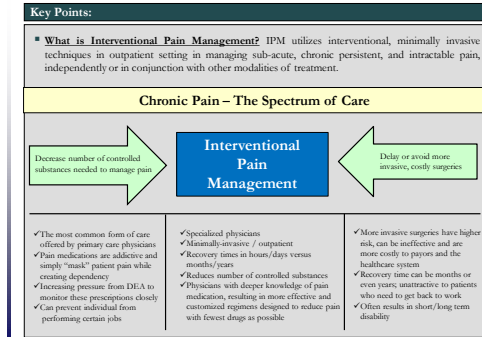
What are the effects of pain?



What is Acute and Chronic Pain?



Interventional Pain Management: An Introduction



7

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Protocols for Developing Your Pain Practice

S – C – O – P – E
<ul style="list-style-type: none"> Selection <ul style="list-style-type: none"> Select appropriate physicians to lead your practice Corporate and Clinic Infrastructure <ul style="list-style-type: none"> Infrastructure is a necessity to provide effective care Opportunities <ul style="list-style-type: none"> Develop a value proposition, know what services are needed, outcomes and costs Practice Model <ul style="list-style-type: none"> Develop a comprehensive practice model and know your target market; what are the needs? Education <ul style="list-style-type: none"> Understand the payors and politics of the market; get to know payors, contracts and what is needed to support your practice

9

Example: Selection

Hiring the Right Physician

- Board Certified/Board Eligible in Pain Management
- Fellowship trained Pain Management from ACGME accredited program
- Background in Anesthesiology, PM&R or Neurology
- Well versed with ISIS & ASIPP guidelines
- Well versed with overall literature
- Extremely good hands and exceptional bedside manner
- Should be conservative in nature when treating patients and have a multidisciplinary approach in mind

10

Example: Corporate and Clinic Infrastructure

Goal: *To make physicians as efficient with their time as possible*

Corporate Infrastructure:

Create independently operated teams of experts to meet demand

■ Create and organize support departments:

- | | | |
|-------------------|---------------------|--------------|
| - Scheduling | - Authorization | - Billing |
| - Nursing/Triage | - Customer Service | - Compliance |
| - Medical Records | - IT/EHR Management | - Marketing |
| - Accounting | - Human Resources | |

Clinic Infrastructure:

Create a dedicated team with a focus on pain management services

- Create policies for patient care
- Create procedures for appropriate management of work-flow

11

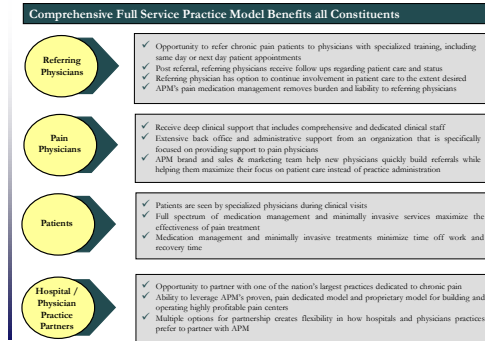
Example: Opportunities

Develop a Robust Value Proposition

- Business Overview
 - Target market, industry analysis, national statistics
- Referral Network
 - How will you gain new patients?
- Outcomes Analysis
 - Proof of efficacy
- Cost Analysis
 - Proof of savings for payors, healthcare industry
- Growth Strategy
 - What is your 5 year plan?

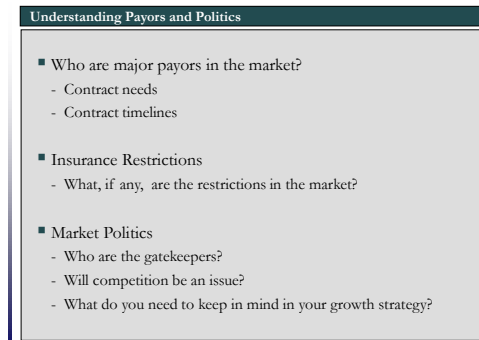
12

Example: Practice Model



13

Example: Education



14

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What is a Brand?

David Ogilvy's definition of a brand:

The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised.



- innovative
- creative



ADVANCED PAIN MANAGEMENT

- quality care
- expertise



- consistent
- trendy / cool

You want your brand to be recognized for positive core values that represent your mission statement and services appropriately

16

How do I Achieve Branding Success?

Develop Core Values and Framework

- Develop a Mission and Vision Statement
 - What does your audience need to know about you?
 - What 5 words describe your brand? What sets you apart?
- Develop a Marketing Plan
 - Who will you target with your branding message?
 - S.W.O.T Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - How will you measure and achieve your goals?
- Develop An Education Plan
 - Public seminars / Community events
 - CME events
 - Face-to-face marketing with referring physicians yields the best results
 - Educational lunches and dinners with physicians

17

How do I Achieve Branding Success?

Develop a Robust Online Presence

- Interactive website - timely content, new events, news, etc.
- Focus on education (referring physicians, patients, public)
- Direct to consumer (targeted audience, targeted message)
- Internet, social networking (website, blog, facebook, twitter)

New Technology Means New Opportunities

41 percent of people said **they use social media as a health care resource**, according to a [National Research Corp.](#) survey of nearly 23,000 U.S. residents. Most of them – **94 percent**– said they turned to Facebook for medical content such as diet and exercise tips and health education videos.

18

Strong Brand Reputation Improves Referral Network

Direct to consumer marketing encourages patients to approach their doctors about chronic pain management

- Develop Consistent Materials
 - Print Materials (Brochures, Flyers, etc.)
 - Print Ads (Newspaper, magazines, etc.)
 - Direct Mail (Post Cards, Articles, Letters, etc.)
 - Billboard
 - TV and Radio
 - Community events (seminars, health fairs, etc.)
 - Public Relations - Generate positive press

19

Industry Introduction

Protocols

Branding

Profitability

Improve Profitability by Improving Efficiency

What is the best approach to reach your goals?

- Appropriate Methods to Refer Patients
 - Easy referral process for medical offices and patients
 - Know the point of referral
- Tracking Referrals
 - Where are your referrals coming from?
 - Recognizing trends; be proactive, not reactive
- Straightforward Scheduling Process
 - Over the phone scheduling (fast, efficient)
 - Same day, or next day appointments
 - Online appointment requests
- Understand Your Payor Needs
 - Understand pre-authorization and billing needs

21

Evaluate Your Services

Continually Adjust to Meet New Demands

- Use flash reports to monitor your referral, scheduling and billing outcomes
- Create new marketing plans and competitive strategies each year to stay on top of new market developments
- Never be satisfied – always be thinking “How can we improve?”

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Measurement Tools:

- Weekly Flash Reports
- Patient Satisfaction Surveys
- Employee Surveys
- Ask Referring Physicians

22

Thank you!

Any questions?

23
