

UFE Practice Development

- Should we play ball with the gynecologists?

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Interventional Radiologists Evaluate the Female Patient

Background-NMH

- Private Academic Hospital
- NMFF-multispecialty group practice (60%)
- Largest Women's Hospital in Chicago
- 40% private practice gynecologists

Background

- IRs Historic reliance on referrals from “competitors”.
- Recognition that gynecology referrals were decreasing
- Belief that a strategy based on “competitor” referrals is flawed

Developed a business Plan

- Direct consumer marketing minimizes need for gynecologist's referrals

Direct Consumer Marketing

- Cooperate with Hospital in developing Women's health care program
 - UFE
 - Breast Therapies
 - Pelvic Congestion
 - Varicose Veins

Direct Consumer Marketing

- Cooperate with industry to help arrange talks to local groups
- Utilize SIR
- Get on local TV, radio or in the paper
- Internet

The Fibroid Corner

www.fibroidcorner.com

Fibroid Uterine Treatment Center™

(We offer options other than a hysterectomy)

What Happened

- 1998-2000: Educating Gynecologists
 - Grand rounds, meetings etc.
- 2000-present: Direct Consumer Marketing

Results

- **Gynecology referrals**

- *1998-20/24(83%)*

- *2001-14/160(9%)*

- **Self Referral (Media/Family)**

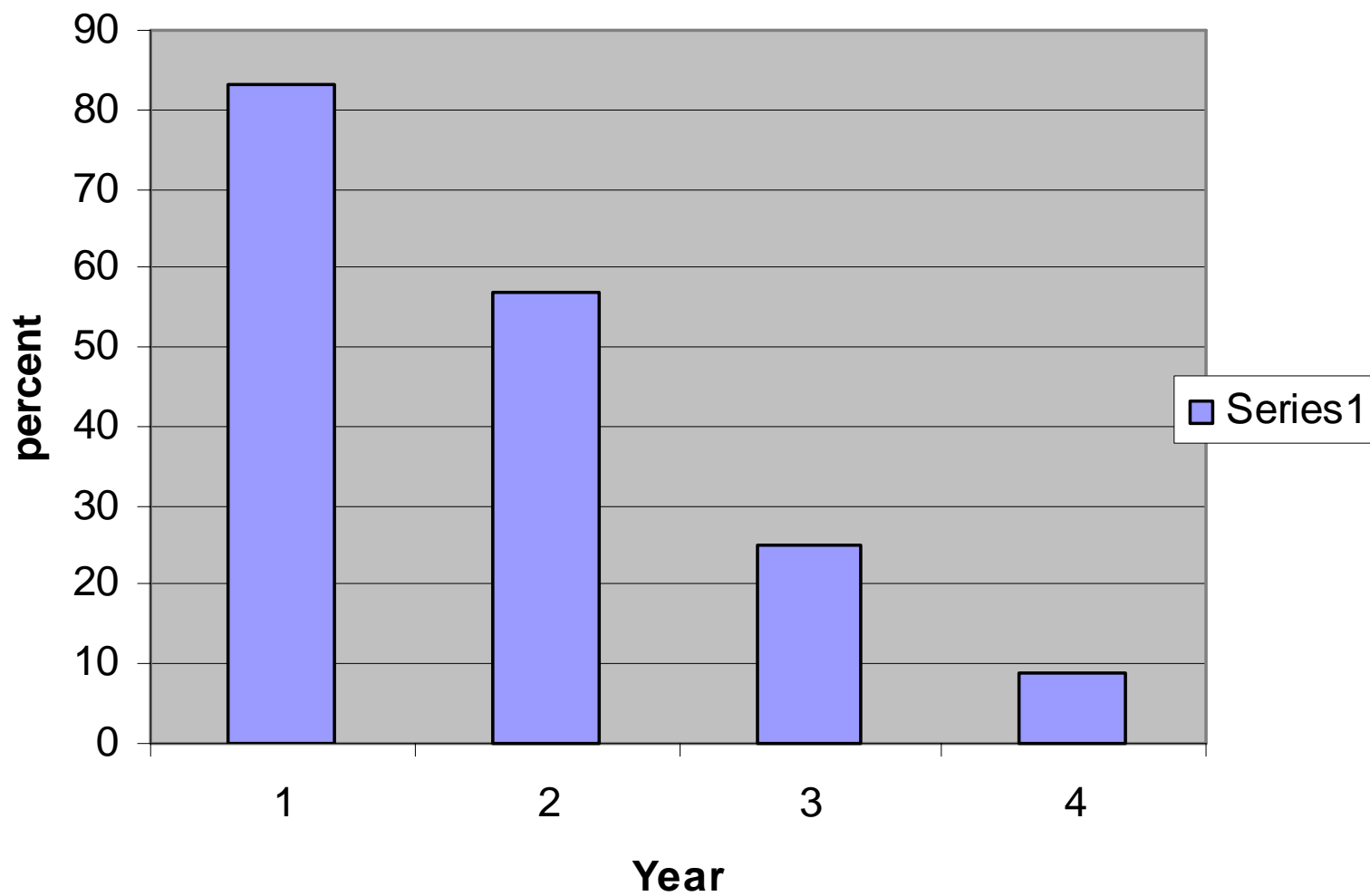
- *1998-4/24(17%)*

- *2001-146/160(91%)*

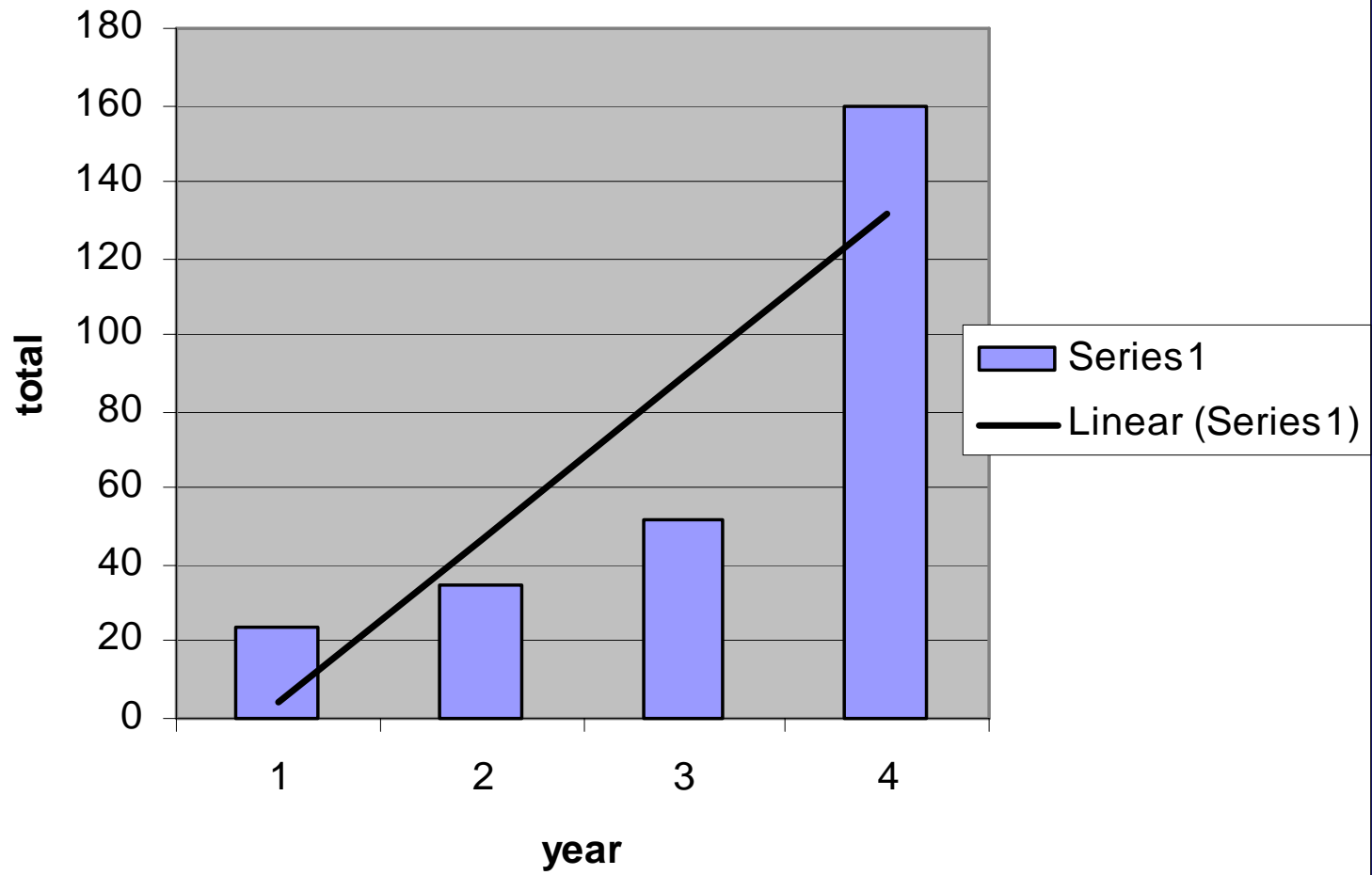
Results

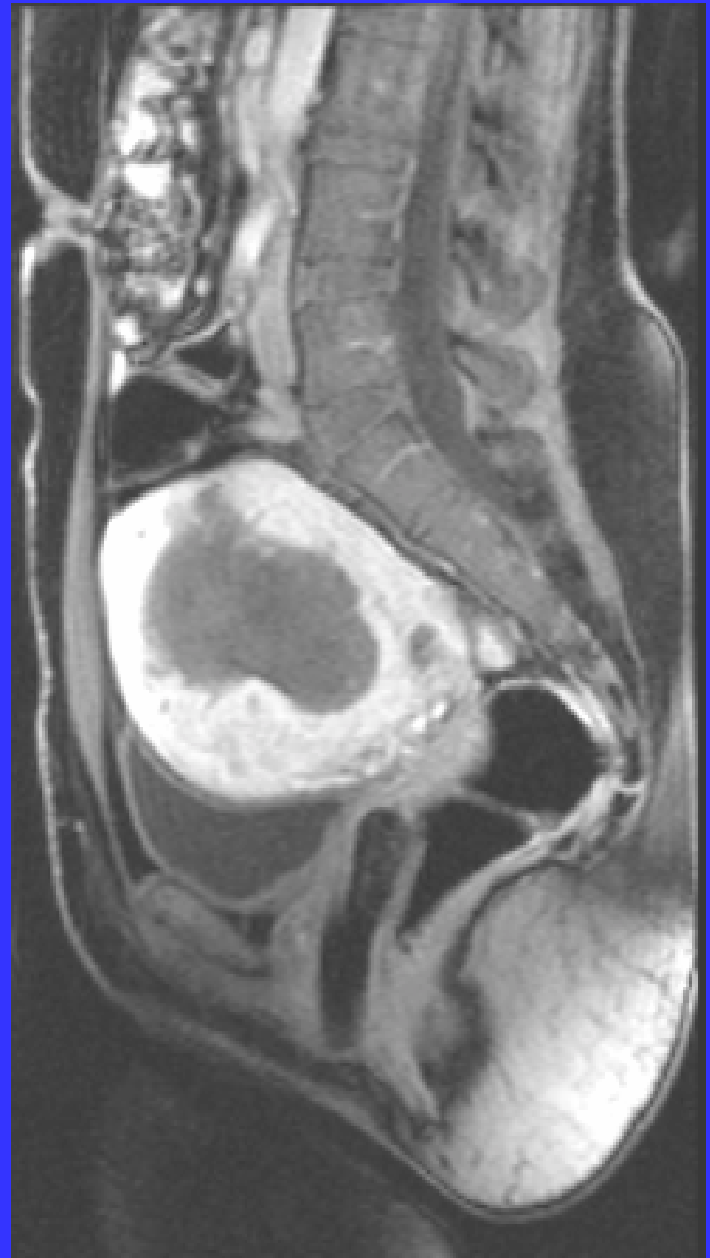
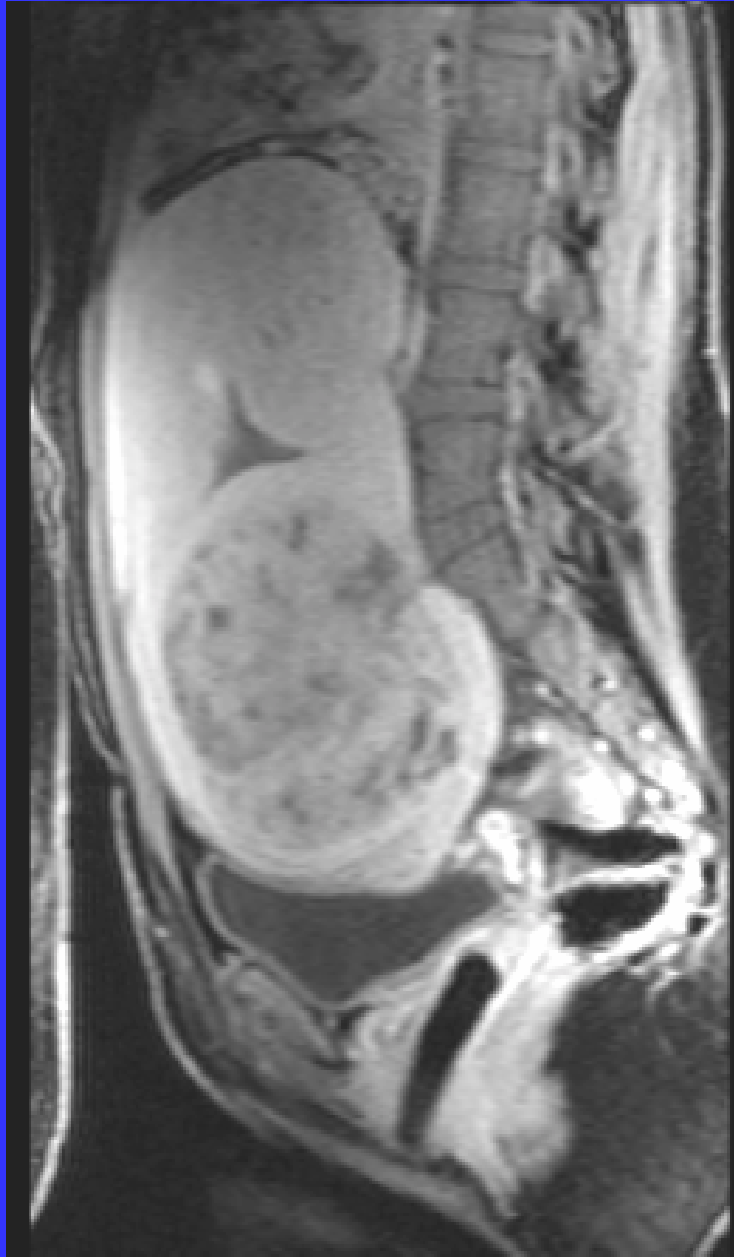
- Gynecology referrals decreased numerically and as an overall percentage
- Self-Referral increased numerically and as an overall percentage

Percentage referrals from Gynecology



ANNUAL UFE VOLUMES







Gynecologists Evaluate the IR Patient

UFE-Practice Conclusions

- 90% of patients left gynecologists who did not discuss UFE (Yale)
- Patients act as consumers and will educate themselves
- Direct consumer marketing is a successful alternative strategy
- Sole reliance on gynecological referrals may not allow for a successful, sustainable UFE program

Overall Conclusion

- Interventional Image-guided percutaneous procedures will play an increasingly important role in the care of the obstetric / gynecologic patient
- While Collaboration would be ideal, may not be possible
- Health care is local-go with what works but....