



Reaching Patients In A World That's Changed

T-Bones Annual Conference 2019

Brian Q Davis

Executive Vice President - Scorpion Healthcare





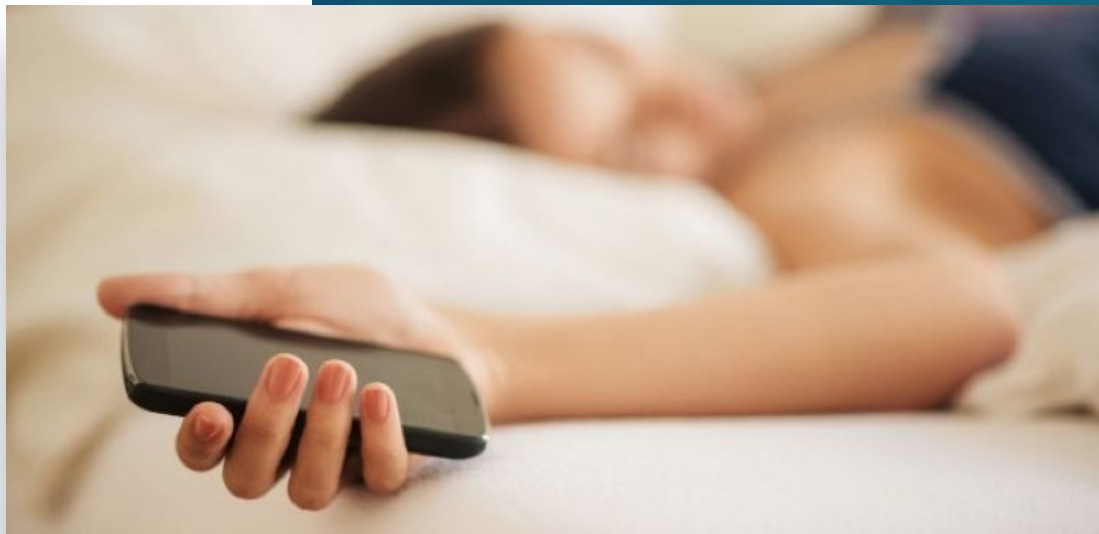
The World Has **Changed**





No One Goes Online **Any more...**

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The Attention **Is Here.**

Master it or be mastered by it.





Why is this important?



Perry Elizabeth

February 19, 2017





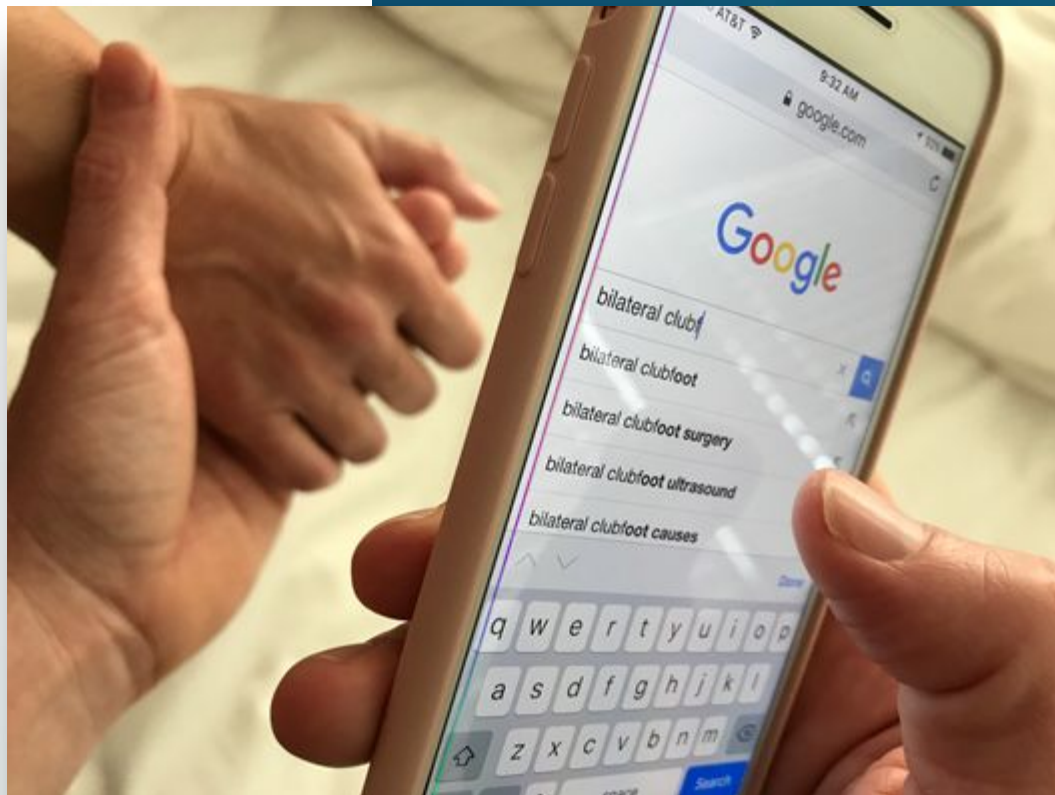
Perry Elizabeth

February 19, 2017



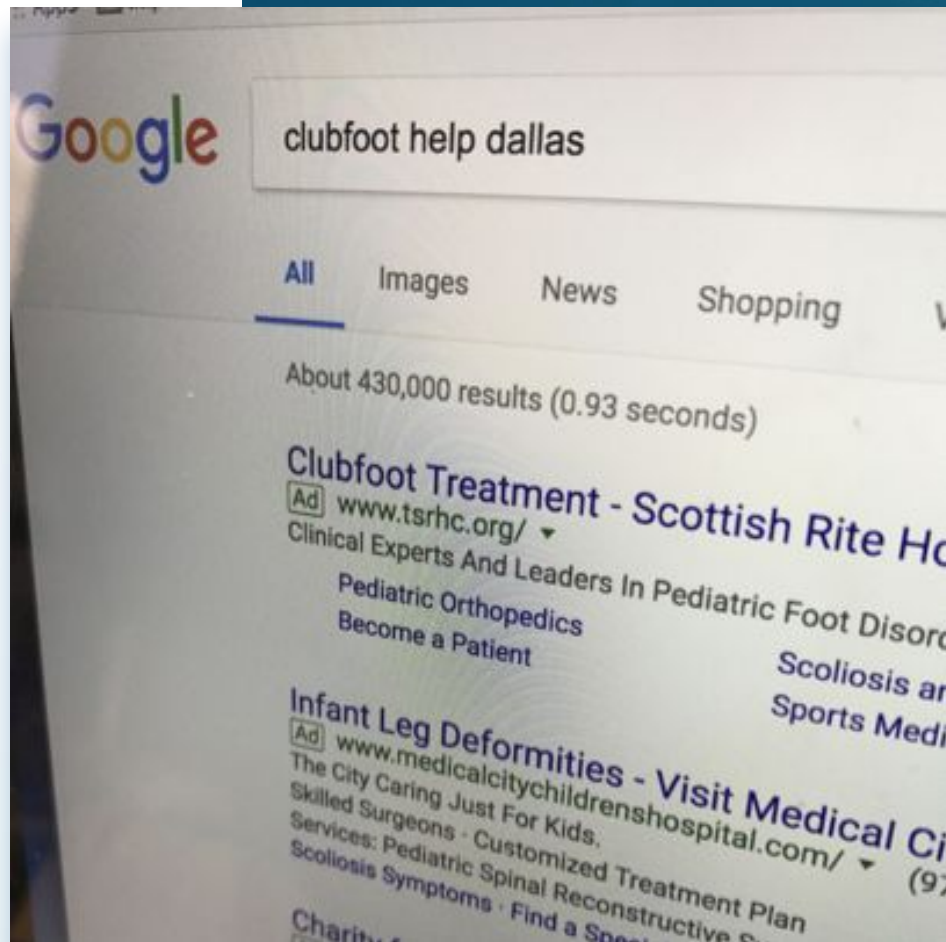


Maximum Uncertainty





Bilateral Clubfoot





Bilateral Clubfoot

//

may undergo surgery. In most cases, a special brace is used to prevent the condition from recurring.



GENERAL INFO

[Become a Patient](#)

[Refer a Patient](#)

GET INVOLVED

[Ways to Give](#)

[Volunteer](#)

NEWS

[Press Room](#)

[Photo Gallery](#)

VISIT US

[2222 Webber Street](#)

[Dallas, Texas 75219](#)



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This is Happening
Millions of Times
Per Day



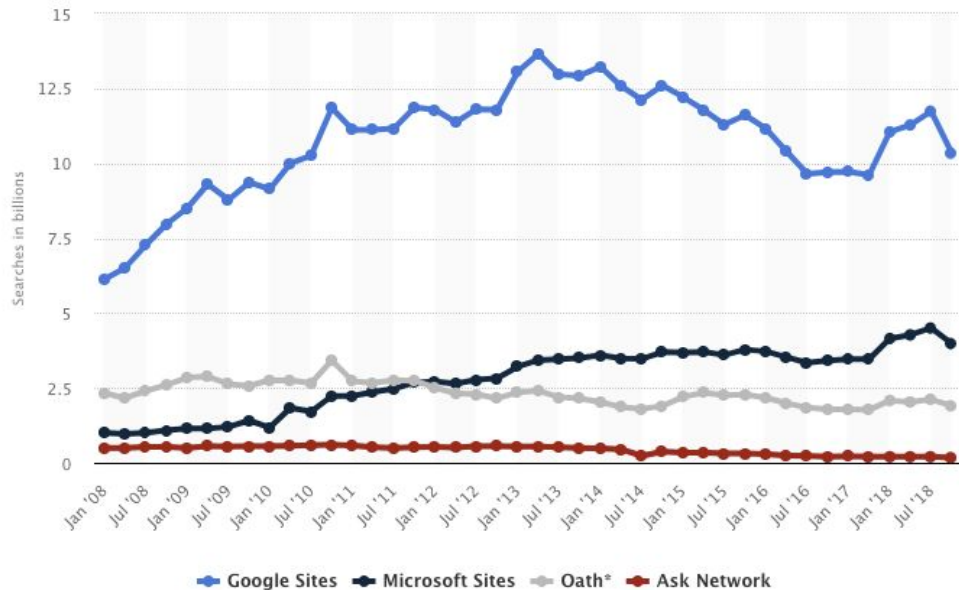


They are Looking for **You**

//

Estimated health-related searches in United States

- ~7.8 B / year
- ~650,000,000 / month
- ~21,000,000 / day
- 1 in 20 search inquiries





*If we don't reach
your patients, then
who will?*

//





First Impressions Happen **Everywhere**

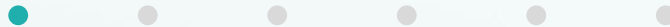
1,000s of times per day.



What is **Marketing**?

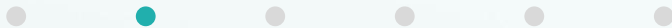


Advertising



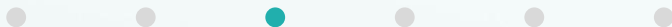


Video



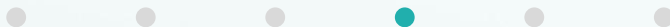


Design



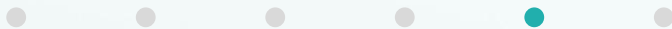


Branding



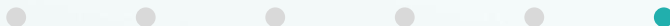


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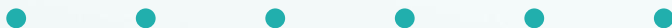


Your Message





These are just tools of marketing.






Marketing is **Connection**





What
marketing is
not.

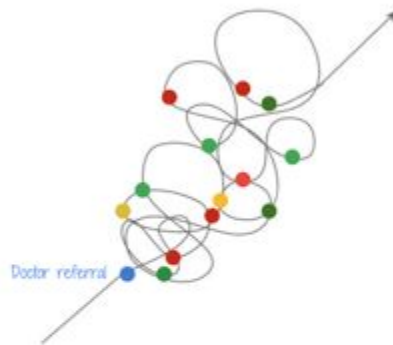




Connection requires **the willingness to go where your patients are and be present all the time.**



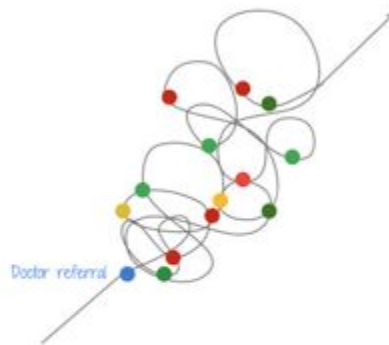
What we think it looks like



What it actually looks like



What we think it looks like



What it actually looks like

(But all of this can happen in minutes!)

Those that
connect, **win.**





Where do
You **start?**





First answer this question



What would I be willing to pay to acquire a
new (_____) type patient?



Building your **Playbook**

- Define your **Business Goals**
 - New patients? Specific procedures?
 - Achievable and Measurable
- Construct a **Persona**
 - Age, Sex, Location, Income, Activities
- Delivery your **Message**
 - Demographics, Average Patient Revenue, Cost of Acquisition
 - Best Digital Channel
- It helps to have a Coach!






Find the Right **Connecting Points**

-
- Variety of options
 - Varying costs
 - Varying audience



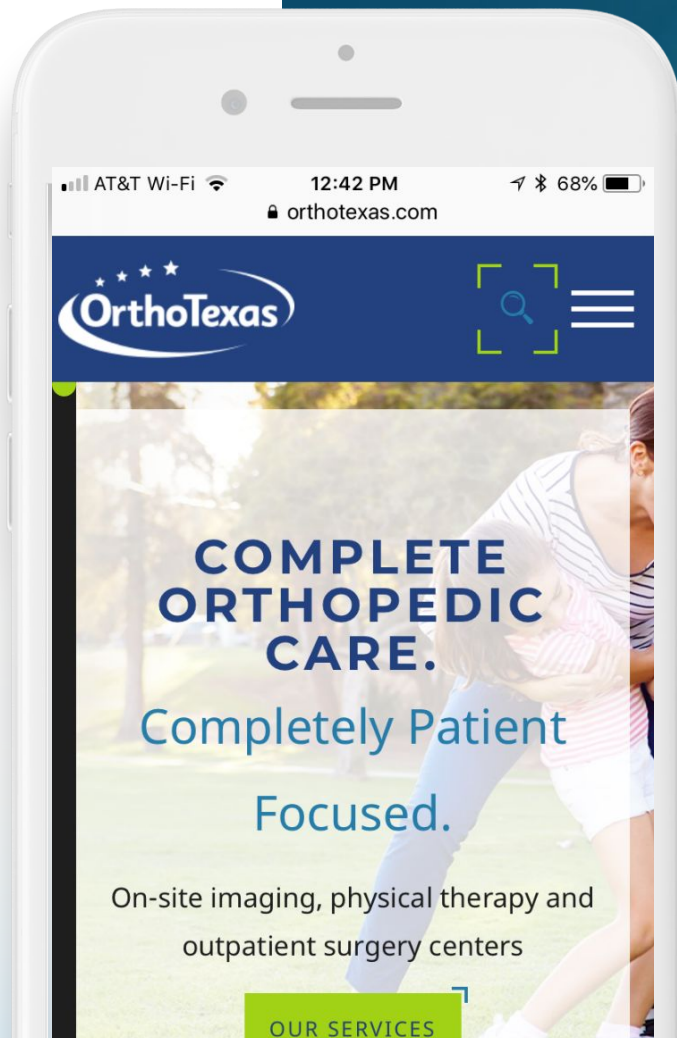


“How you show up one place is how you
show up every place.”



Your Website

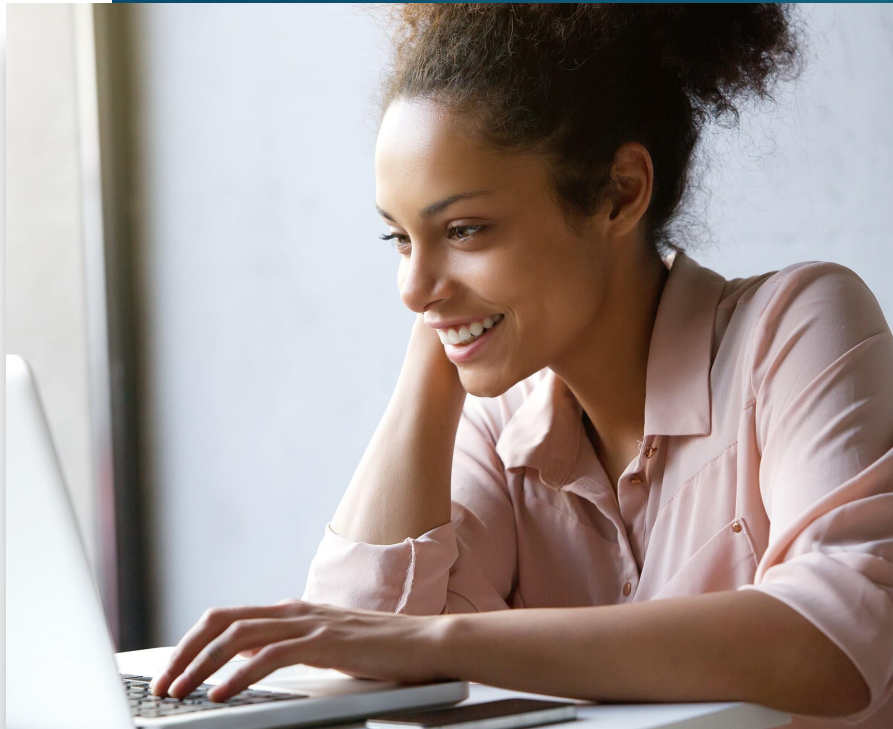
- Modern and Up-to-Date
- Patient-centric
- Establish **Trust**
- Clear Call to Action
- Design and Function





Tactics to Connect On the **Consumer Journey**

- Paid Search
- Display Ads
- Social Media
- Content Marketing
- Online Reputation
- Listings Management

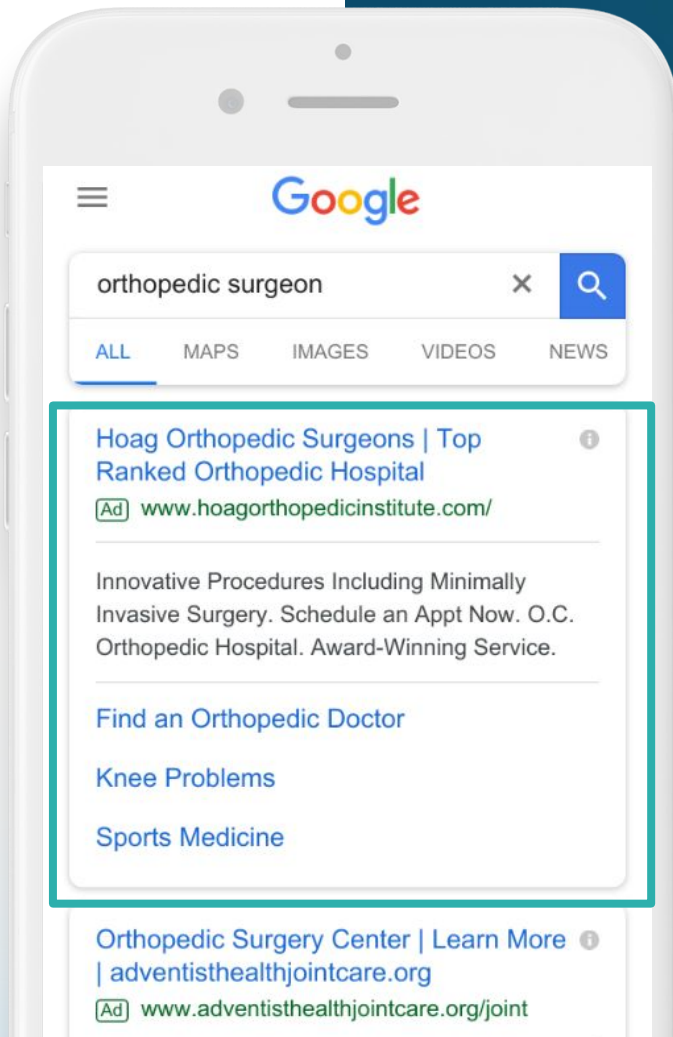




CONNECTION POINT 1

Paid Search

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CONNECTION POINT 2

Search Marketing

Listings & Locations

- Name
- Address
- Phone Number
- Ads? (YEP!)



orthopedic doctor near me



Rating ▾ Hours ▾

Sort by ▾

Southwest Joint Replacement & Sports Medi...

Ad 4.9 ★★★★★ (54) · Orthopedic surgeon
11.5 mi · 7777 Forest Ln · (972) 566-5564
Open · Closes 5PM



WEBSITE



DIRECTIONS

Berry Jr Phil H MD

5.0 ★★★★★ (1) · Orthopedic surgeon
1.3 mi · 810 N Zang Blvd · (214) 941-4243



WEBSITE



DIRECTIONS

Danny C. Holland, DO

4.4 ★★★★★ (7) · Orthopedic surgeon
1.2 mi · 221 W Colorado Blvd #431 · (214) 947-3684



WEBSITE



DIRECTIONS

Oakcliff Orthopaedic

5.0 ★★★★★ (1) · Orthopedic surgeon
1.3 mi · 810 N Zang Blvd · (214) 941-4243



WEBSITE



DIRECTIONS

More places



CONNECTION POINT 3

Social Media



Huntington Beach
Rugby Club
@hbrugby

Home

About

Posts

Photos

Email Signup

Videos

Groups

Community

Info and Ads

Create a Page



Like Follow Share ...

Sign Up

Create Post



Write a post...



Photo/Video



Tag Friends



Check in



Ask Huntington Beach

"Is anyone available to cha

"I have a question. Can yo

Type a question...

Posts



Huntington Beach Rugby Club



October 10 · 🌐

STILL A FEW DAYS LEFT of EARLY BIRD PRICING!

HB Veterans Day 15s on Nov 10th - Learn More!

<https://mailchi.mp/0cc042f9.../hbvetourney-2017-scrfu-3349873>

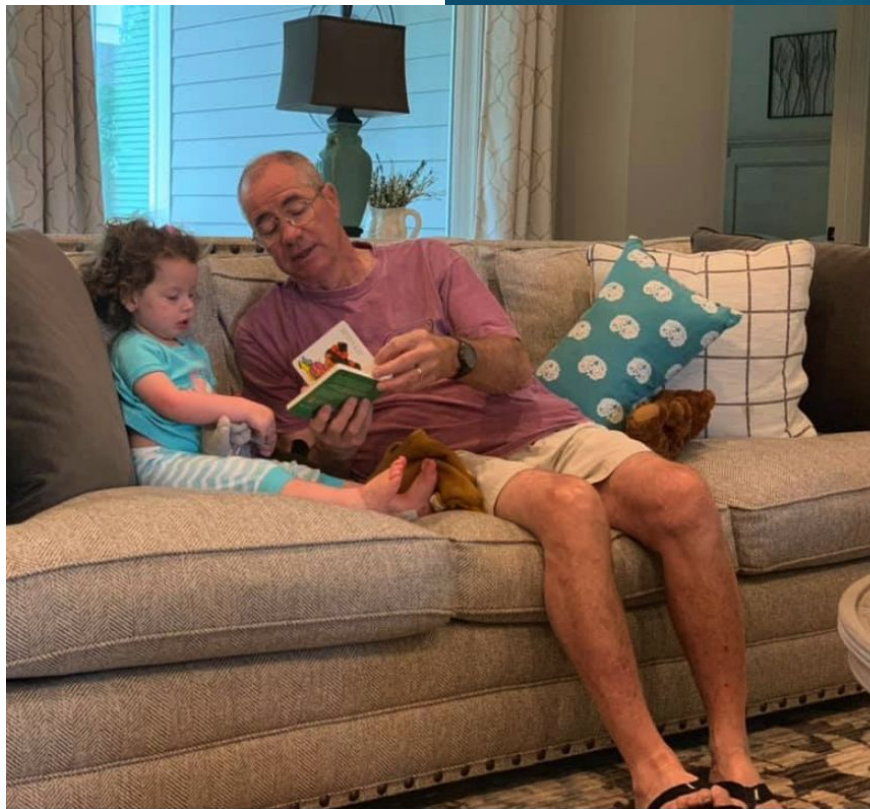


ABOUT HUNTINGTON B



CONNECTION POINT 3

Social Media

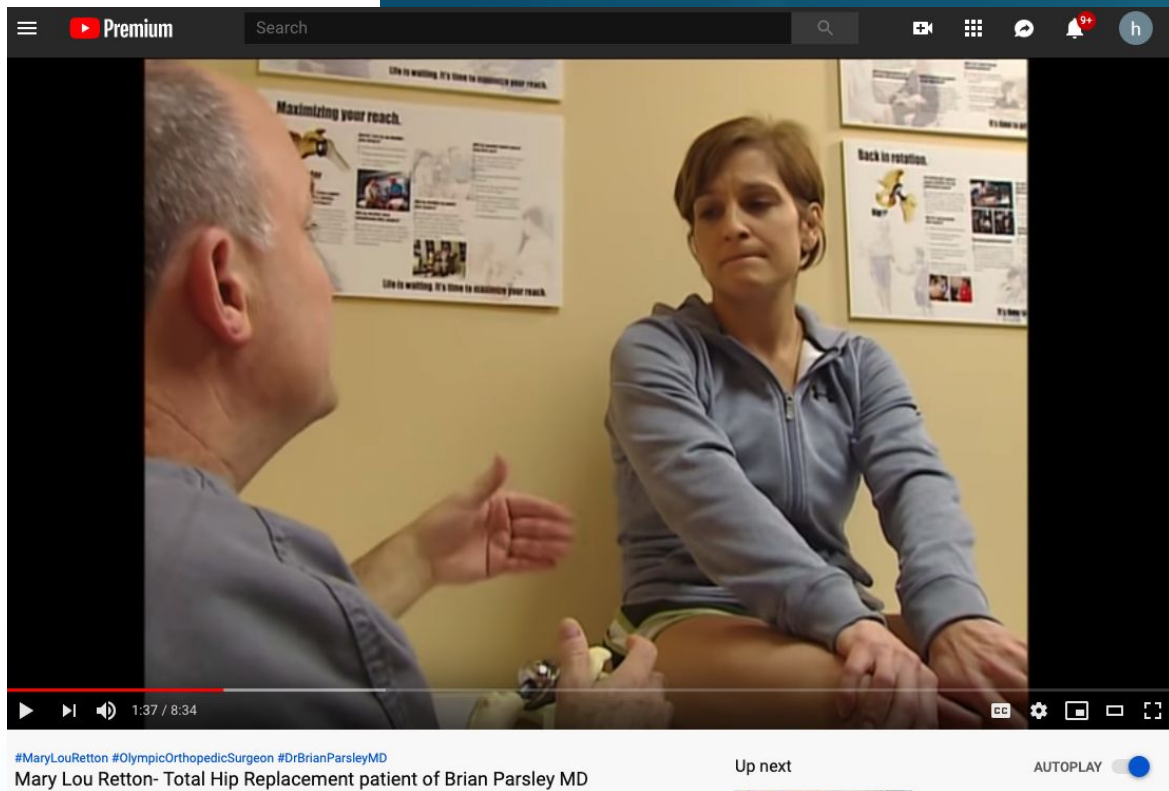




CONNECTION POINT 4

Content

- Wherever possible reduce uncertainty
- Video communicates more information in a shorter period of time.

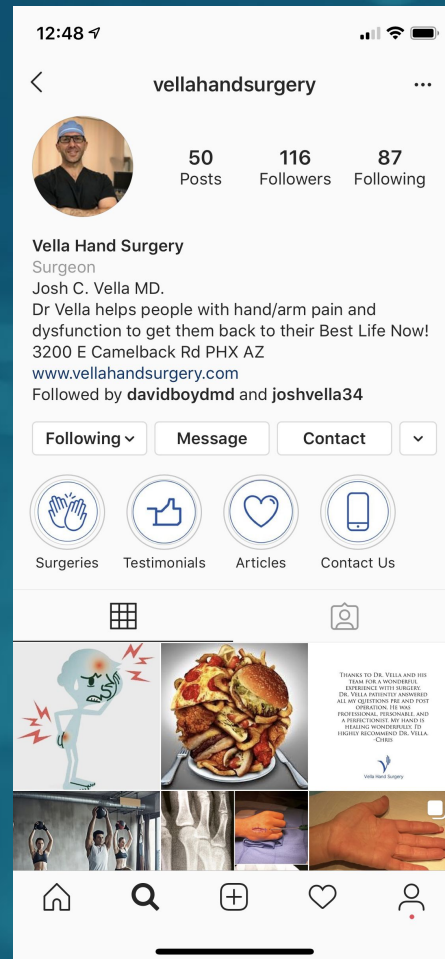
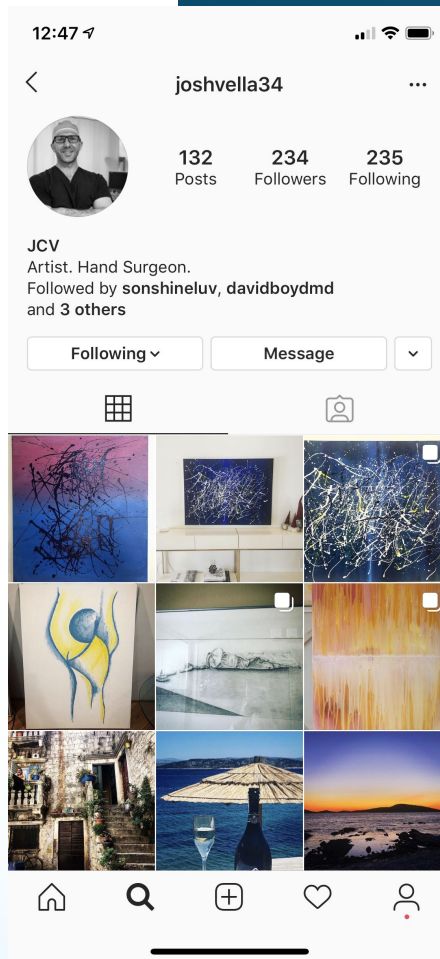




CONNECTION POINT 4

Content

- Authenticity wins!
- Take an active role.





Measure the Results & Track Progress

- Collect and Analyze Data
- Track your Measurables (not vanity metrics)
- Optimize based on Results
- “Adjust and Repeat”





Case Study

- 25 Physician / Multi-specialty Practice
- Strong desire to remain independent
- Limited resources
- Doctors “didn’t trust” marketing

6.5X

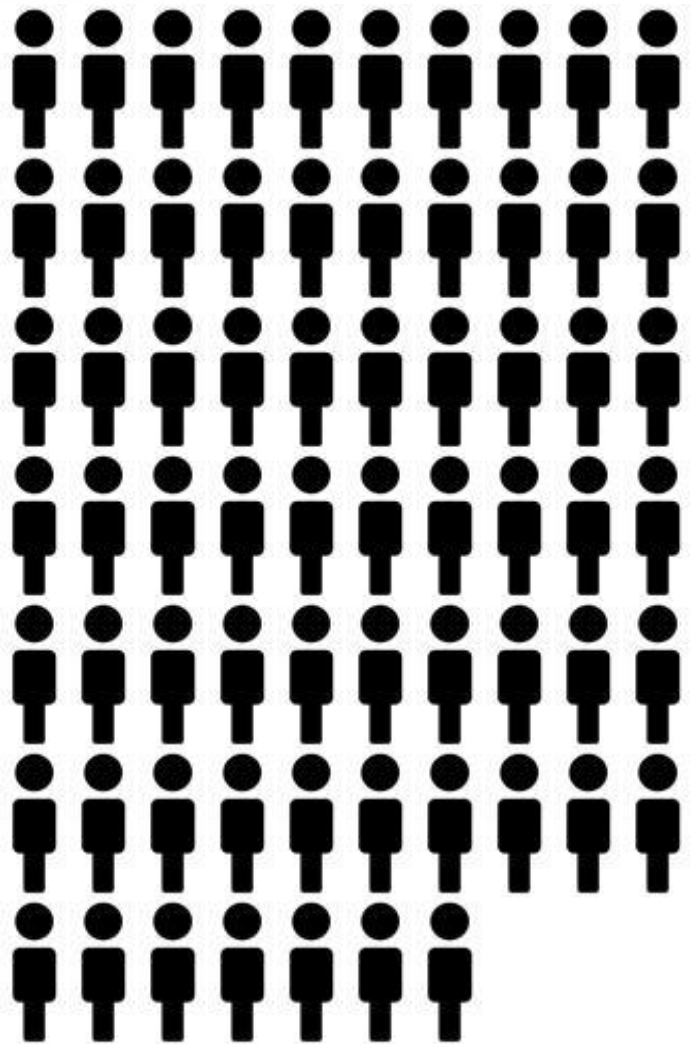
ROI

67

New client acquisitions
In first 4 months

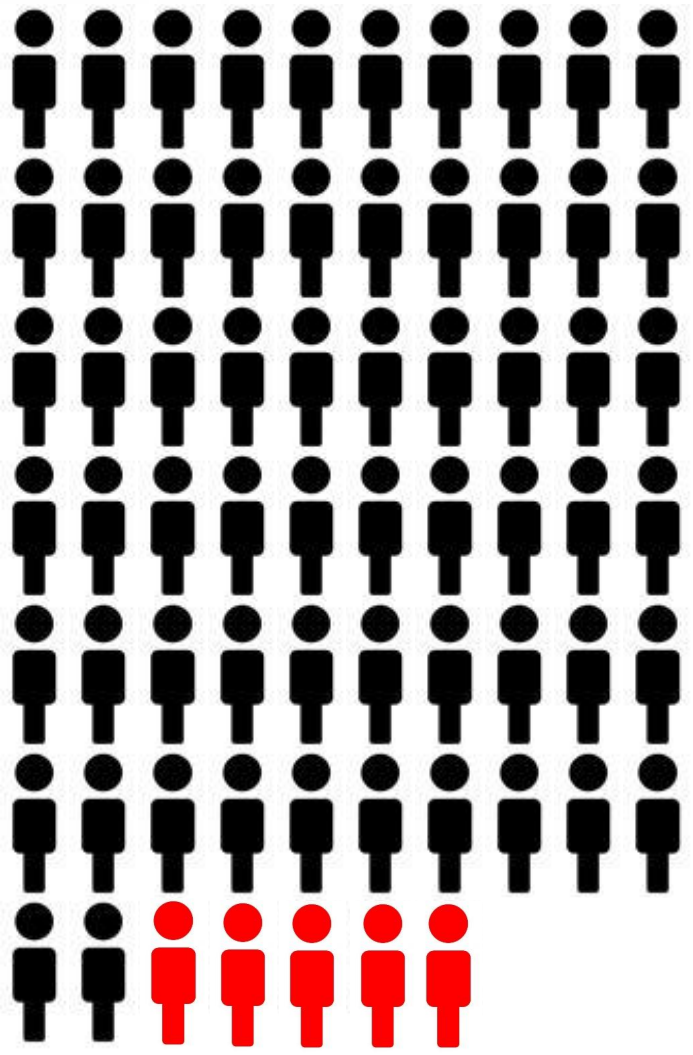
71%

New visitor rate



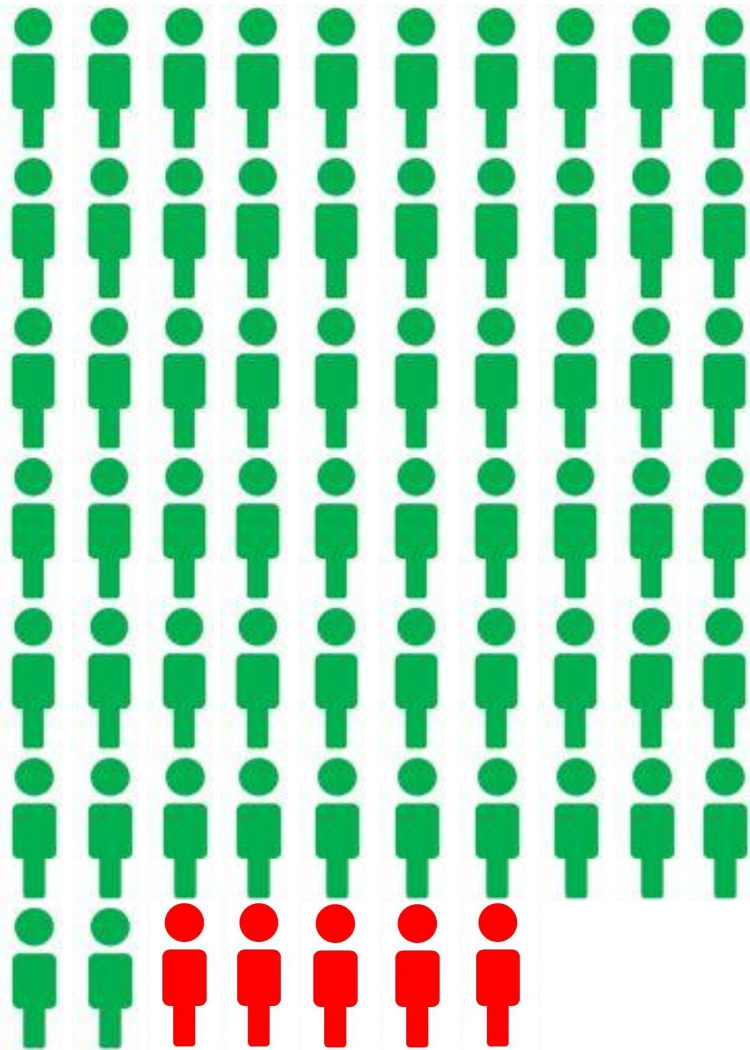
Orthopedic Practice

- First 4 Months
- 67 New Patients Acquired from Paid Digital Ads alone



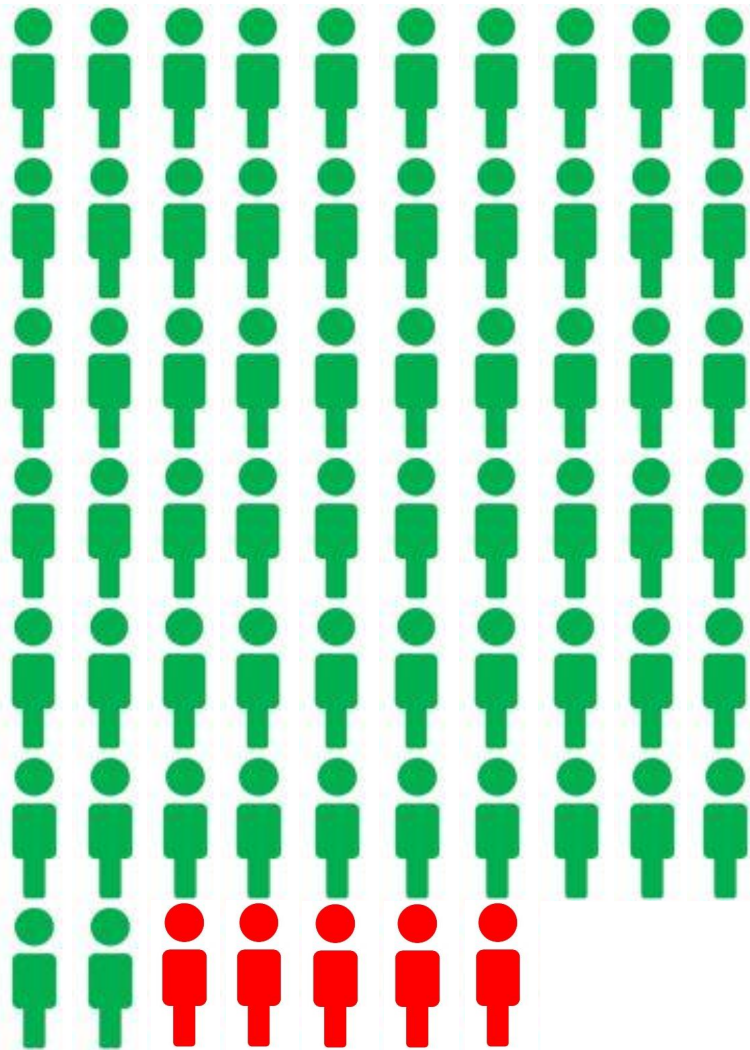
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Results: **6.5X ROI**



Key Mindsets & Takeaways

- Attention has **shifted**
- **Other focus** beats **self focus** in marketing.
- Marketing is **connection**
- **Authenticity wins! BE REAL!**
- Measure and **adjust**
- Find a **specialist** that can help
 - Healthcare experience
 - Digital marketing tech stack / resources









Q&A



Competition Scan

ortho@scorpion.co

SUBJECT LINE: Beat the Competition!

We'll run a digital analysis of your practice and one of your competitors.

Special accommodations for Provista Members





More Questions?

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