

BRANDING:

WHY YOU?

Branding Answers the Ultimate Question:
Why Your Practice?

SEARCHTIDES

- Enabling Healthcare Practice Success Online -



EXAMPLES OF DIFFERENTIATION

It is a luxury to be able to differentiate your practice based off of patients and revenue.

Here are a couple examples of differentiation via these metrics

SPECIALIZATION VIA TREATMENT

Let's say that you are an ENT Specialist. Over the years, you see patients for ear conditions, nose conditions, throat issues, and also nerve issues in the head.

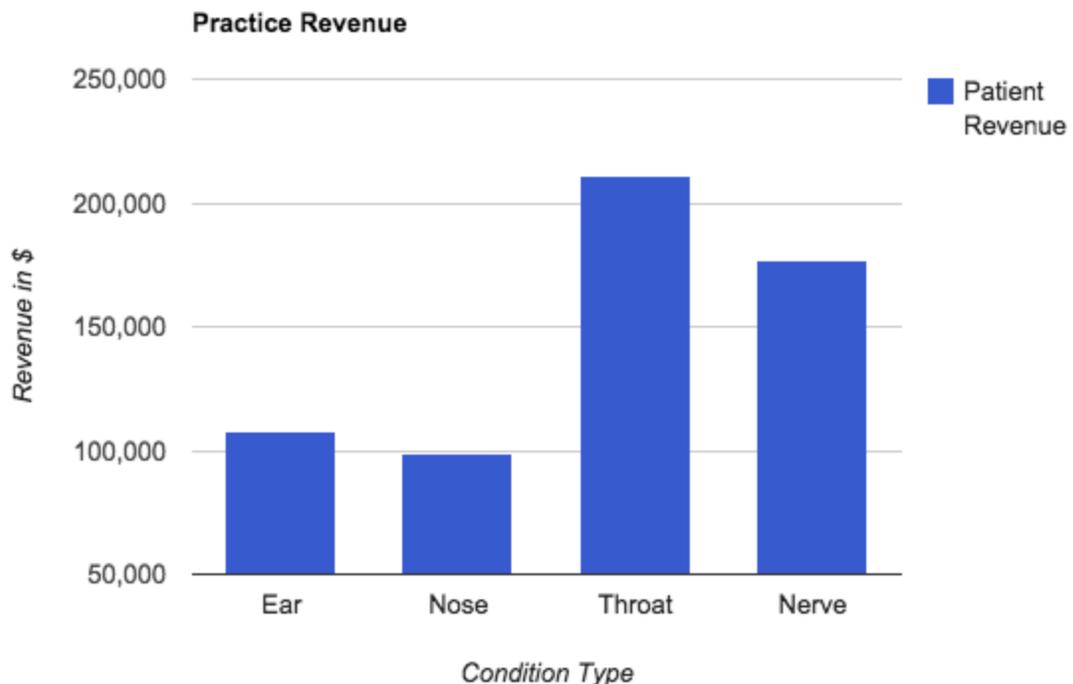
Upon reviewing your patient history for last year, you find your patient breakdown looking something close to this (these are unique patients, not visits):

Ear conditions: 658 patients, \$107,583 revenue

Nose conditions: 604 patients, \$98,754 revenue

Throat conditions: 1289 patients, \$210,751.50 revenue

Nerve ending conditions: 209 patients, \$176,962.50 revenue



SPECIALIZATION VIA TREATMENT

On paper, it looks like your largest revenue generating platform is for throat conditions.

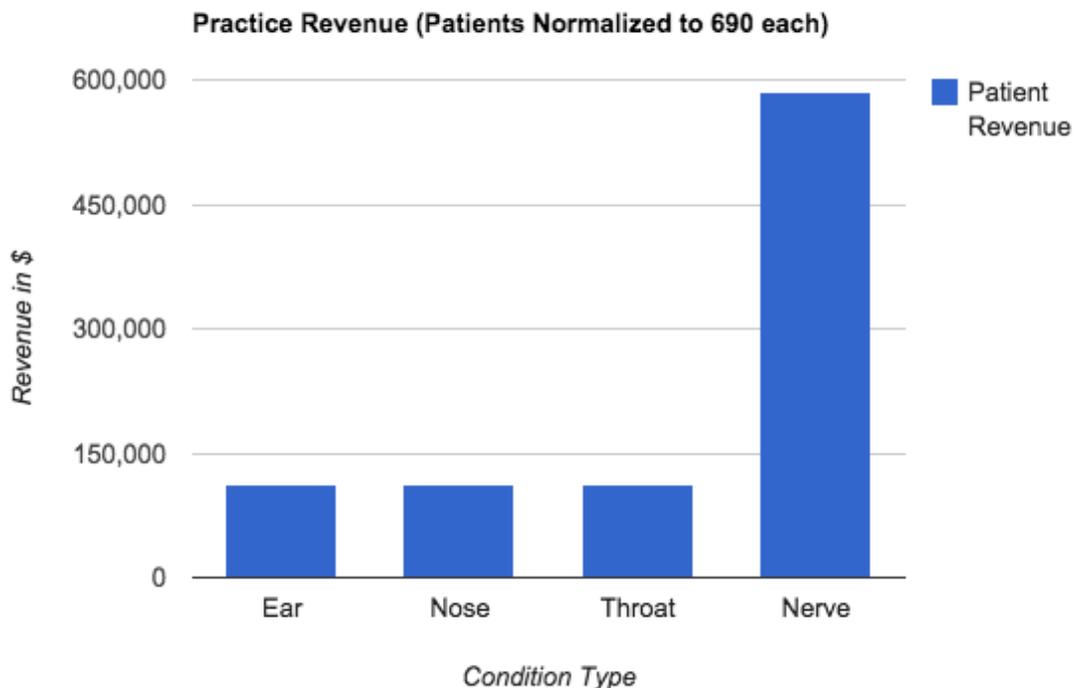
However, if we normalized all the patients to 690 each, here's what the breakdown would now look like:

Ear conditions: 690 patients, \$112,815 revenue

Nose conditions: 690 patients, \$112,815 revenue

Throat conditions: 690 patients, \$112,815 revenue

Nerve ending conditions: 690 patients, \$584,230.26 revenue



SPECIALIZATION VIA TREATMENT

Now, it looks as though nerve ending conditions are incredibly valuable, and you would be well served to focus on that particular subset of ENT-related conditions.

How would you brand yourself?

As an Otolaryngologist who specializes in nerve issues in the head and neck that control sight, smelling, hearing, and facial movements.

If you wanted to buy a convertible, would you be more likely to go to a dealership that sold all different types of cars, or one that exclusively sold convertibles? You would go to the dealership that sold convertibles.

If you had nerve damage that needed treatment, would you be more likely to travel to a general ENT, or one who specialized in nerve tissue treatment?

Exactly.

SPECIALIZATION VIA TREATMENT

“

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SPECIALIZATION BY PATIENT TYPE

In this example, we will examine a general practitioner who treats all age ranges of patients.

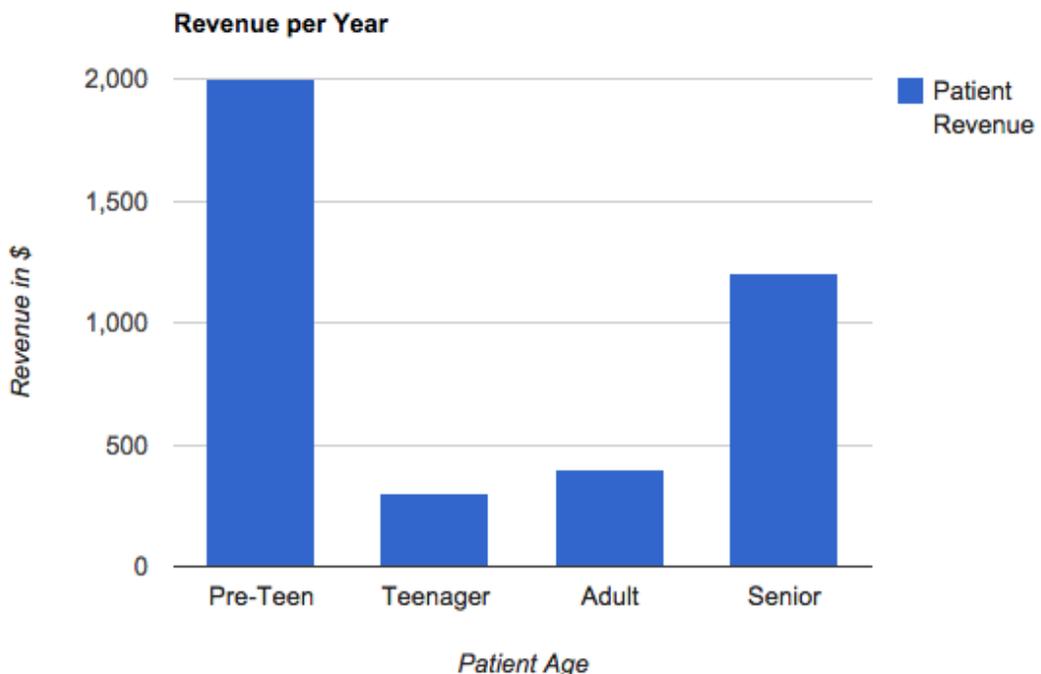
She examines her breakdown of patients for the previous thirty years of the practice, and finds the following breakdown for revenue per year:

Pre-Teen (Ages 13 and below): Average revenue per year: \$2,000

Teenager (14-21): Average revenue per year: \$300

Adult (22-50): Average revenue per year: \$400

Seniors (51+): Average revenue per year: \$1,200



SPECIALIZATION BY PATIENT TYPE

But, she more closely examines how often the patient visits, and how long that patient remains with the practice:

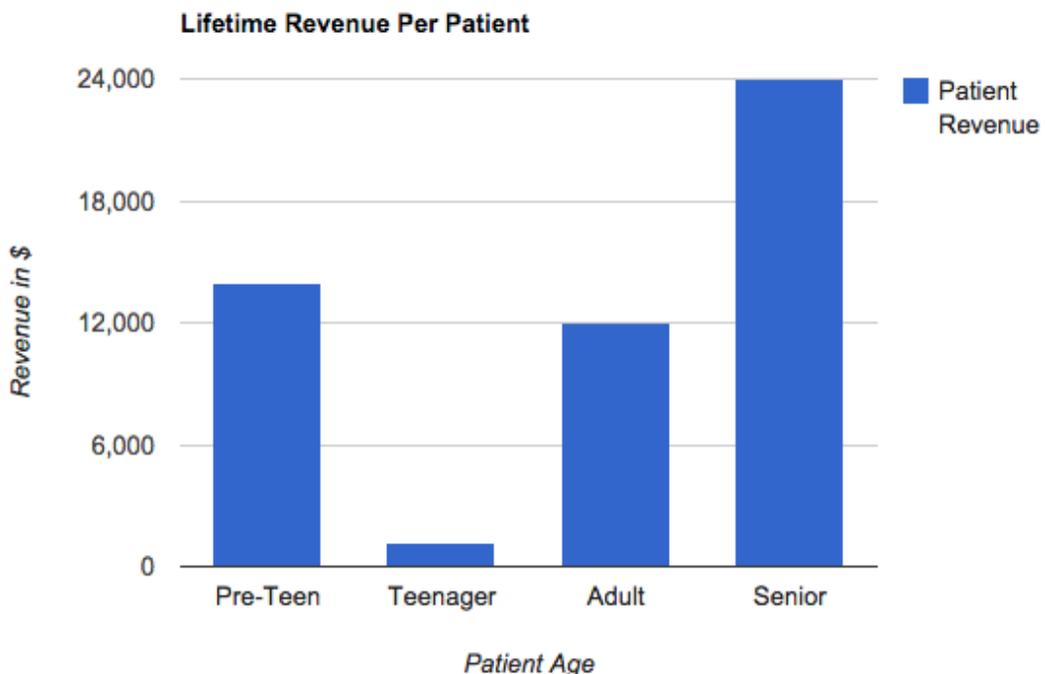
Pre-Teen: Rev/yr.: \$2,000; Avg Patient Lifespan: 7 years

Teenager: Rev/yr: \$300; Avg Patient Lifespan: 4 years

Adult: Rev/yr: \$400; Avg Patient Lifespan: 30 years

Seniors: Rev/yr: \$1,200; Avg Patient Lifespan: 20 years

Here is the lifetime value of each group:



SPECIALIZATION VIA PATIENT TYPE

Clearly, we would want to be specializing in patients over the age of 50. But, if only one in five patients who walked into our practice was someone over the age of 50, we might not see this value without looking directly at these numbers.

However, differentiating via revenue is not always possible.

In this scenario, it is especially crucial to brand your practice because you will not be able to specialize your practice based off the types of patients you see. Here are some guidelines about how and how not to brand:

THE DO'S AND DON'TS OF BRANDING

DESCRIBE BENEFITS, NOT FEATURES

Doctors (the seller) often think in terms of equipment (technical sophistication, hardware) or clinical quality (skill level, training, peer reputation). But the public (the buyer) values service (access, amenities, ease of scheduling) and value-added items (product or service differentiation).

Effective branding communicates to the tastes, attitudes, and sensibilities of the buyer, not the seller. And the wants and needs of the buyer (patient) are mainly rooted in results: improved appearance, a healthy body, self-esteem, and perhaps confidence in good health. Think benefits.

IDENTIFY UNIQUE VALUE

We'll identify a value-added edge over the competition. What is highly unique about your practice that delivers value to the patient over and above whatever else is available in the marketplace?

Whatever issue we choose to compete upon, it needs to be the one thing that best characterizes the experience, and has to be the centerpiece for everything you do and say about the practice.

Be willing to offend someone. By definition, your positioning must be unique; therefore, you cannot be everything to everyone.

The challenge will be to appeal to many, while recognizing that your positioning cannot be universal. Being everything to everyone is not unique, and that's the same as vanilla.

EMBODY ONLY YOUR BRAND

Guard your brand zealously within your office. Once you've created your brand, you should beware of the trap of carrying the message banner for others.

For example, a SearchTides employee recently looked up from the dental chair and noticed a poster on the ceiling advertising a national whitening treatment.

Since the manufacturer's less expensive over-the-counter version is available at every grocery store in town, we hope the manufacturer at least sends the dentist a thank you note.

DELIVER A RELIABLE EXPERIENCE

Deliver a consistent patient experience. People prefer consistent quality to nasty surprises, and a brand isn't really a brand if the practice doesn't deliver a consistent, high quality experience.

Consistency is why budget-minded American students traveling through Europe often pass on local fare to eat at McDonald's.

Remember, just a few negative experiences can blow your brand credibility and betray the trust you've worked so hard to build.

The comprehensive list of
questions to ask in order to
discover your practice's
brand...

Ask these questions as they pertain to your practice
in order to discover your brand...

THE LIST

Have you received referrals from other physicians? Why has your practice been referred?

Can you have business hours of operation that are especially friendly to working folk?

Can you implement a follow up service in place (complimentary phone call from office staff)?

Can you send thank you cards?

Can you create a mission statement?

Can you take photos with patients and post to social media (if they allow)?

Can you ask patients why they seek out your practice?

Can you advertise a long patient lifespan?

THE LIST

Can you advertise with local businesses?

What are your major strengths?

Can you post thematically on social media?

Can you have the shortest wait times in the area?

Can you attend seminars and conferences on new technologies?

Can you keep a blog online and post helpful advice?

Can you offer long patient visit times (in person when the doctor sees the patients)?

Can you give a free gift with every visit?

Can you have an attractive website?

THE LIST

Can you create social media profiles on Facebook and friend your patients (keep this separate from your personal profiles)?

Can you create a podcast?

Can you write a book?

Can you publish an article in the local newspaper (or start a column)?

Can you promise consistency in service?

Can you guarantee something to your patients?

What does your practice offer that others may not?

Is there a [review site you want to invest time in becoming the top at?](#)

Can you differentiate by [showing up first in search engine results?](#)

THE LIST

Do you have a subspecialization that sets you about from other practitioners?

Can you differentiate on years of experience?

Can you speak at a local community club?

Can you hold a question and answer session?

Can you host a support group for sections of your patients?

PATIENTS MUST KNOW: WHY YOU?

It is true in business and it is true for your practice.

Your practice will need to differentiate itself,
whether it by specialization, patient type, or any
other factor.

NOW WHAT?

Perform this exercise and answer these questions in order to unlock your practice's brand and point of differentiation.

If you want to learn the number one initiative responsible for the online success of healthcare practices in the United States, click below:

I WANT TO
LEARN MORE

([Or Click Here](#))

SEARCHTIDES