

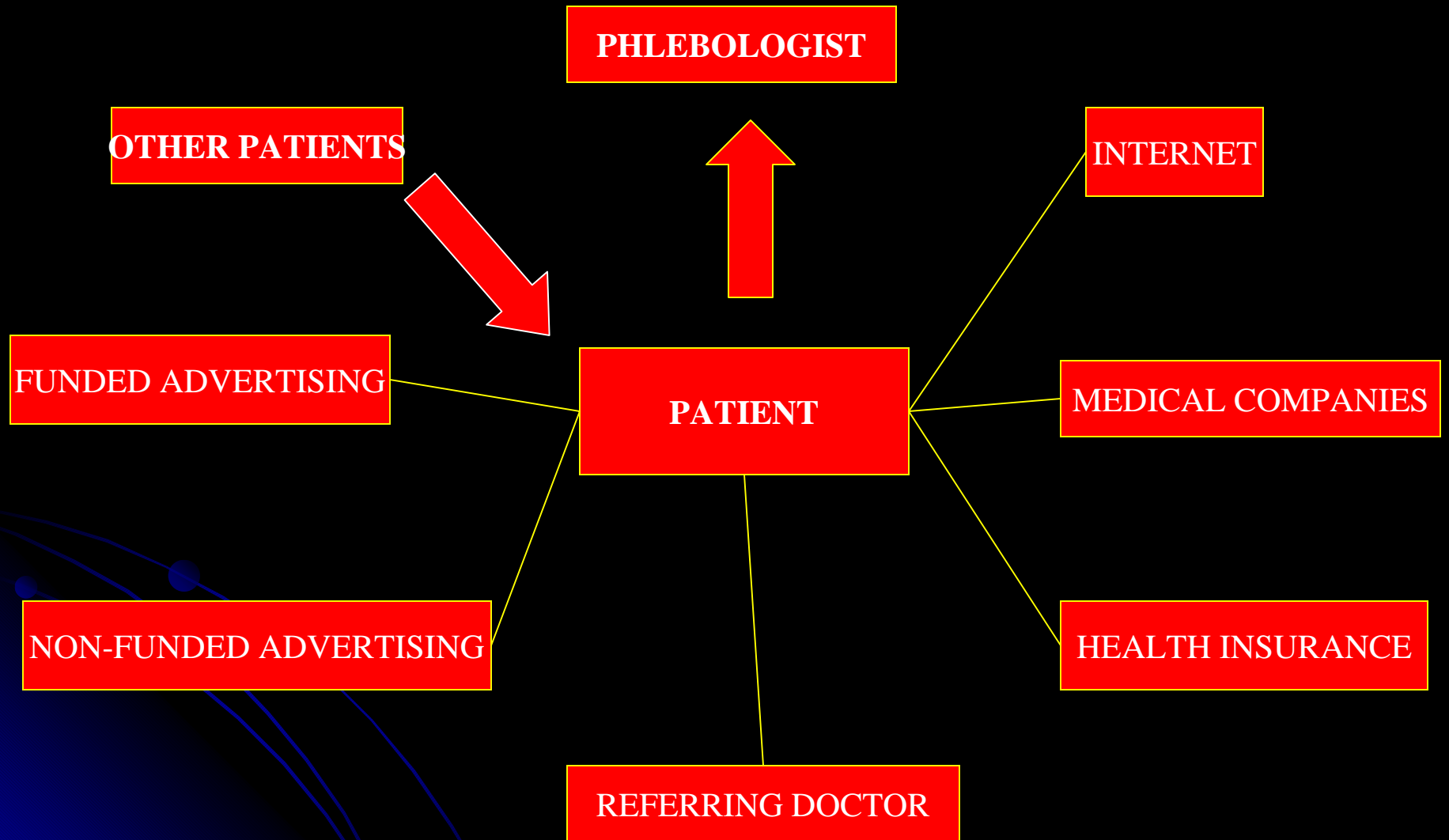
# Marketing Your Outpatient Vein Practice

Lowell S. Kabnick, MD, FACS  
Clinical Assistant Professor  
UMDNJ

Director of the Vein Institute of New Jersey

# Where do Patients Come From?

# PATIENT REFERRAL PATHWAY



# Non - Funded Advertisement

# Non-Funded Advertising

- This makes for the best results in terms of translating increase patient volume
  - National network TV, local network TV, cable TV, etc
  - Newspaper article(national-USA); State or City paper, town paper
  - Magazines
  - Radio interview
  - Patient educational seminars sponsored various organizations(hospital, various groups)

# Funded Advertising

# Funded Advertising

- Newspaper
  - Daily
  - Local weekly
  - Magazines
    - written infomercial
    - art advertisement
- Radio
  - TV
  - Mailers
  - Movie theater
  - Billboard
  - Etc
- Web Site

# Web Site

## VEIN INSTITUTE OF AMERICA

- Home Page
- About Us
- Our Physicians
- Our Services
- Patient Education
- Patient Forms
- Frequent Questions
- Instructions Pre- & Post-Procedure
- Our Research

### WELCOME

- > Patient Testimonials
- > Our Physicians

### CLINICAL TRIALS

- > Current Clinical Research Studies
- > Enroll in a Clinical Trial

### WHAT'S NEW?

- > Learn about the latest Technologies and Procedures in Varicose Veins
- > Varicose Vein News

### LOCATIONS

- > Office Locations and Driving Directions





**To set up a personal and confidential appointment,**  
[Click Here](#)

**To learn more about varicose veins,**  
[Click Here](#)

**To learn more about varicose vein treatments,**  
[Click Here](#)

### Medical Dictionary

Type a medical term to look up and click the magnifying glass. Results will appear in a new window.

[Refill a Prescription](#)

[Ask a Question or Submit a Comment](#)

**T**he Vein Institute of America is a nationally recognized medical practice in the diagnosis and treatment of patients with varicose veins. Its physicians have been the recipients of numerous awards for patient care and research.

In addition, the Institute fulfills its obligation to the broader community by participating in research designed to improve patient care and by providing educational information to patients, referring physicians and the community at large. The Center is currently participating in several clinical trials and community outreach programs.

This web site is designed to further enrich the Institute's relationship with its constituencies by offering educational and administrative services. Please do not hesitate to contact us with questions or comments.

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# Marketing in a Box

(Industry Help)

# Promoting Your Vein Practice



# Branding

“The go to Doctor for Veins”

# Branding Topics

- Market Overview
- Strategy
- Implementation

# Market Overview

- Target population
  - Per capita income > 75G
  - Age range 25-64
  - Geographical area
    - 25 mile rule
  - Number of Females (80% of your patients)
  - Number of Males (20% of your patients)

# Marketing Strategy

- Comprehensive Marketing and public relations campaign
  - That will deliver a message:
    - **GO TO PHYSICIANS FOR YOUR VARICOSE VEINS**
      - Cutting edge, yet proven technology
      - Highly experienced, caring MD's
      - A service-oriented practice
      - Convenient locations

# Implementing The Strategy

- Pulsed Marketing Campaign
  - Know your seasons
- Radio Advertising
  - To create public awareness and branding
  - Spots built around testimonials about
    - **Results, Benefits and Excellent services**

# continued

- TV ad? Expense bang for your \$?
- Clip art in
  - Magazines
  - Newspapers
  - Etc
- Billboard
- Etc

**DEPENDS ON YOUR AREA**

# Implementing the Strategy

- **Public Relations** designed to develop:
  - Media interviews
  - Print articles
  - Etc
- Media Kits
- Contacts

# Budget???

What are you trying to accomplish?

# Think 10% of Your Gross

# An Example Campaign

Tool	Budget	Comments
Plan development	\$10,000	Preliminary research and planning
Radio spots	\$75-\$125,000	3-4 spots per day, 5 days a week, may alternate stations
Practice brochure	\$10-\$15,000	"Slim Jim". Small C fold pamphlet
Public relations	\$40-\$60,000	Spring will involve planning and some hits. Will kick into high gear in the fall
Staff training	\$5-\$7,500	One day training plus materials
Patient brochures	\$0	Should be available from manufacturers
Web page design	\$10-\$25,000	Budget will depend on final design
Media folder	\$2-\$4,000	Folder including practice description, physician CVs, articles and press releases

# Practice Analysis

# Analysis

- Look at the business
  - Marketing and advertising was it successful?  
tracking
  - Patients happy? (survey)
- **AT THE END OF THE DAY DID YOU ACCOMPLISH INCREASED REVENUE BASED ON YOUR CAMPAIGN?**

# Conclusion

- BE SMART

- Read the “box”
- Interview Marketing companies
  - they should know the “Vein Business”
- Need professionals in the business to help implement the campaign.

- **YOU HAVE NO TIME TO DO THIS YOURSELF EFFECTIVELY NOR DOES YOUR STAFF**

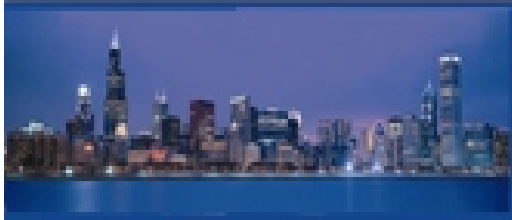


**Thank you**



**EXTRA EXTRA EXTRA**

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