Medical Marketing and Public Relations for Orthopedic Surgery

Daniel Goldberg
CEO & Creative Director of Gold Medical Marketing
Daniel@GoldMedicalMarketing.com
www.GoldMedicalMarketing.com
973.287.7916
Typical Marketing Sources

• Patient Referrals
• Chiropractors
• Physical Therapists
• Primary Care Physicians
Demographic and Targeted Marketing
Most Desirable Demographics

Ages 30 - 60 (M/F)
- Pre-Medicare Age
- Highest Potential Employment
- Highest Population of Insured (Employer / Private)
- Highest Incidence of Injury
- Lower Co-Morbidity (surgeries can be performed in ASC - depending upon procedure)
Breaking Down the Demographics

Psychographics
- Habits
- Lifestyles
- Employment
- Family
- Location
Sample Demographic

Athlete / Weekend Warrior - (50 years old)

- Reaching the outlets they consume
- Educating them
- Creating a specific message
- Solving a common issue or injury
- Showing understanding of lifestyle
Sample Demographic (cont.)
Knowing Your Audience

Does your shoulder hurt again today?
How about that knee?

Get relief, right here.
And get back to the things you love.

Expertise you trust.
Service you deserve.
Google Search / PPC

**Bid Strategy**

- Should be focused on transactional phrases
- Using modifiers
- Robust list of negative keywords
- Tracked and modified daily
Effective Use of Adwords

Google search for "best spine surgeon nj"

Google search for "acl repair surgery houston"

Google search for "herniated disc surgery nj"
Wasting Money with Adwords
Search Retargeting

How it Works

• Potential patient views site
• Cookie dropped into browser
• Cookie triggers custom ads on other sites
• Reminds patient if they have not made a call / appointment
• Creates brand recognition for your practice
Using Social Media Effectively

Creating Relevant Content

• Relevant to your specialty
• Directs patients back to website
• Touches on news relevant to your audience (athlete injuries, new technology, research, etc)
• Blogs in list format (5 Things... 7 Ways..., etc.)
The “Social Media Company” Scam

Orthopedic doctors go through several years of schooling to gain their expertise. They first earn an undergraduate bachelor's degree at a four-year college, then attend medical school for four to eight years. Upon graduating medical school, orthopedic specialists enter a residency of one to five years.

The area of sports injuries focuses on injuries such as concussions. There are an estimated 3.8 million concussions in the U.S. each year, either professional or amateur sports or recreational activities, according to the Centers for Disease Control and Prevention.
Effective Social Media Use

Dr. Kevia Yao’s Trigeminal Neuralgia news piece on CBS News New York will be on the 11pm news on Wednesday 2/19. As soon as the story is aired, a copy will be available online. We will make sure to post the link.

We are very happy to do what we can to spread the message of TN Awareness in any way we can. Hopefully, this story helps raise awareness and shines some much needed light on TN.

Like · Comment · Promote · Share

http://newyork.cbslocal.com/2014/02/21/seen-at-11-new-treatment-provides-relief-from-horribly-painful-tn-disease/

Seen At 11: New Treatment Provides Relief From Horribly Painful 'TN' Disease - CBS New York

Thousands of people every day are suddenly struck with a condition that’s so debilitating, it pushes them to do the unthinkable. But there are new treatment options.
Likes / Followers
Quality vs. Quantity
Building a Relevant Social Media Audience

- Using email database / EMR
- Age
- Location
- Likelihood of transitioning into patient
Social Media Marketing
Public Relations and Media Exposure
What is Public Relations?

The management and execution of the spread of information an organization and the public.

The creation and maintenance of a public perception or image.

The proper utilization of media to create or convey messaging.
The Angle

The angle is everything!

- Why is this worth 3 minutes?
- Why is this worth 1,500 words?
- What is the bigger issue?
- Who is the audience?
- How does this help ratings/readership?
- Why are you the authority?
The Angle (cont.)
Primetime Evening News
Dr. Kevin Yao of Metropolitan Neurosurgery was also featured on CBS Evening Primetime News to discuss a new treatment he performs for patients with Trigeminal Neuralgia.

Click To Watch Segement

2000000
Over 2 Million In Viewership

Demographics
Average viewer: between ages 25-54
Cause Based PR
Patient Based PR

1500000

Over one and a half million people saw this segment when it aired - over a million hits on the doctors website.
#1 Rule: IT’S NOT ABOUT YOU

- Always about the patient
- Highlighting patient obstacles and struggles
- You are a catalyst to their happiness, not the source
- Quotes and medical opinion
- Always sympathetic to patient
Identifying Relevant or Specialized Outlets

Thinking Past Traditional Media

- Athlete?
- Vocation Specific?
- Publications with specific interest?
- Part of a larger issue?
- Reader Relevance?
Patient Based PR (cont.)

Getting Back on The Horse After Spine Injury

Rider Returns to Competition Only 6 Weeks After Spinal Surgery

"My first thought was that I was paralyzed. I could not walk and just had to lie on the ground for the first five minutes," recalls competitive horse rider and barrel racer Tennyson Davis. "I was helping a friend show a horse and, without warning, the horse bolted and I was flung to the ground. I ended up on a hill and the horse trampled over me. I fell on my left side, causing my head to hit the ground and the horses hooves scraped across my body.

The 56-year-old Bakersfield, CA native has been riding horses for 47 years and has been competing in barrel races for the last 7 years. Before her accident she was ranked 8th in the AURBA (American Upright Barrel Racing Association) and 13th at the WCCBA (West Coast Barrel Racing) — even though the races are usually less than 30 seconds, the adrenaline high is insatiable," says Tennyson. "I was terrified I would not be able to compete again."

In the days following her January 30, 2014 injury, Tennyson's pain increased substantially and she complained of pain in her hip and through her leg. Her first thought was that her horse had damaged or fractured her hip, however MRI's and X-rays showed no damage to her leg. After being unable to locate the source of her pain, Tennyson contacted neurologist Dr. Anthony Vinci in Westlake Village, CA. "After reviewing her medical studies it was immediately apparent that her injury was not to her hip but to the nerve in her left leg," recalls Dr. Vinci. "Many times patients will complain of pain in the hips and legs, and rightfully think it is a hip related issue. However, many times this is actually the result of a spinal nerve impingement." In Tennyson's case, this was caused by the physical trauma of her being knocked over by the horse.

Dr. Vinci recommended that Tennyson undergo surgery immediately due to the fact that, if left untreated, spinal nerve impingement can cause permanent loss of sensation or function in the leg. This permanent loss of function would not only hinder her daily life but also make it
Tracking PR ROI

- Reception staff
- Dedicated phone number
- Intake forms
- EMR
- Web traffic monitoring
- Monthly patient acquisition reports
Community Involvement
Sponsorships

• Local sports teams
• High School Sports
• State or county sports tournaments
• 5k’s, 10k’s, charity walks, etc
Effective Promotional Items
Sample Demographic:
Parents with High School Aged Children

• Between the ages of 36-55
• Highest group of employed / insured
• Highest instance of orthopedic conditions
• Highest demographic of elective orthopedic surgeries
Psychographics of this population

- Desire to feel “young again”
- Health and fitness minded
- Wish to enjoy the second half of their lives unrestricted by pain
The Importance of Cohesive Marketing

IN THE PAST...
TO BE COMPREHENSIVE, PHYSICIANS AND OFFICE MANAGERS HAD TO MANAGE MULTIPLE COMPANIES.

- Marketing Agency
- Advertising Agency
- Public Relations Agency
- Digital Marketing Agency
- Web Design Company
- Social Media Management Company
- Search Engine Optimization
- Graphic Design Company
- Photo/Video Production Company
- Business Development Firm
The 5 Most Effective Medical Marketing Tools in Spine, Orthopedics, Neurosurgery and Multi-Specialty Practices

Daniel Goldberg
CEO & Creative Director of Gold Medical Marketing
Daniel@GoldMedicalMarketing.com
www.GoldMedicalMarketing.com
973.287.7916