



The Growth-Oriented Orthopaedic Administrator

- ▶ Speaker: Tony Edwards, Venel
- ▶ Date/Time: Friday, September 30th
10:45 a.m. – 11:30 a.m.

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AGENDA



National Research
on Marketing Orthopaedics



Communications



Tactical vs
Strategic



Patient
Experience



Staff
Engagement

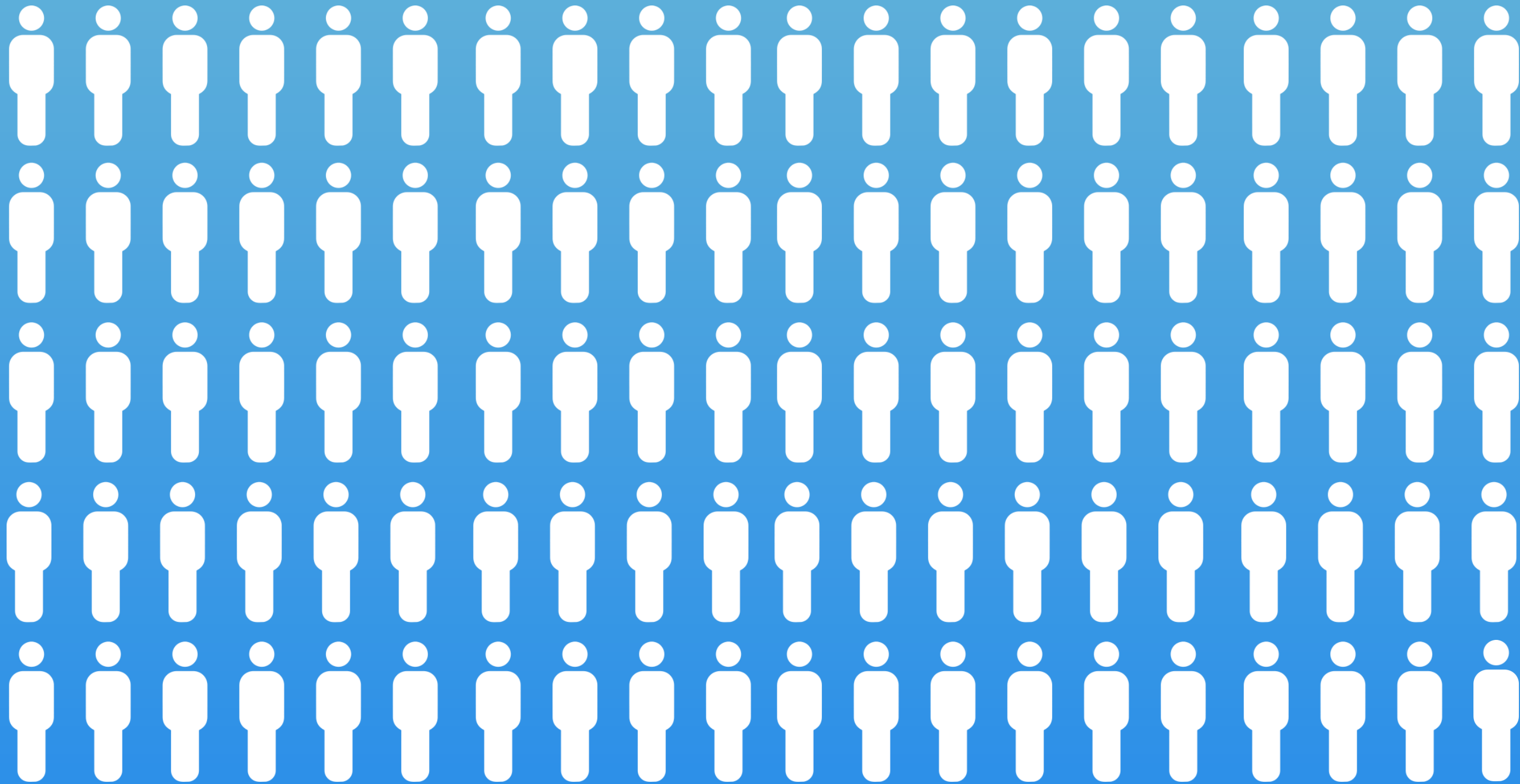


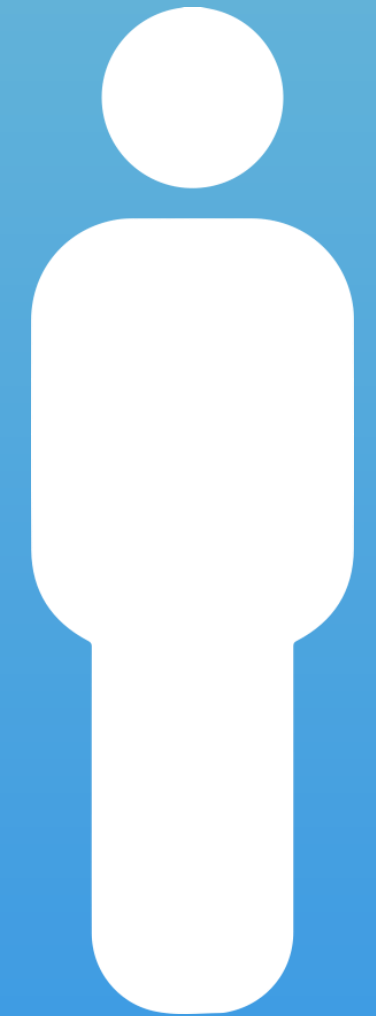
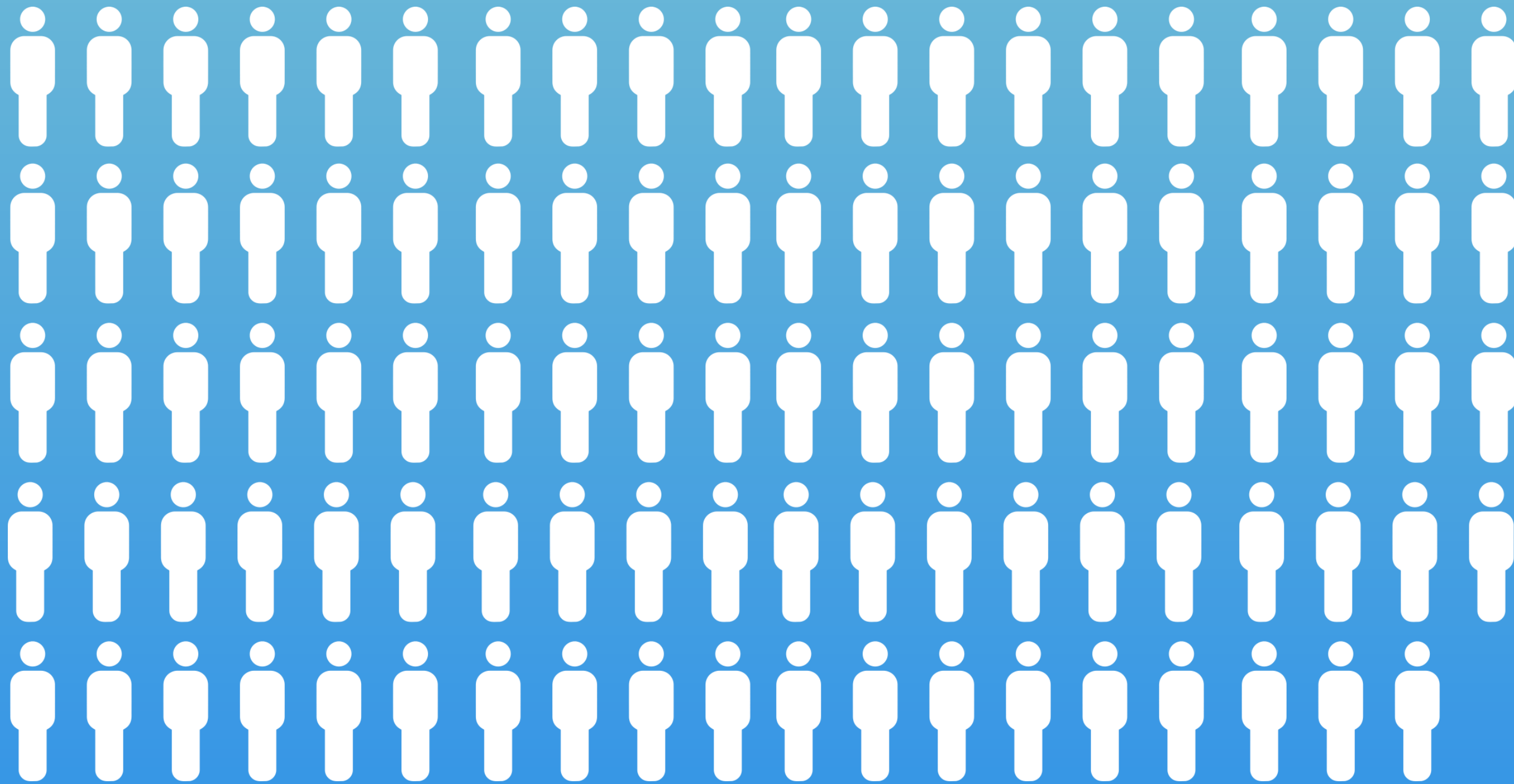
Questions

EXPERIENCE. EXPERTISE. RESULTS.



100% Population





Patients in need of Care

1%

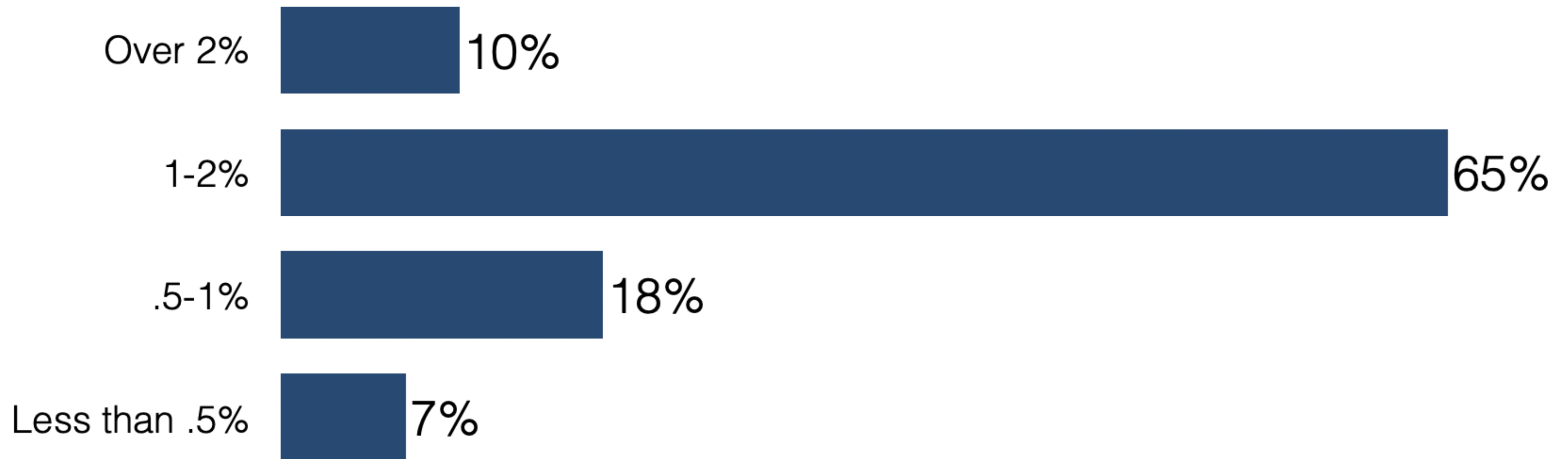
Is your orthopaedic Practice currently engaged in any form of marketing



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In the last 12 months, what percentage of receipts did your Practice spend on marketing?



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STUDY A

SAMPLE SIZE

**27 Orthopaedic Practices
4,077 Patients**

METHOD

**Practice Expenses
Patient E-Survey**

MARGIN OF ERROR

NA | +/- 1.54%

PARTICIPANT MAKEUP

**Orthopaedic Practice Size
3-32 MDS**

**Recent Orthopaedic Patient
Within 90 Days**

REGIONS

National

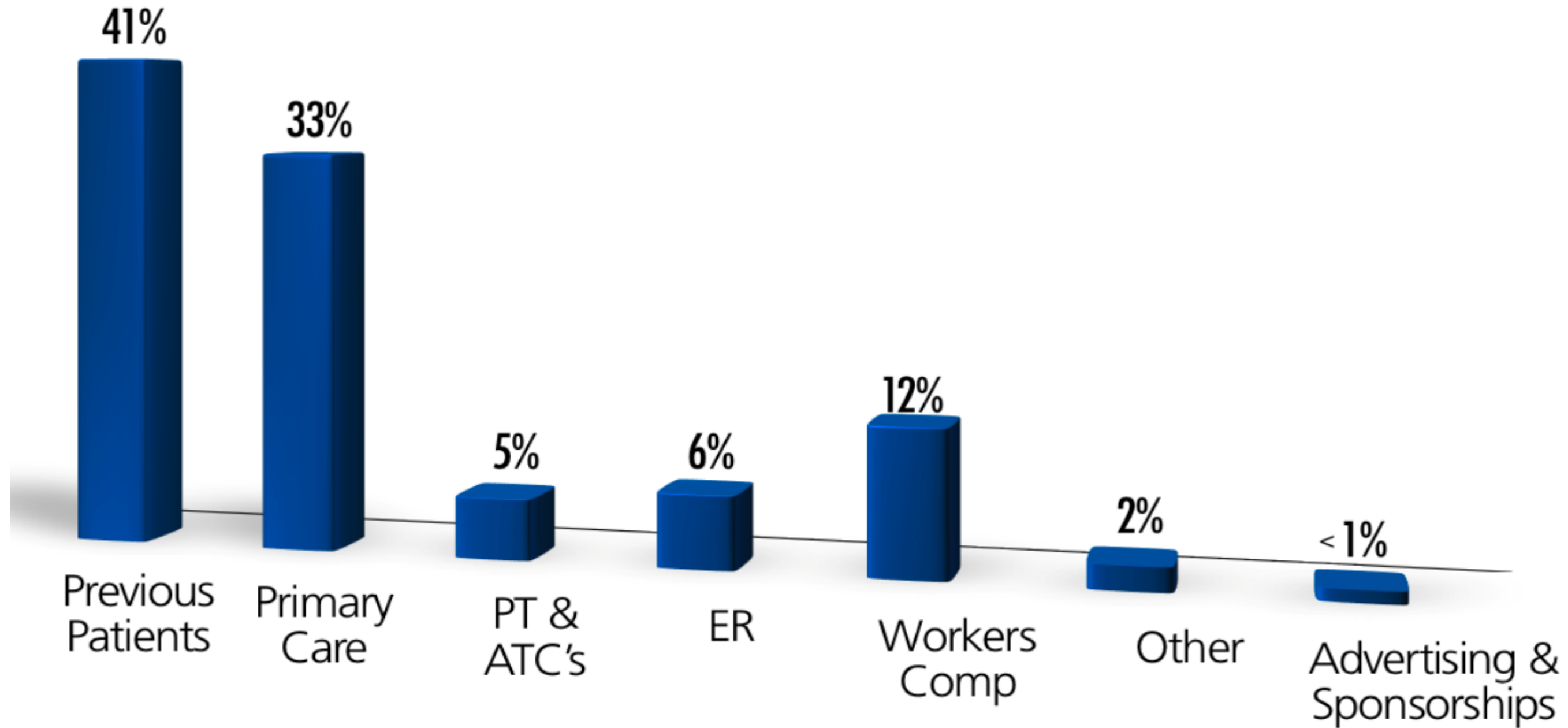
MARKET TYPES

Urban, Suburban, Rural

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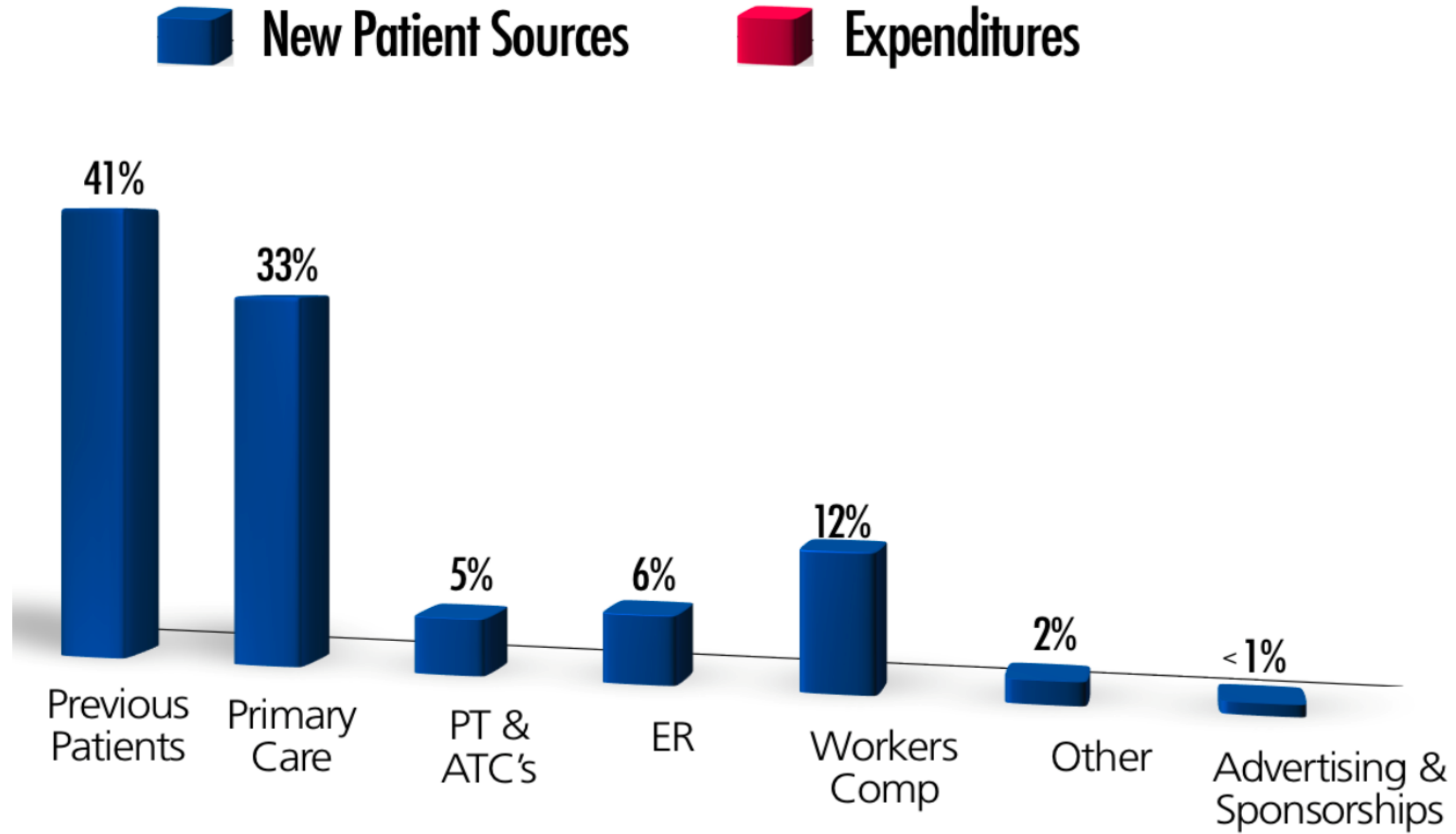
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New Patient Sources



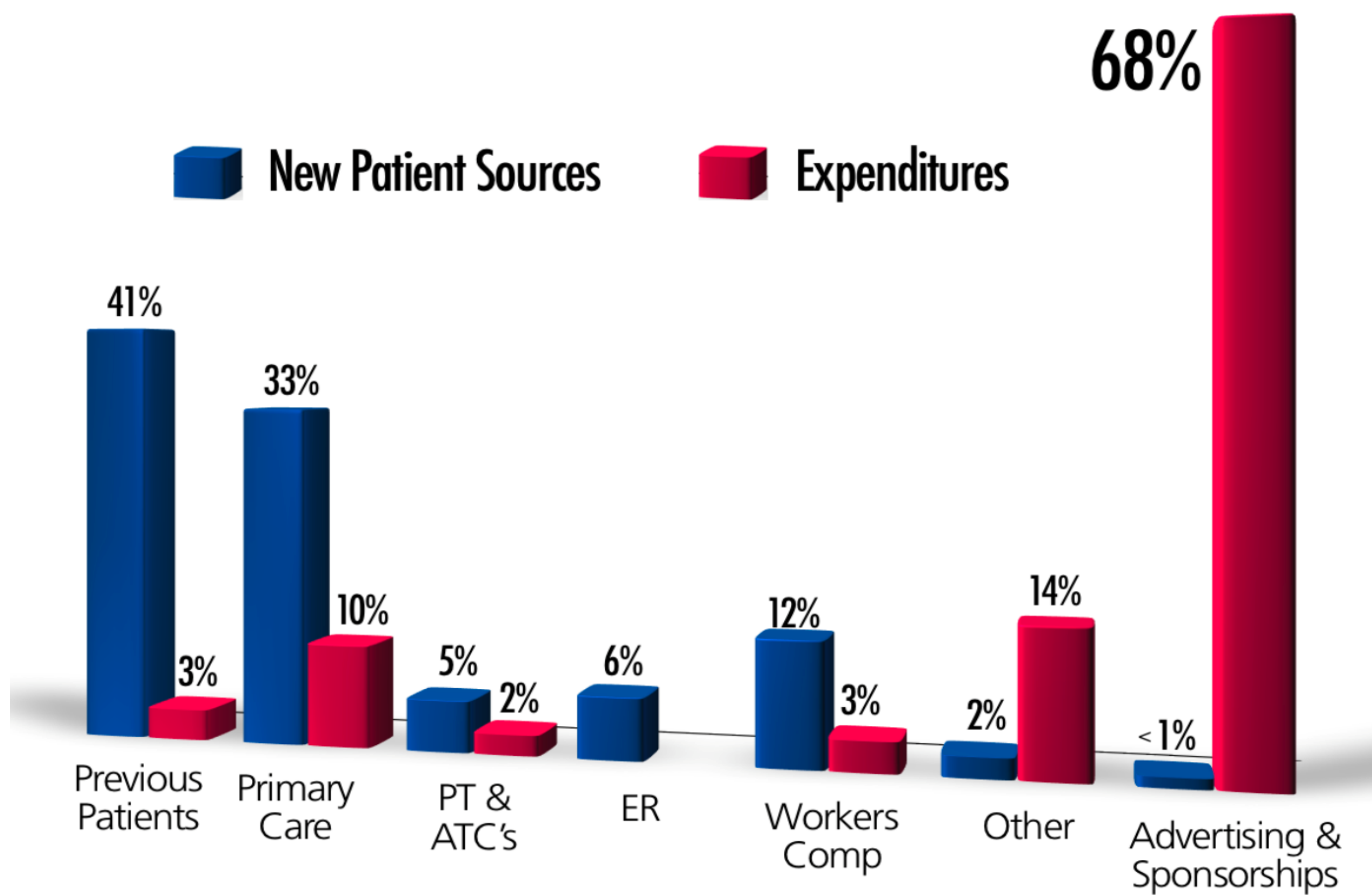
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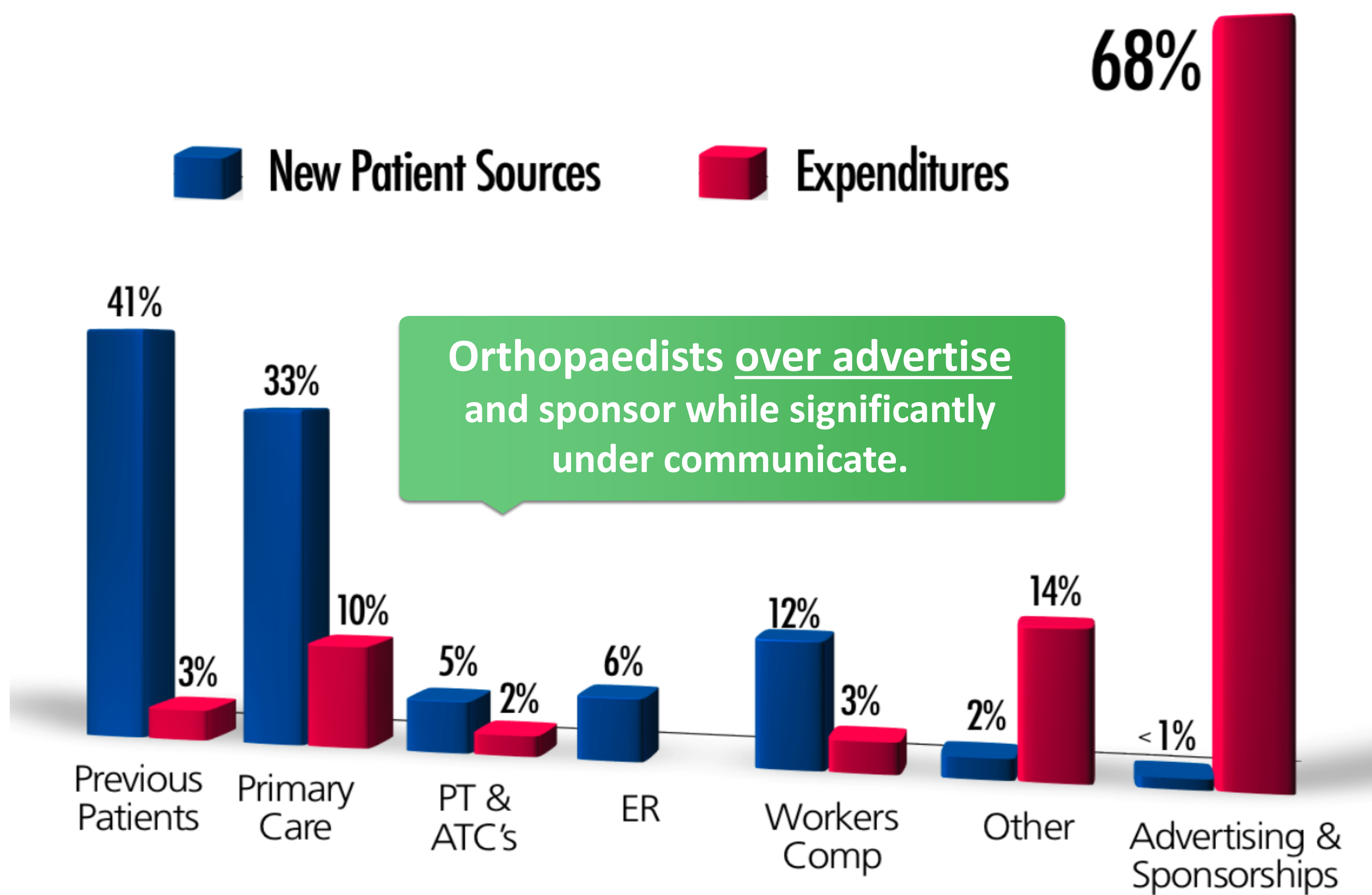
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14% TRUST ADVERTISING



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The Venel logo, featuring the word "Venel" in a stylized, cursive script.



PRIMARY CARE PHYSICIAN

Practice Wants:

Promote "Continuum of Care" – One stop shop w/ MRI, PT, ASC, etc

GREEDY

Referring Physician Wants:

Better Access

Improved Notes

Happy & Health Patients

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PROSPECTIVE PATIENT

“Our Next Available
Appointment is in 2 Weeks.”

Popular or Not an Option?

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C.O.W.

**Computer
On
Wheels**

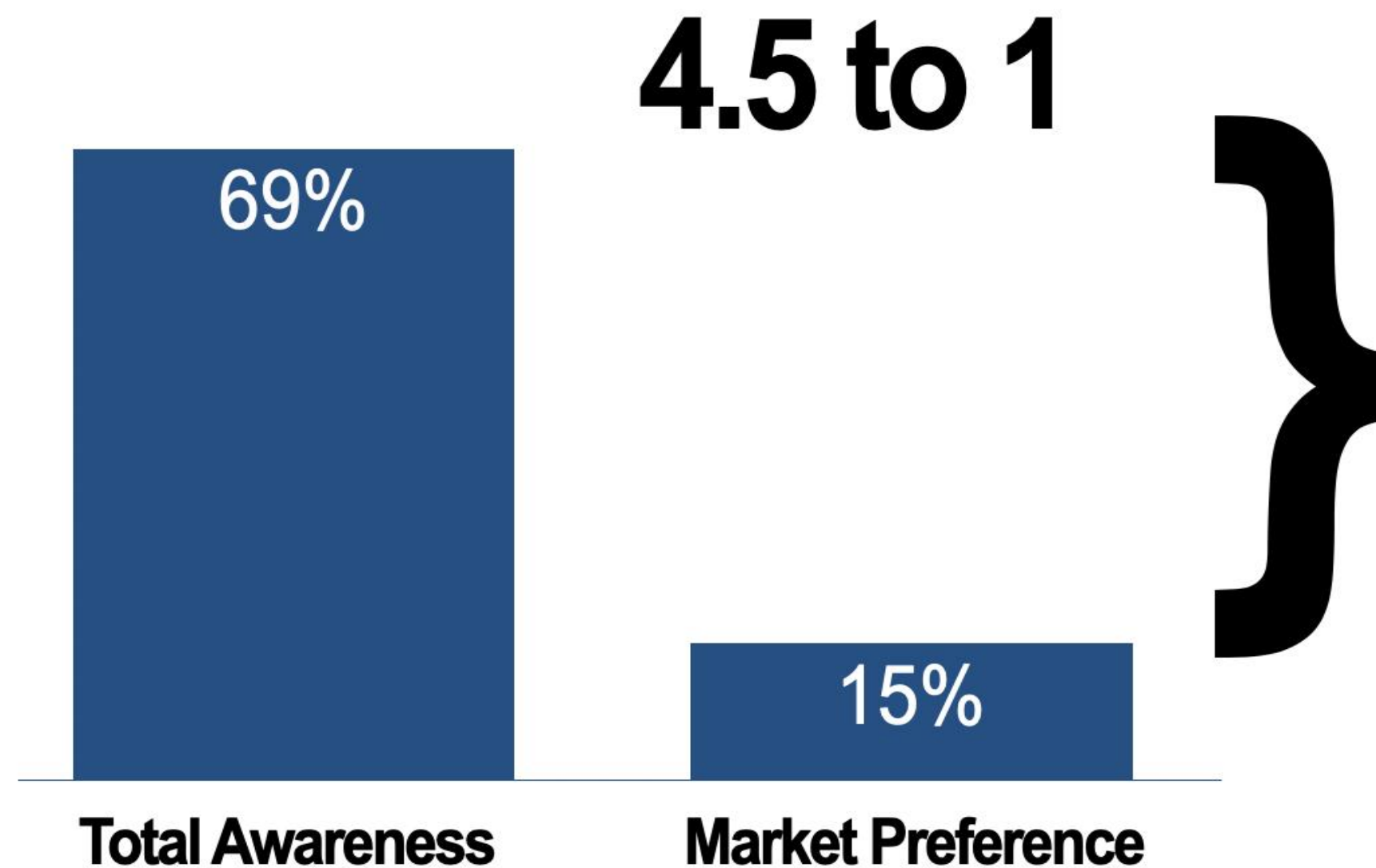


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STUDY B

Market Awareness vs. Preference



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Lots of fishing lures
are designed to
catch fishermen...
not fish.

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Most media packages
are designed to influence
you and your doctors,
not your patients.

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Does your Practice consistently measure a return on investment with marketing dollars spent?



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Tactical Approach

- Should we update our Website?
- Should we be on Instagram?
- Which sponsorships should we participate in?
- What advertising works best?

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Strategic Approach

- Where do we need to be in 3 years?
- How do we better align with our referral sources?
- What do we need to stop doing?
- What decisions will we be glad we made three years from today?

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Differing Objectives

When you have
different doctors,
in different subspecialties,
in different stages,
different markets...

Consensus is challenging.

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Communicating with the Market

Wants and needs of:
patients, referral sources,
primary care, the sports
community, payors, adjustors...

Ongoing innovations of
websites social media,
rating sites, etc.

... the complexities
are numerous

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Questions You Should Have Answers To

What are the fully loaded costs associated with generating a new patient (Staff, marketing expenses, etc.)?

What is an average patient worth to the Practice?

What is the lifetime value of a new patient?

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Traditional Practice Stages I-III

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STAGE 1

STAGE 2

STAGE 3

Results are rarely measured

- Minimal focus
- Minor perceived need



Low Activity



Dramatic Increase
in Activity

- Try something/everything
- Significant increase in costs
- FTE to manager

Costs



Low Activity

- Cut random expenses
- Hesitant fluctuation

Traditional Practice Stages 1-3

STAGE 4

Results



Results

Remeasure

Plan

Results

Remeasure

Plan

Execution



Costs

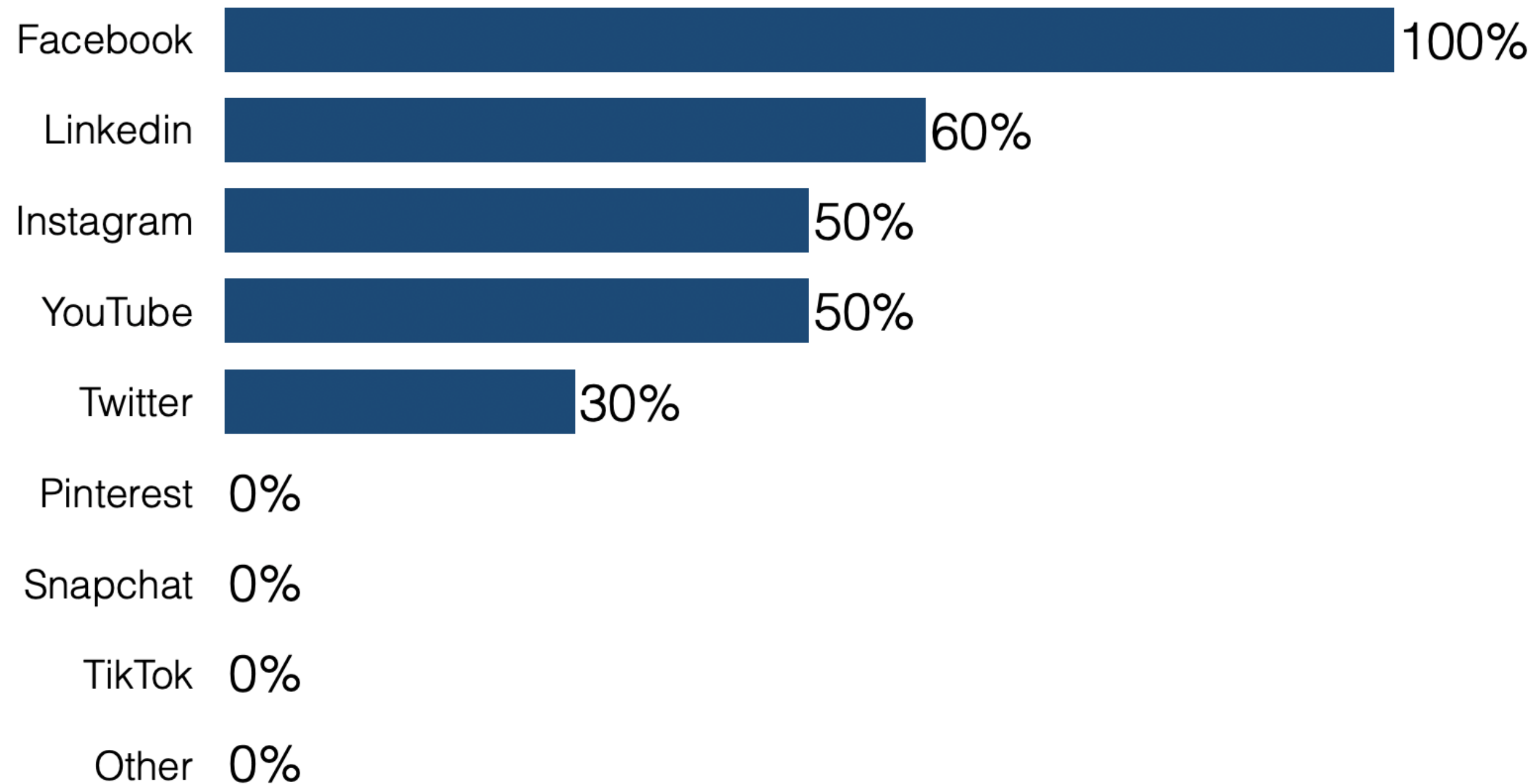
Initial
Measure

Plan

Execution



Which of the following social media sites is your Practice currently active on?



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Anchorage Fracture & Orthopedic Clinic

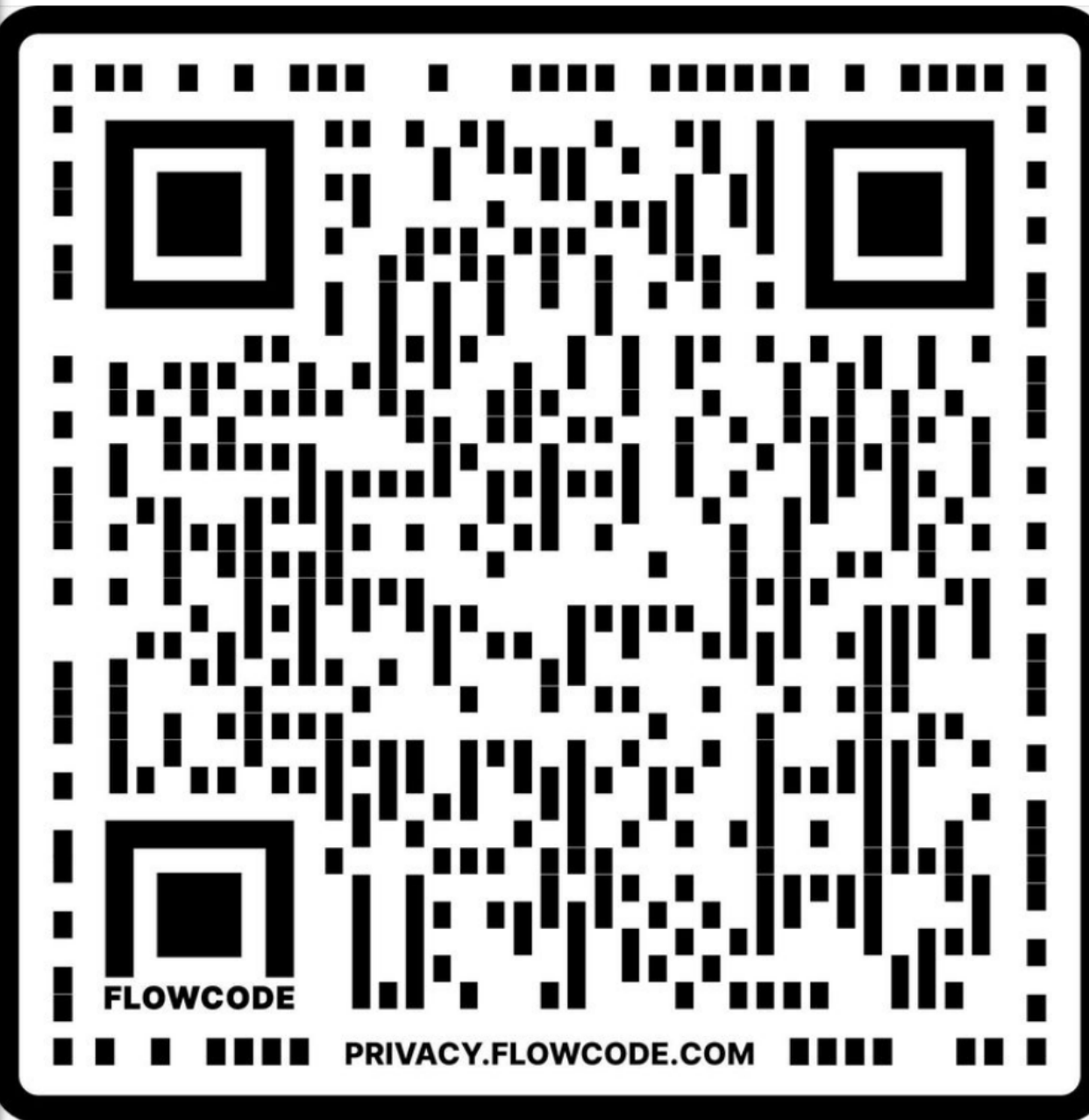
August 18 at 3:55 PM · 🌐



<https://www.adnbestofalaska.com/vote...>

Share your success with Anchorage Fracture!

Please vote AFOC "Best of Alaska" in the Orthopedic Surgeon category. We appreciate your vote!



👍 2

2 Comments

👍 Like

💬 Comment

➦ Share

Most relevant ▼



Write a comment...



Kelly Meyer

Already voted for the best... OPA - Orthopedic Physicians Alaska!

Like Reply 6d



OPA - Orthopedic Physicians Alaska

Kelly Meyer Thank you for your support! We appreciate it!

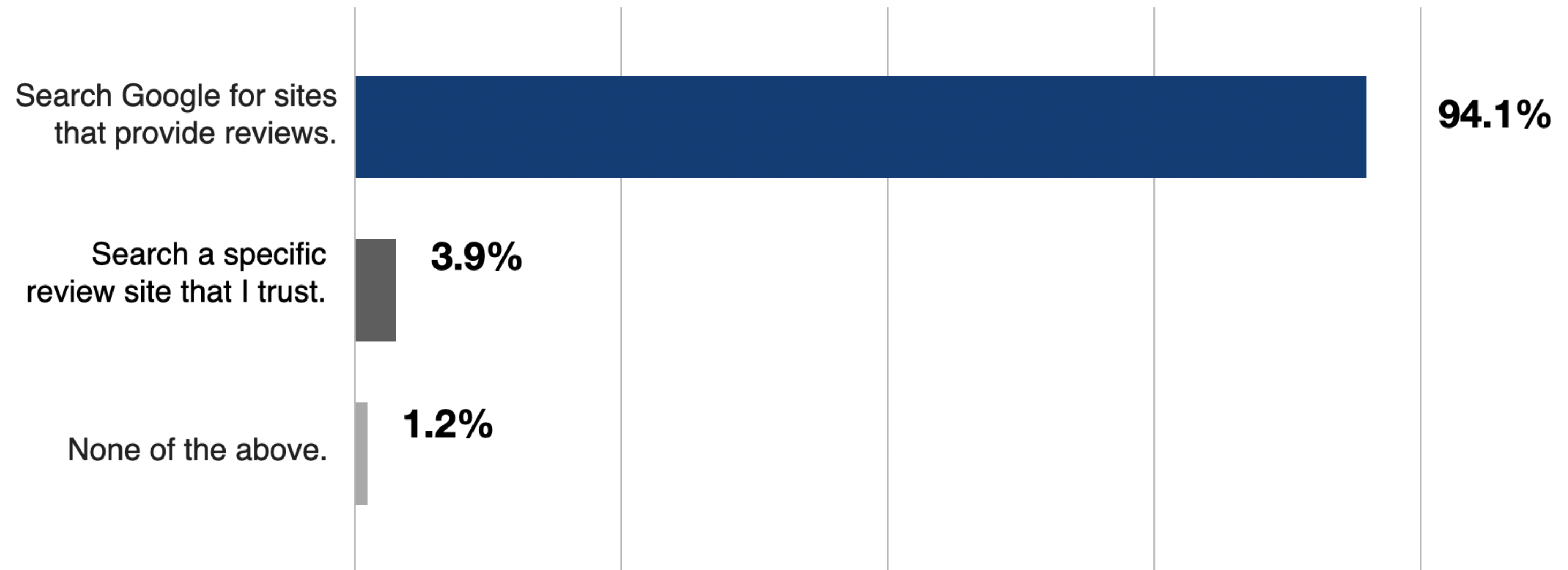
Like Reply 6d



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When you are searching for reviews for an orthopedic doctor, which do you do first?

200 respondents
Nationwide

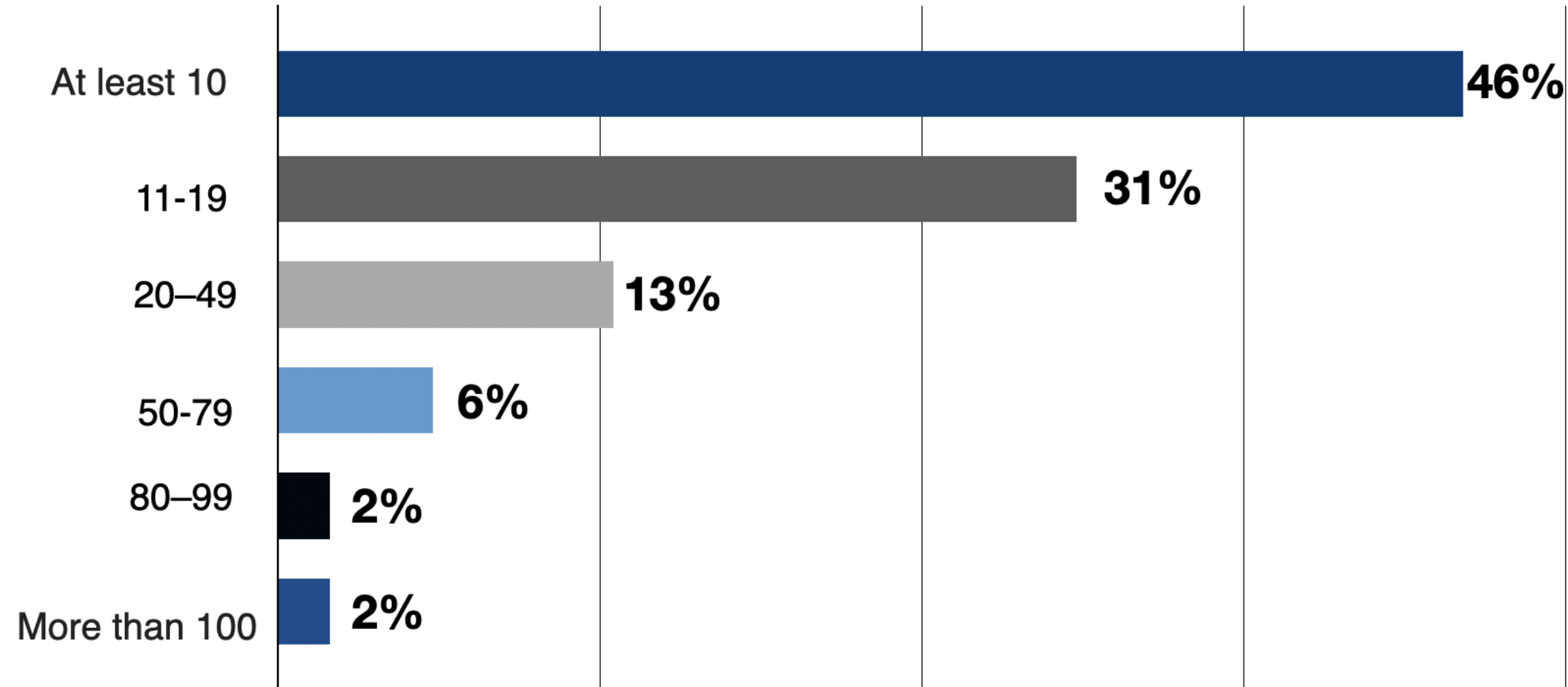


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When choosing an orthopedic provider, how many online positive ratings/reviews does the provider need to have for you to gain a feeling of trust and confidence in them?

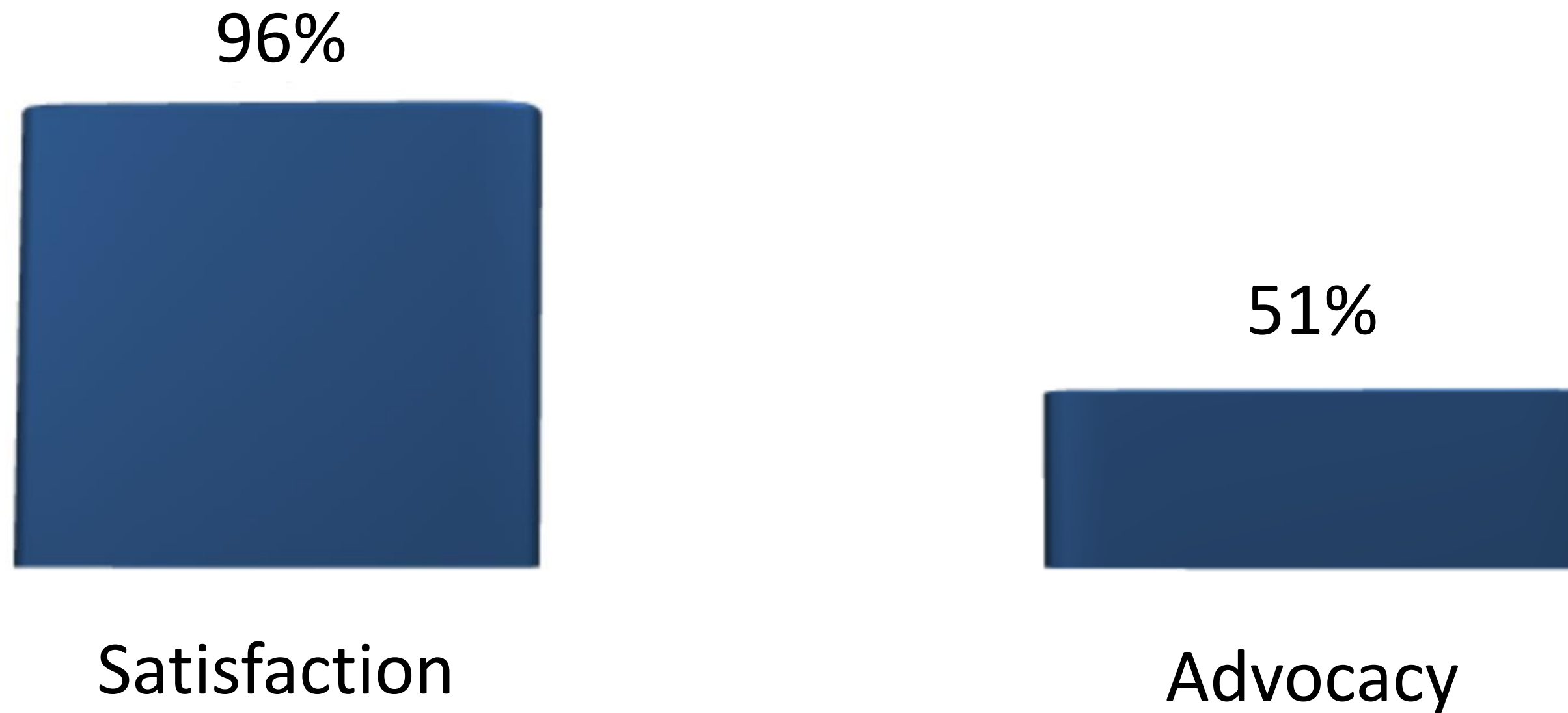
202 respondents
Nationwide



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Patient Satisfaction vs Patient Advocacy



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Does your
Practice provide
exceptional
service?



NATIONAL RESEARCH STUDY

300 organizations - various industries

86% of the organizations rated themselves EXCEPTIONAL

15,000 customers

What % of those customers rated those organizations
EXCEPTIONAL?

6%

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The Venel logo is a stylized, handwritten-style script in a dark blue color. It features a prominent 'V' and a cursive 'enel'.

WHERE IS THE DISCONNECT?



BUSINESS

CONSUMER

PERCEPTION OF SERVICE



Garden Salad with Italian
Small Fry
Medium Ice Tea



EXCEPTIONAL

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Business / Consumer

Napkins

Ketchup

Straw

Fork

Greeted with eye contact

Friendly

Clean

Garden Salad with Italian

Small Fry

Medium Ice Tea

Easy to talk
with

Appreciation

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Practice / Patient

Greeted with eye contact

Friendly

Clean

Clinical
Outcome

Easy to talk
with

Appreciation

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RATIONAL



EMOTIONAL



70% of decision making is **EMOTIONAL**

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**What happens when your
“EMOTIONAL”
patient is surveyed?**

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“He was dismissive and didn’t listen to my concerns.”

“I waited 1 hour in the crowded lobby and another 45 minutes in the room before the Doctor came in. My time is just as valuable as his.”

“Because my injury wasn’t surgical he made me feel like I was wasting his time, but all I was wasting was my money.”

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“He listens intently, he made me feel important.”

“She listened, asked questions, and explained.”

“He sees me as a person, not just a number.”

“They were friendly and made me feel comfortable.”

“She explained everything in a way I could understand.”

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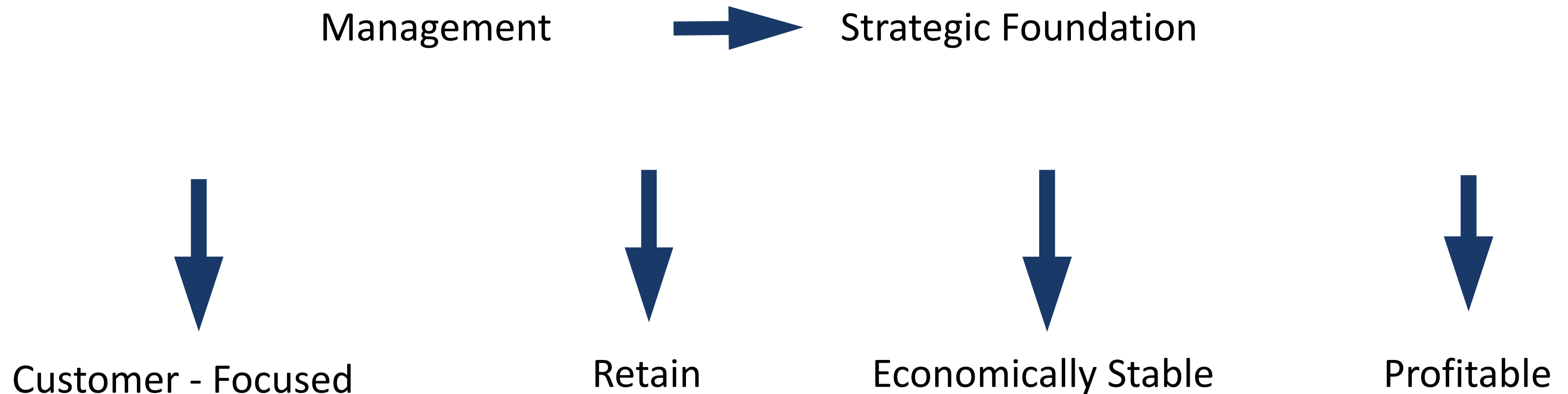
70% of decision making is
EMOTIONAL



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EMPLOYEE ENGAGEMENT



Employee Engagement direct link to Service.

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ENGAGEMENT

Employee Engagement
is a **business management** concept.

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ENGAGEMENT

What is Employee Engagement?

Employee Engagement is a business management concept with a foundation built on engaging employees.

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What is an Engaged Employee?

An “engaged” employee is one who is fully involved in and enthusiastic about their work, and thus, will act in a way that furthers their practice’s interests.

ENGAGEMENT

3 key drivers that impact employee engagement:

- Relationship with immediate supervisor

The attitude and actions of the immediate supervisor.

- Belief in senior leadership

Employees believing in the ability of senior leadership to take their input, lead the company in the right direction, and openly communicate the state of the organization.

- Pride in working for the company

Employees are treated with respect, find that their personal values are reflected, and feel that the organization cares about how they feel.

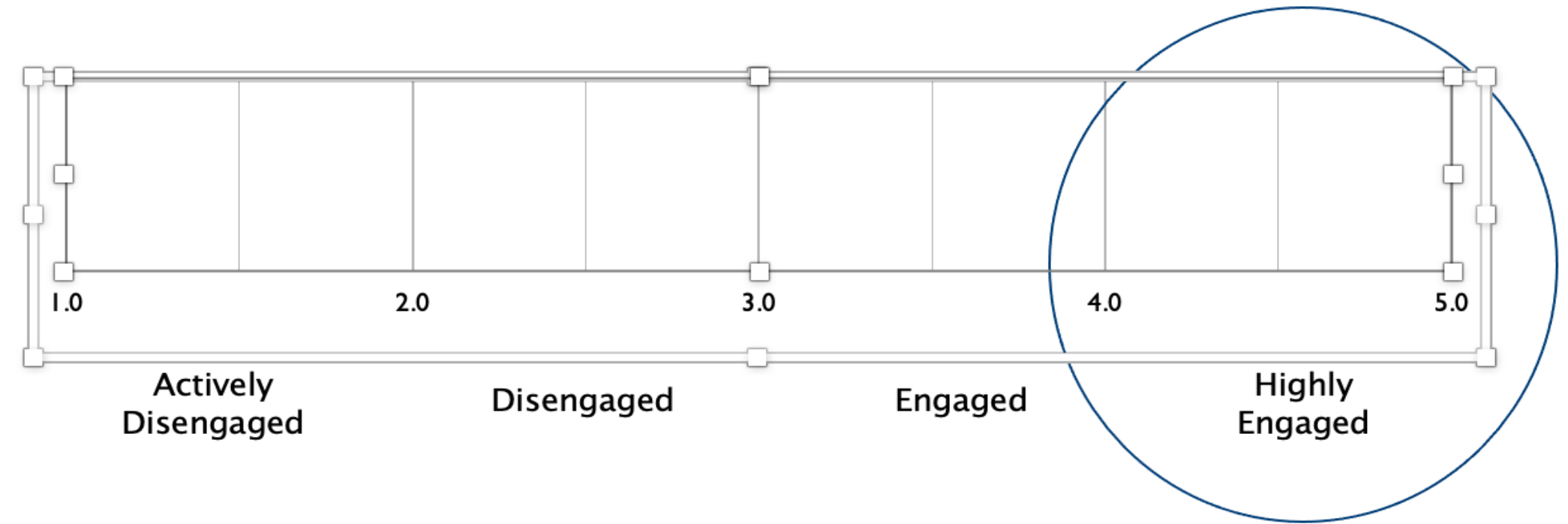




ENGAGEMENT

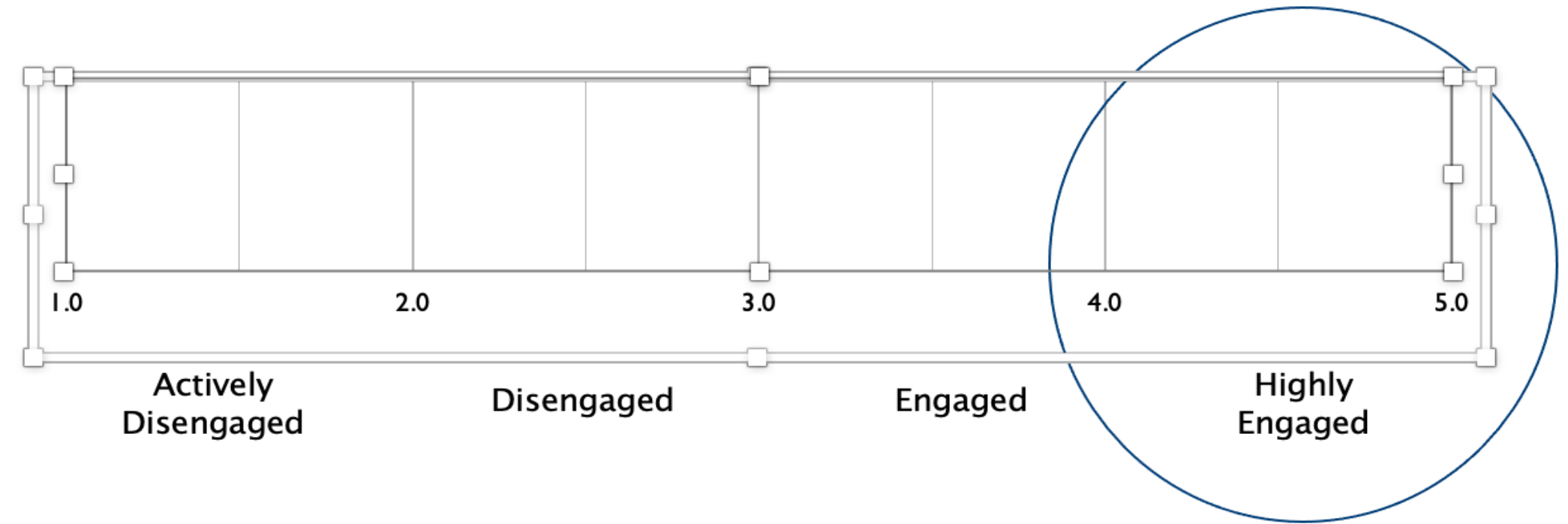
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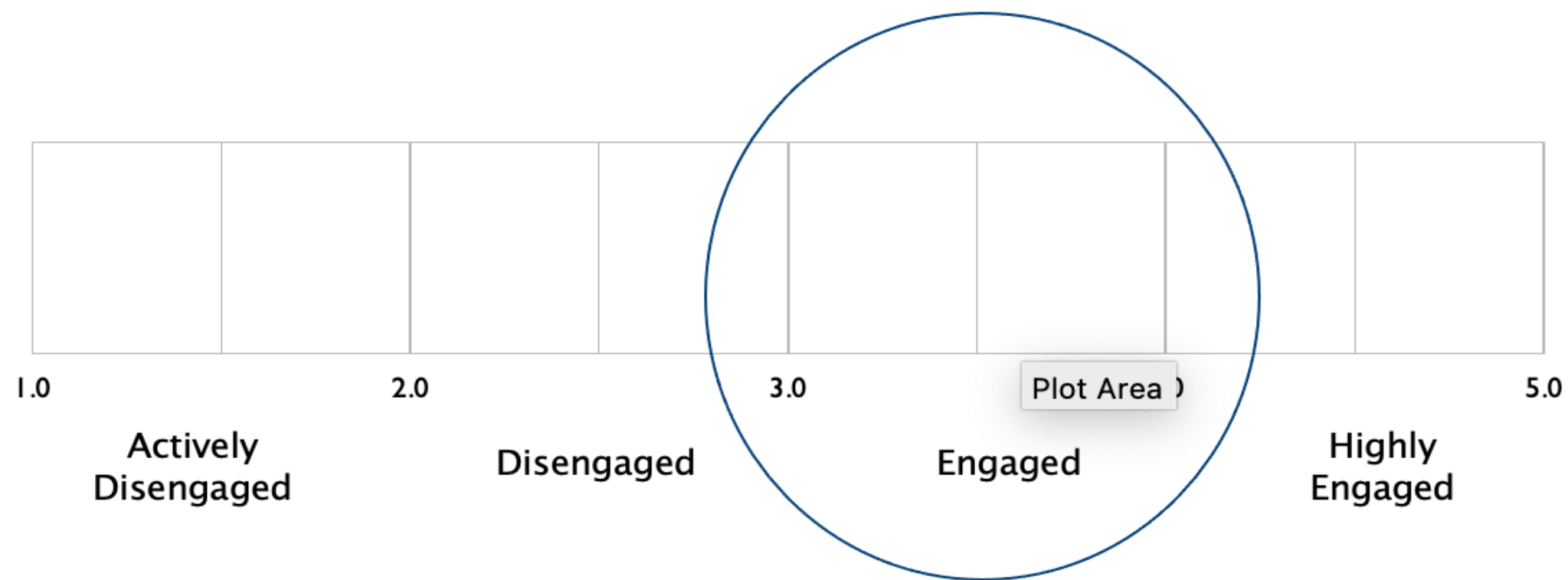
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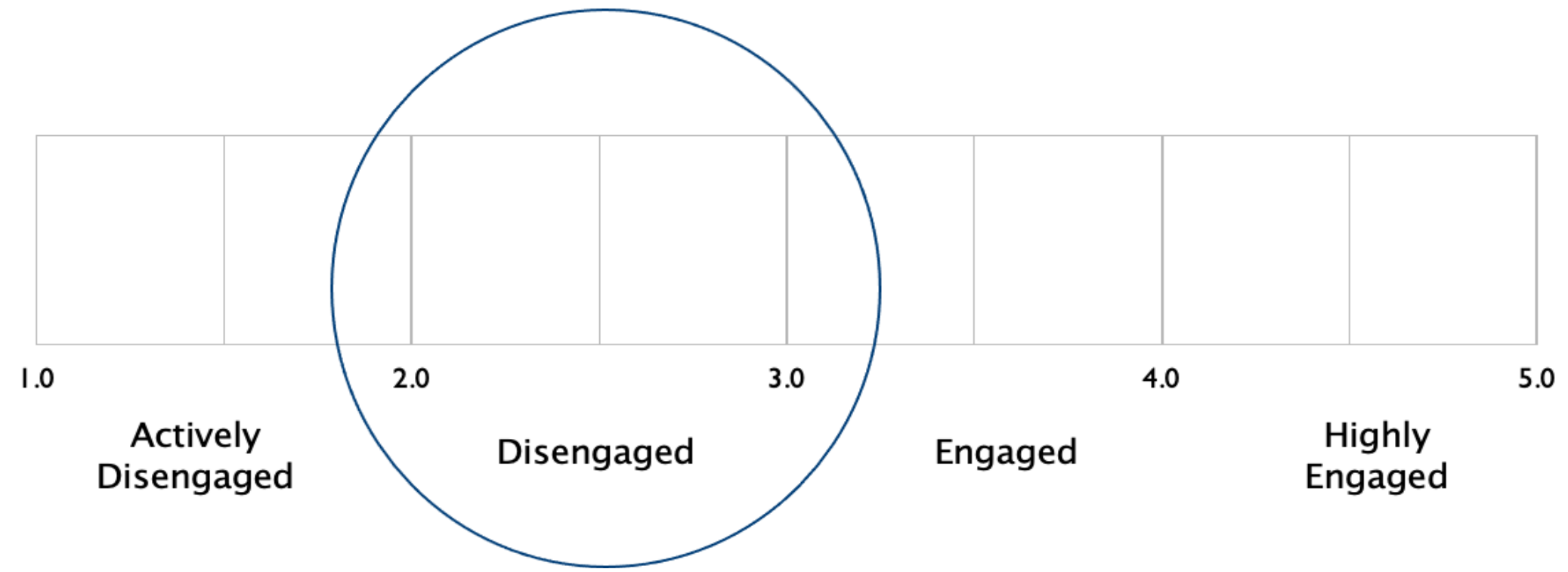
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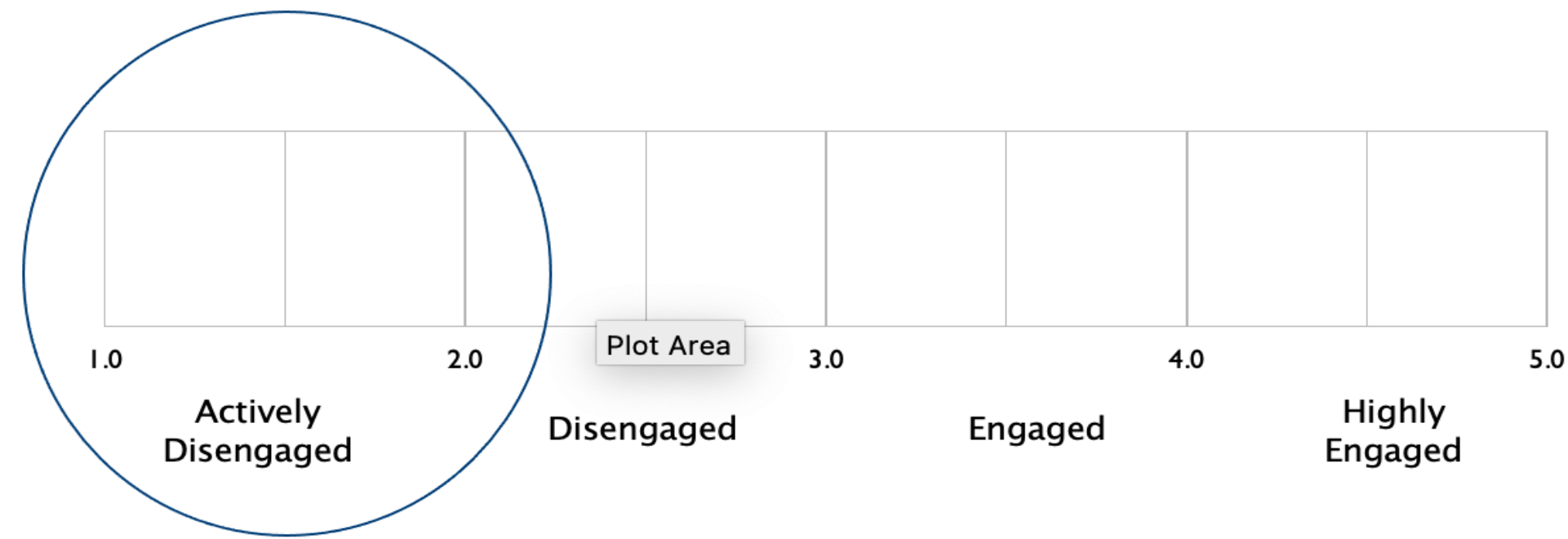
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Growth
(11,12)

Reference: Gallup Q12

- 12. Within the last year, I have had opportunities at work to learn and grow.
- 11. In the last six months, someone at work has talked to me about my progress.

Teamwork
(7,8,9,10)

- 10. I have a best friend at work.
- 9. My associates/fellow employees are committed to doing quality work.
- 8. The mission or purpose of my company makes me feel my job is important.
- 7. At work, my opinion seems to count.

Management
(3,4,5,6)

- 6. There is someone at work who encourages my development.
- 5. My supervisor, or someone at work, cares about me as a person.
- 4. In the last seven days, I have received recognition or praise for doing good work.
- 3. At work, I have the opportunity to do what I do best every day.

Basic Needs
(1,2)

- 2. I have the materials and equipment I need to do my work right.
- 1. I know what is expected of me at work.



THANK YOU

Tony Edwards

Sr. Vice President, Venel

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