



ASCRPTION
MEDICAL CONSULTANTS

Generating Tomorrow's Revenue Today

Becker's ASC Review

Create Demand with Direct-to-Consumer Marketing

Ascription Medical Consultants

October 24, 2015

Overview

- AMC Bios
- Current Healthcare Changes
- How Do Facilities Continue to Thrive?
- What is Direct-To-Consumer Marketing?
- Can I Afford Direct-To-Consumer?
- What ROI can I Expect?
- Where Do I Start?
- Case Study
- Summary

The A Team (bios)

- Kelly Loter

- Mr. Loter joins Ascription Medical with 22 years of advertising and marketing experience. 8 years of direct-to-patient healthcare brand & campaign creation experience. His background includes stints with Keller Crescent Advertising, The Richards Group and 17 years as Principal & Founder of LEVELTWO Advertising. His client experience includes working with Continental Airlines, Cole Haan, Florida Department of Citrus, Home Depot, TXU Energy, Hummer, Alcon Labs, Children's Medical Center, Dymatize Nutrition, Nicholson Clinic, Barker Bariatrics, Baylor Hospital, Forest Park Medical Center, The Minimally Invasive Spine Institute (MISI), Puget Sound Bariatrics, Forest Park Ortho, Northstar Healthcare (CuraSpine & NeuStep).

- Alan Beauchamp

- Mr. Beauchamp has more than 35 years of experience in the healthcare industry as a Founder and Manager of a Healthcare Management Company, Managing shareholder of a closely-held hospital company, Chief Operating Officer of a public hospital company, Hospital Chief Executive Officer, and Vice-President and Regional Controller. During his career, Mr. Beauchamp has been a senior officer in individual facility and corporate settings for both publicly traded and privately-held companies. He has broad based experience in the financial and operations areas of acute care hospitals, surgical hospitals, ambulatory surgery centers and has been involved in the establishment of numerous hospital start-up and facility turnarounds, and has experience in the design, construction, equipping, licensing, conversion and renovation of acute care hospitals, surgical hospitals, and ambulatory surgery centers. He is also experienced in the planning and establishment of hospitals-within-a-hospital (HIH) projects.

Team (bios)- cont.

- CJ Brock

- Mr. Brock joins Ascription Medical with 12 years of healthcare experience. His background includes acting as VP of Sales for a bariatric surgery specialty nutrition company, COO of a business development and consulting firm in bariatrics, CEO of a boutique digital marketing firm specializing orthopedics and as the Managing Partner of a privately held surgical specialty company in orthopedics and spine. He has extensive experience in physician sales and recruitment, direct to consumer marketing and corporate strategic planning.

- Rick Cannon

- Mr. Cannon joins Ascription Medical with 30 years experience in Direct Marketing and Publishing. His vast experience in new business development and customer engagement has led to delivering great customer relationships, which drive a meaningful impact across a broad spectrum of global clients including, Dell, Wal Mart / Sam's Club, Costco, Guitar Center, American Airlines, and many others. Mr. Cannon is retired member of the United States Air Force.

Healthcare is Changing

- Decreasing reimbursements
- Increasing costs
- Closed networks becoming more prevalent
- Downward pressure on surgeons to take patients to different facilities
- Increased competition with more ASC's opening
- Patients are becoming much better educated due to the web
 - Becker's ASC Review – "5 Trends Putting the Squeeze on Surgical Practices"

How Do Facilities Thrive in a Changing Environment?

- Think outside the box with “how” business is generated and “what” business is generated
 - How?
 - Diversify... think of it as spokes on a wheel
 - Referrals from physician owners
 - Referrals from physician partners
 - Direct to employer programs
 - **Direct to consumer campaigns**
 - What?
 - High value elective procedures
 - Very profitable because they don't take a lot of OR time – quick patient turnover
 - Procedures that have high reimbursement
 - Spine/Pain
 - Ortho (including TJR)
 - Bariatrics
 - Podiatry
 - Plastics

What Exactly is Direct-to-Consumer?

- A strategic, planned effort that makes the consumer aware of your brand and offering through different media outlets and produces desired results – more surgeries!
 - Data driven
 - Who is our target?
 - Circle of influence is bigger than just the patient (Knowing your target audience can also include ...Parents, Kids of older parents, Siblings, friends etc...)
 - What is important to them?
 - Where do they consume their media (TV, Radio, Internet etc...)
 - Once campaign starts track data that allows us to make changes, optimizing the number of leads and eventual surgeries
 - Returns a profit (It is all about ROI)
 - Predictable & sustainable referral pipeline you control – allows you to diversify where your referrals come from (financial portfolio example)

Can I Afford Direct to Consumer?

- You CAN'T afford not to!
 - Today's consumer is savvy
 - Average of 18-24 months of homework for complex elective procedures
 - "5 Trends Putting the Squeeze on Surgical Practices"
 - Physicians still make the medical decisions, but the patient wields a great deal more influence once they select their medical provider
 - Your competitors have already started with D2C strategies or they are thinking about it
 - Don't get left in the lurch....be the leader, not the follower

What Can I Expect for a R.O.I.?

- Influenced several factors
 - In-Network vs Out-Of-Network
 - Procedure types
 - Geo location
 - Payer mix
 - Quality/reputation of surgeon(s) involved
 - Current competition in market
- Generally speaking, it is reasonable to expect as high as a 5:1 R.O.I. for facility fee

Where Do I Start?

- Choose a qualified partner to work with
 - Look for clinical operations and marketing experience
 - Define your brand
 - Detailed process that can be followed to take your current brand and define it on paper or establish a new brand
 - Establish your spend and strategy (you can do more than you think)
 - Website
 - Paid search
 - SEO
 - Social Media
 - TV/Radio
 - Execute, measure and optimize
- Maximize your ROI with a well thought out, well executed strategy

Case Study #1

Minimally Invasive Spine Institute (MISI)

- Background
 - Results Year 1
 - Established distinct point-of-difference and brand leadership position
 - Increased qualified patient leads more than 5x along with improved insurance mix
 - New patient procedures increased 4X
 - 13 to 1 ROI for facility (out-of-network) Probably more like a 4 to 1 return of in-network
 - Results Year 2
 - Built \$24 million state-of-the-art facility to accommodate all cases that could be done in an ASC setting
 - Added three new surgeons and two new pain management doctors

Summary

- Healthcare is changing
- Direct-to-consumer must be evaluated as part of a comprehensive strategy to drive referrals your facility controls
- You can execute a strategy that is highly effective and drives a strong R.O.I.
- Select your marketing partner wisely – look for a firm who has a combination of operational and marketing expertise and a track record of success



Thank You!

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