How To Effectively Evaluate and Promote New Physicians To Your Practice

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Fast Track Marketing
Don’t Give Away the Farm

You don’t always have to go to the outside on Turn 4
Be aware of over-scoping

Give them stake in the outcome by making them part of the process

Discovery

Ask questions:
- Stance on procedures:
  - Conservative or early adopter?
- Stance on iterative procedures
- Stance on upselling
- Stance on business optimal

Collaboration and Culture

Do they fit your Pit Crew?
Do they fit the culture?
Determine efficiencies?
Face Issues Head-On
Be direct
Set the boundaries and expectations up front

Assessment
- Key to improving win rate
  - Internal and external
  - Identifying best practices
  - Identifying compelling strategies

PROCESS
- Be prepared before they start
- Establish the pace car
Training

- Practice Management Training
- EMR Training
- Billing Training
- OD/MD network list
- Shadow schedule ready
- Set reciprocal shadow schedules when necessary (even with techs)

Management

“Let me drive. I won’t make a fool out of you.”

Encourage them to let you know when they are ready to go

Grass Roots

- Referrals are grown through interaction and understanding
- Get them out on the streets meeting peers and referral sources.
**Public Relations**

- Have a press release ready (with bio, not just CV)
- Contact the news directly
- Rinse and repeat

**Public Relations**

- Press Release
- Bio Page
- Social Media
- Local Business Listings
- Email
- Direct Mail

**Internal Promotion**

- Website bio addition
- Direct mail or email piece
- Highlight: Bio, all services provided, and the practice
**Internal Cross Marketing**

- Train all staff
- Establish team culture
- Strengths and new opportunities

**External Marketing**

- Create marketing campaigns for appropriate treatments

**SEO**

- Gear up your SEO for new treatments
- PPC if necessary
Social Media
Create a persona other than education

Share In The Success
Take the physician to victory lane

Recap for Evaluation and Promotion
- Evaluate the competition/potential
- Negotiate realistically
- Be objective in culture fit
- Address issues head on
- Invest in preparation/training
- Hand over the keys and continue to assess
- Grass Roots
- Promotion
- Public Relations
- Internal Promotion
- External Promotion
- SEO
- Social Media
Thank You!

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