



Industry Introduction
Protocols
Branding
Profitability

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### What is Acute and Chronic Pain?

- **Acute Pain:** *Acute pain* is pain that comes on quickly and usually lasts a short time. It serves as a warning of injury or illness. Acute pain can range from mild to severe and is often caused by an injury or sudden illness.
- **Chronic Pain:** *Chronic pain* is defined as pain that lasts longer than 3 months.

#### Pain Statistics:

- 76.5 million people in the US age 20 & older are affected by chronic pain (26% of the population)
- An estimated 80% of all Americans will experience some form of back pain during their lifetime
- 42 million Americans report that pain interrupts their sleep several times a week

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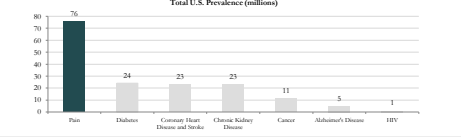
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### Pain Statistics

#### Chronic Pain is Estimated to Cost the U.S. Economy \$100 Billion Annually

- Back pain is the leading cause of disability in Americans under age 45
- 36 million Americans missed work in the previous year due to pain
- 83 million Americans indicated that pain affects their participation in various activities

#### Pain Prevalence Versus Other Diseases in the U.S.



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## Interventional Pain Management: An Introduction

**Key Points:**

- What is **Interventional Pain Management**? IPM utilizes interventional, minimally invasive techniques in outpatient setting in managing sub-acute, chronic persistent, and intractable pain, independently or in conjunction with other modalities of treatment.

**Chronic Pain – The Spectrum of Care**

<ul style="list-style-type: none"> <li>The most common form of care offered by primary care physicians</li> <li>Pain medications are addictive and simply "mask" patient pain while creating dependency</li> <li>Increasing pressure from DEA to monitor these prescriptions closely</li> <li>Can prevent individual from performing certain jobs</li> </ul>	<ul style="list-style-type: none"> <li>Specialized physicians</li> <li>Minimally-invasive / outpatient</li> <li>Recovery times in hours/days versus months/years</li> <li>Reduces number of controlled substances</li> <li>Physicians with deeper knowledge of pain medication, resulting in more effective and customized regimens designed to reduce pain with fewest drugs as possible</li> </ul>	<ul style="list-style-type: none"> <li>More invasive surgeries have higher risk, can be ineffective and are more costly to payors and the healthcare system</li> <li>Recovery time can be months or even years, unattractive to patients who need to get back to work</li> <li>Often results in short/long term disability</li> </ul>
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## Protocols for Developing Your Pain Practice

**Develop a Plan**

- Physician Selection**
  - Select appropriate physicians to lead your practice
- Create Corporate and Clinic Infrastructure**
  - Infrastructure is a necessity to provide effective care
- Develop A Value Proposition**
  - Know what services are needed, outcomes and costs
- Develop A Comprehensive Practice Model**
  - Know your target market, what are the needs?
- Understand the Payors and Politics of the Market**
  - Get to know payors, contracts and what is needed to support your practice

### Example: 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

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### 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

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### Example: 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?

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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.

- Develop a Mission and Vision Statement
  - What does your audience need to know about you?
  - 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

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## 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.

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## 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

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**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 & billing needs

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**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?”

Metric	2011				2012				2013			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Referrals												
Scheduling												
Billing												

- Measurement Tools:**
- Weekly Flash Reports
  - Patient Satisfaction Surveys
  - Employee Surveys
  - Ask Referring Physicians

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