How to Create a Buzz About New Technologies or Treatments in Your Practice!

Presented By:
Joshua Talkington
Account Executive
Fast Track Marketing

What Technology is Right For You?
I am not a doctor.....

Benefits
- New treatment
- Improves existing treatment
- New Technology
- Insurance
- Elective

Hurdles
- Well known
- Immediate outcome
- No one has this!
- What is this
- Preventative
- Why not go to Walmart?
Examples

Crosslinking

• New to the market
• Defined market potential
• Out of pocket expenses
• LASIK possibilities

IWA

• Complicated benefits
• Large market potential
• Correlating results
• Practice differentiator
Realistic Goals

Crosslinking: 70% of Keratoconus population
IWA: 20% surgery increase

Short Term Success

Internal Marketing
Already invested
Word of mouth
Crosslinking Patients

- Common denominator
- Share the experience

IWA Patients

- Demographic problem
- Special procedure
- Share the experience

External Referrals

- Co-management fees
- Guaranteed treatment
Social Media

- Realistic expectations
- Experience based

Crosslinking

Experience + Benefit = Buzz

Life Changing Patient Care

IWA
Social Media Advertising

• Targeted
• Inexpensive

Push Marketing

• Target demographic
• Capture lead information
Over age 50? Here’s the bad news and good news…

Bad News:
- Cataracts and presbyopia are probably affecting your vision now.
  - Cataracts are the result of the eye’s lenses becoming increasingly dense, hazy, and cloudy due to naturally occurring proteins.
  - Presbyopia is the result of the eye’s lenses becoming less flexible, making it hard to focus on close-up images.

Good News:
- Dr. Kenneth Lipstock offers proven techniques to combat one or both conditions:
  - Cataract surgery is performed using a No Needle, No Stitch, No Patch method to remove the cloudy lens and replace it with a superior clear Intraocular Lens (IOL).
  - Blended Vision is a type of cataract procedure that solves the problems of cataracts and presbyopia at the same time.
  - It is called a Phakic Intraocular Lens (IOL) implantation.
  - Two different “powers” of lenses are implanted in each eye — one set for near focus and the other set for distance focus. Most patients do not need any type of glasses after the procedure.

IWA
- Large population
- Better ROI
So - So
E - Easily
O - Overlooked

Traditional Media

- Very expensive
- 30% of population
- Beat the competition

Make or Break

Messaging
Your Marketing Message

- Clear
- Concise
- Engaging
- Avoid platitudes

Your Marketing Message

- You will be happy with your results
- We provide the best customer service
- 99.5% of our patients say they wish they had our procedure sooner
- On average our patients refer 3 people to our practice

Perfect Message

What We Offer

Why It’s Better

What’s Next
Creating Buzz

- Patient experience
- Patient satisfaction
- Experience sharing

Educate
Expectation
Excitement

BUZZ
Thank You!
Joshua Talkington
Fast Track Marketing

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