

How surgeons & specialists can go direct-to-consumer for new patients

Communication Conduits

> Content-rich Internet sites

make use of educational text and proprietary “white hat” search engine techniques to appear on the first page of Google.

> Eye-catching social media

programs, **Facebook ad campaigns** and landing pages generate traffic to the practice web site and generate surgical consults.

> Direct-to-consumer promotion

enables customers to bypass employed PCP distributors.

> Referral development

systems make use of databases and marketing communications that communicate practice capabilities to stimulate new referrals from a wider geographic market.

> Capabilities brochures

improve conversion from prospect to patient.

> Upscale Corporate identity,

logos, cards, brochures and signage enable the healthcare business to stand out as cutting edge.

> Video patient success stories

on the website enhance credibility.

> Patient brochures

improve understanding, compliance, retention and word of mouth referrals.

> Online patient satisfaction

surveys provide customer feedback for practice improvement.

> Reputation management

strategies help physicians get control of patient complaint boards like Healthgrades, Vitals, RateMDs, Yelp, Google Reviews, etc.

> Bundled rate development

for surgery provides predictable rates to payors and employers now steering patients to regional centers.

Are you dependent on the PCP “middleman” distributor for your customers? If so, you are at risk for three reasons. First, many primary care physicians in large markets are now employed by hospital systems. In many cases, these employed PCPs can have a financial incentive to refer to their hospital campus specialists ... no different than how a retail distributor is influenced.

Second, consumers are using the Internet to bypass PCPs and direct themselves to the best super-specialists and regional centers, especially when they have a health issue that can be self-diagnosed (e.g. back pain, hernia, joint pain, eye problem, cosmetic surgery issue, etc.)

Third, employers and insurance companies have a financial incentive to steer to “regional specialty centers” — especially those providing predictable bundled rates.

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A content-rich web site for a general surgeon providing hernia repair through a center-based approach. The direct-to-consumer campaign includes Facebook ads linking to educational content on the site.

The screenshot shows the website for the Alaska Hernia Center. The header includes the logo, address (3851 Piper Street, Tower U, Suite U230, Anchorage, AK 99508), and a call to action: "Call Now to Schedule a Consultation (907) 868-2075". The navigation menu lists: ABOUT US, THE HERNIA CENTER, WHAT IS A HERNIA, TYPES OF HERNIAS, HERNIA TREATMENT, CONTACT, and PATIENT PORTAL. The main content area features a large image of a person fishing, with a text overlay: "MINIMALLY INVASIVE SURGERY for all types of hernia issues and repairs! LEARN MORE". Below this, there is a section titled "Advanced Hernia Surgery in Anchorage" with text explaining the importance of seeking medical attention for hernias. At the bottom, there is a grid of six boxes, each representing a different type of hernia: Inguinal Hernia, Femoral Hernia, Umbilical Hernia, Hiatal Hernia, Incisional Hernia, and Other Hernias. Each box includes a brief description and a "Learn More" link.

Medingenuity has specialized in healthcare for more than 10 years, and created Physician Practice Online 5 years ago specifically for physician specialists. The team helps specialists keep existing referral streams and develops new referral sources from an expanded geographic market. That's because an educated patient WILL travel out of a secondary market for the best specialist.

Physician Practice Online then goes "direct-to-consumer" with promotion that enables patients to bypass captive PCP networks and seek out advanced specialists in minimally invasive surgery.

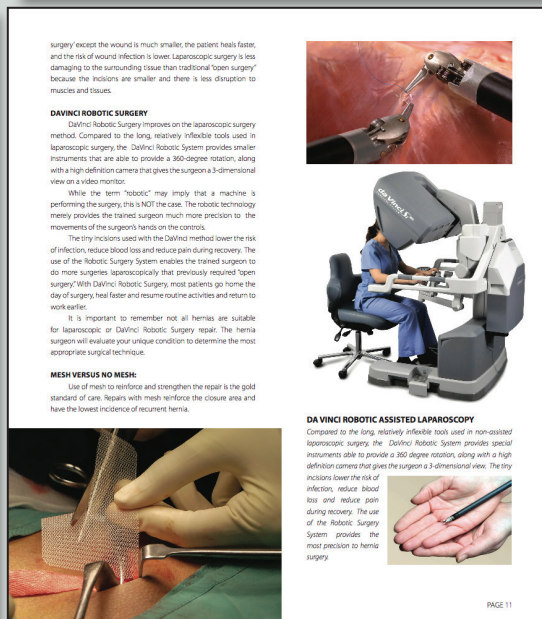
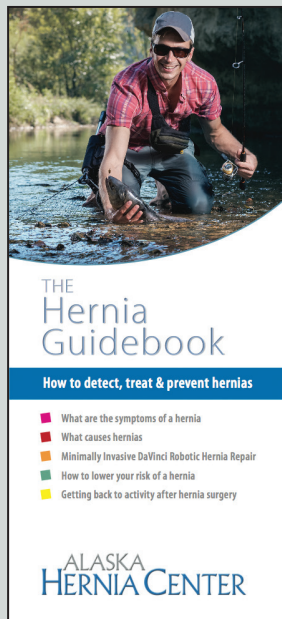
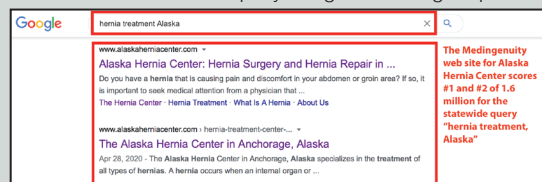
Are you positioned well for the next five years where educated consumers will self refer themselves to specialists for specialized health problems? Do you have a marketing resource that really understands healthcare channels?

Physician Practice Online and Medingenuity only does healthcare. The team works with surgical specialists, medical companies and ASCs from Alaska to Florida. It is directed by two MBAs who are specialized in healthcare.

Want to learn more? Visit us online at PhysicianPracticeOnline.com or Medingenuity.com. Or email John Reznik, MBA at John@Medingenuity.com.

Case Study: Hernia & Surgical Oncology

Physician Practice Online's content rich site for Alaska Hernia Center scores #1 and #2 on Google for the statewide query "hernia treatment, Alaska." Similarly, Physician Practice Online's site for Alaska Surgical Oncology scores #1, #2 and #3 on Google, consuming three of the top 10 spots of 3 million for the statewide consumer query "surgical oncologist specialist Alaska." Physician Practice Online has a 16-page Hernia Guidebook and a 16-page Healthquest Guidebook on surgical oncology issues.



What others say:

We have worked with Medingenuity since 2011 and they are a trusted resource. Medingenuity helped us develop a highly educational web site that explained our capabilities in the specialty of Ear, Nose and Throat. Medingenuity developed the necessary educational content that helps patients understand what can be causing various symptoms, and when it's important to go to an ENT specialist for treatment before more serious and permanent problems emerge.

Morris Gottlieb, MD, Founder
North Dallas Ear Nose and Throat

We relied on Medingenuity to develop two educational Internet sites, one for our physician group and the other for our radiation center. The two sites not only are ranked in the top 10 on Google for the key words we are targeting, but they have played a key role in establishing Urology Specialists of West Florida as the regional referral point for all urological problems around the west coast of Florida.

Annamarie Attaway, Administrator
Urology Specialists of West Florida

I relied on the Medingenuity team to help me start a new practice from scratch. They created the new practice identity: Alaska Surgical Oncology, then they developed an educational Internet site that communicated our capabilities in breast preservation surgery, skin cancer, and other cancer treatment. They started a referral development program that increased our visibility to primary care physicians, dermatologists and oncologists across the State of Alaska, along with educational ads. They developed an educational Healthquest Guidebook on cancer screenings and other practice brochures that established us as the statewide regional resource for surgical oncology. It all worked. I'm pleased that I now have a very busy practice in a new beautiful location. And we continue to grow. This year, another general surgeon joins us as we expand.

Charles Portera, MD
Fellowship-trained, Surgical Oncology
Alaska Surgical Oncology

I've known the Medingenuity team for over 15 years. Over the years, I used the healthcare marketing company for the successful start up of several medical companies. They helped with naming, corporate identity, brochures, logo development and the creation of web sites that explained our capabilities to prospective customers.

Ty Bruggemann, Founder
Promus Diagnostics

We have worked with the Medingenuity team since 2013 and they continue to be a valuable marketing resource and advisor for our growing company that specializes in helping ASC physician-owners maximize the value of their surgery centers. Medingenuity not only created and maintains our educational Internet site, but they also help us with ad campaigns and our work with physician seminars.

Jon Vick, President,
ASCs Inc.

PhysicianPracticeOnline

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