



# MARKETING CHALLENGES

## FOR INTEGRATED MEDICAL PRACTICES

EXECUTIVE SUMMARY AND ACTION PLAN



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# CHANGING MINDS TO ACCEPT A SUPERIOR APPROACH TO HEALTHCARE

## Dear Doctor;

Before you take the advice in this document, you should know where it's coming from.

I'm not a chiropractor. I'm a hardcore "ad man" with a background as a full partner in a top-shelf ad agency. I have directed millions of dollars in mass market campaigns and gotten results for my Fortune 500 masters.

That was until a few years ago when my high pressure and unhealthy lifestyle caught up with me. Sick and bloated, I stumbled into an office owned by a chiropractor who had integrated with an MD. I was amazed at this new philosophy of medicine as I regained my health and ability to enjoy life. I became determined to help others have the same kinds of success I have experienced.

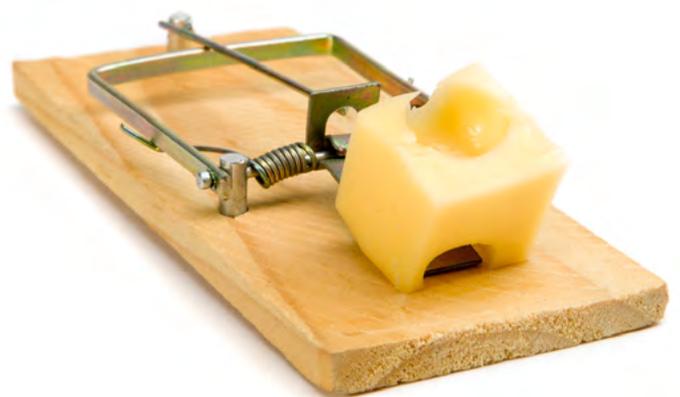
So, I made a change and decided to dedicate my marketing talents toward popularizing this clearly superior approach to healthcare. I opened my agency, *The Customer Factory* in 2012 and have directed more than 70,000 people into my clients' chiropractic and integrated medical offices since then.

I firmly believe that integrated chiropractic+medical practices represent the future of healthcare in America. We need a healthcare revolution to replace the current "traditional" model and its abject failure at serving its patients.

*However, having a better mousetrap does no good if the public remain ignorant and unmoved.* For decades, people have been subjected to billions of dollars in slick advertising from my agency brethren all advocating the narrow "symptom-treatment" medical model.

Thus, the last critical piece needed to bring about this health revolution involves reaching and changing the minds of the public through excellent marketing. Once people understand this new, modern and rational approach to healthcare, they will abandon the old ways as fast as people abandoned using leeches.

For too long, marketing efforts in the integrated medical industry have tended to be small,



unfocused, and amateurish. Chiropractors often see their ads running next to those for the local Mexican restaurant and bowling alley.

These programs have kept the individual practitioners afloat but have been largely ineffective against the traditional medical industry's billions in agency-produced advertising. Traditional medicine is wiping the floor with the good guys in almost every media category.

The obvious solution is to make effective and professional marketing campaigns available to chiropractic medically integrated practices and to get them running in every community.

This is hand-to-hand combat, one patient at a time. However, working in big enough volumes of new patients, eventually we will hit a tipping point and see the number of people reliant on permanent medication or subjected to life-diminishing surgery begin to fall.

As a business owner, it is important to realize that, in becoming an integrated medical practice, you must also make a dramatic shift in your marketing. It's a whole different ball game from straight chiropractic marketing.

The purpose of everything we produce here at my agency is to help you compete and win in the marketplace. Most of our guides and resources are free for the asking (such as this guide).

I'm dedicated to getting people in front of practitioners like you. If you can educate and heal them the way I was educated and healed, we'll change healthcare in America and make a good living doing it.



And how cool is that?

Best regards,

**JOHN NESBIT**

Founder, The Customer Factory

[TheCustomerFactory.net](http://TheCustomerFactory.net)

P.S. Come by my website and you'll always find free resources and help with upgrading your marketing. I am always interested in feedback and hearing how else I can help you with our shared mission to save American healthcare. My direct email is [john@thecustomerfactory.net](mailto:john@thecustomerfactory.net).

# 1

## TRANSITION FROM “CHIROPRACTIC” TO “MEDICAL”



Marketing for an integrated medical practice is very different than marketing for a regular chiropractic office.

When marketing a chiropractic practice, you are basically marketing a treatment category called “chiropractic.” The general argument chiropractors make to the public is that correcting the body’s imbalances and distortions allows the downstream ailments caused by these to then resolve naturally.

However, the traditional medical market preaches exactly the opposite of this. It’s all about immediate, unnatural intervention targeting the symptom, not the cause. Decades of pharmaceutical advertising have trained people to think

in this complaint-oriented way. A patient will typically say, “I have a headache. Give me a pill to dull the pain. Problem solved.”

If you ever hope to get these people into your office so you can better educate them, you have to resist your natural instincts and first connect with them at their current level. That means talking about handling their PAIN and disability, not treatments or underlying causes.

*When marketing an integrated practice, you must market to the condition, not the treatment.* All the public wants to know is that you can handle their pain/complaint. The “how” comes later.

Yes, it does help to mention lasers and stem cells if you use them in treatments, as these can excite the public, but you ALWAYS start with the complaint.

So, market for “back pain” versus “decompression.” Patients understand pain and complaints, but they are ignorant when it comes to treatments. Their ignorance is impossible to handle with marketing but is easily solved by face-to-face education in your office.

In your ads, talk about their pain first and the rest will follow.



## 2

## Leveraging Medical's Cultural Authority



Do you market your MD/DC or integrated office as “chiropractic,” “wellness,” “medical,” or something in between?

“Medical” has a different relationship with the public and wider acceptance than chiropractic. Right or wrong, traditional medical care is very well defined, positioned with authority, and is well accepted by the general public. It’s part of the culture. The public see it as the obvious authority with its big hospitals, huge staffs, and endless advertising. For them, traditional medicine is the

assumed solution, and the only question is which practitioner they should go to.

Your primary marketing advantage gained from integrating is being cast in the light of “medical” and instantly gaining its cultural medical authority. As a result, prospects are less questioning and more open to your message.

You can see this in a microcosm with lab coats. For chiropractors, wearing lab coats is a controversial topic. That’s because lab coats are the cultural symbol of traditional medical authority, to which many chiropractors consider themselves to be duty-bound to oppose.

Therefore, many chiropractors, even those that run integrated medical offices, refuse to wear a lab coat. However, medical doctors have discovered that wearing the lab coat as part of their medical practice increases patient acceptance of care and overall compliance. That’s why they wear the things at every opportunity.

I’m not saying you should or should not wear a lab coat in your office, but *in your marketing that is the kind of thing the public expects to see*. “Medical” looks and acts a certain way. It’s conservative, scientific, exact and familiar.

Overall, the closer you approach what new patients expect to see as “medical” in your new patient marketing, the more you benefit from the authority association they have with it. And the better results you will get.

If you try to be everything to everyone -- chiropractic, wellness, medical, etc. all at the same time, you risk confusing the public and blunting your marketing efforts.



## 3

## Educating New Patients with Advertising



When you say, “patient education” you’re also saying “patient care acceptance” (sales). Sales and education have always gone hand-in-hand as part of the same process of changing someone’s mind and awareness.

Of course, in order to educate (or sell) somebody, you must present them with a series of logical data in order for them to gain an understanding. This requires significant interaction spanning minutes or even hours to convey a full set of ideas.

Add in the complexity of healthcare and the need to overcome a vast amount of false information about health with any person you’re educating, and it immediately becomes obvious that trying to use marketing to educate the public is optimistic at best.

Most advertising mediums are “thin.” That means they can only deliver one, short message. Complex thoughts that try to reason or educate just don’t fit. We’ve all see the billboard on the side of the road that had so much written on it that you couldn’t read it all as you went by. That was someone trying to educate with advertising and failing.

Good advertising is inherently short. Education is a longer process.

Some offices try to “advertise” by putting out long educational videos or articles on their website or YouTube. The idea is that a patient will somehow self-educate and self-close and arrive to the office with money in hand.

Unfortunately, today’s society is almost crippled in borderline illiteracy and short attention spans. Both of these conspire to make educating the public using advertising alone nearly impossible. All they have to do is hit one word or concept they don’t understand and they’re off surfing away to somewhere else. The longer your initial advertising message is, the more chance for the confusion factor to set in.

I’m not saying long ads in healthcare are totally ineffective, but they are extremely risky.

*The correct sequence is to use advertising to get a person in front of you, so that you can then educate them properly and close them for care. You don’t try to cram all that into the ads.*

Doctors who are polished public speakers can do this with whole groups at seminar events. However you do it, the key is you have to use advertising to move them into a place where you have their attention and the time to educate them.

Keep advertising and education separate, and you will get a lot more new patients for less advertising budget.



# 4

## Referrals and Beyond



It has long been the dream of practitioners to grow a booming practice using referrals alone.

Not only are referrals easier to schedule with a much higher show up rate, but they also tend to accept care and be far more compliant than the average new patient. This is because there is a social aspect to a referral. Somewhere out there is somebody who they listened to and took their advice. Now they have that social pressure to be successful with as well.

Also, behind every referral is a proud doctor who sees it as proof of his excellent results.

So how come you are not rich yet from referrals?

Is it because your results are not as good as you think? Probably not. Most practitioners get good results.

The reason you're not getting rich off of referrals is simple math.

Sadly, not every new patient will refer. Even the deliriously happy guy that you got to walk again for the first time in 20 years may never give you a referral.

Statistically, if anything less than 100% of your patients replace themselves with referrals then you will have a declining active patient base.

Practices that only have referral business may fill in the gaps with free marketing programs and find ways to go back to their existing patient base over and over. But this is a stressful, often meager existence for a practitioner.

With the higher overhead of a medically integrated chiropractic office, living on only referrals is practically impossible.

Of course, you should take every referral that you can get your hands on. Those are the milk and honey of advertising. However, *always be scheming on how to make paid marketing work more reliably for you, and you'll never have to look at an empty schedule ever again.*

In truth, the only way you are guaranteed to build a large, blooming, multimillion-dollar practice is by being able to leverage paid advertising and make it pay off. If you can make paid advertising reliable then you can get new patients in practically on demand. Otherwise, you are not in control and will always be stressed about new patients.



## 5

## INTEGRATED PRACTICE PAID MARKETING BLUEPRINT



Depending on incomes, it takes a local population of at least 3,500 people aged between 25 and 65 to support an integrated medical practice. So, outside the smallest of small towns, you should have far more than enough people in your area who need your services.

There are just a few steps to any successful paid (passive) marketing campaign:

1. **Identify who you can most effectively help. This is your targeting.** You need to know who they are (age, gender, location) plus the gritty details, such as income and interests. Hint: Just look at who your best patients are now and create a stereotype around them.



2. Determine an attractive offer that they will respond to. This has to be something attractive enough to give them a reason to act now, rather than wait. You don't have to give away the store, but it must have a high perceived value by the prospects. You will need to change offers from time to time as they "wear out."
3. Find an advertising medium that reaches those people and put that offer out to them.

This can be postcards, Facebook, radio, newspapers, etc. The media you use must reach the stereotypical person you mentioned in #1 above. If it reaches the right people with your message, and your message is compelling, any medium can be made to work.

4. Have an air-tight lead scheduling and follow up process that gets these prospects into the office.

*This is often overlooked and is the most common reason a passive marketing campaign will fail.*

New patient schedulers who are used to softball, referral-generated inquiries sometimes find it hard to adapt to dealing with leads (inquiries) that come from advertising sources. These are colder and require a more thorough approach. If you treat an advertising generated inquiry like a referral inquiry, you can easily fail to generate the

connection and trust needed to make sure the appointment is kept.

We found that the reason front desk people were lacking this skill is that their managers had never trained them. Why? Because the managers themselves have no clear understanding of “sticky scheduling” techniques. It’s not just about being nice over the phone. There are proven techniques that the top practices use to reduce no shows to almost nothing.

These need to be found, written down as exact procedures, and trained into your staff. Also, note that follow up and scheduling tactics change over time. For example, mobile phone use has created almost 100% call screening with people. You have to know how to overcome this and make sure your staff is competent in handling marketing generated inquiries. Without that, you’ll waste more new patients than you get from your advertising.

5. Have a proven consultation/sales process that converts people from prospects into people who have accepted care.

This is the education and sales stage. Nothing beats developing skill at closing people for care (and anyone can develop this skill). *The key is to care enough about the person to get them to accept the help they need, so they can live a better life.* If you channel the authentic purpose, the right words will come to you. Of course, there are endless sales





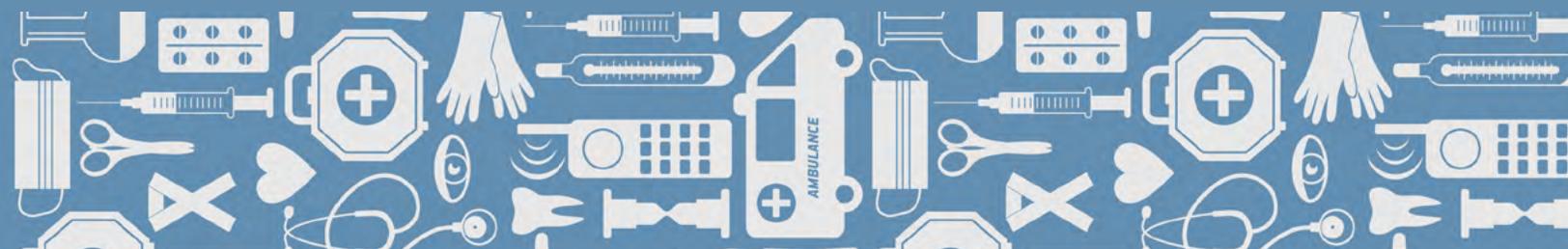
training programs out there. My personal favorite is Grant Cardone's book "Sell or Be Sold."

6. **Be excellent at delivering care and service in every aspect of the person's interaction with your office.**

Nothing beats turning out patients who are shining success of restored health. Nothing succeeds like success. Most offices are great at this step already. However, if you regularly have refunds or upset patients, this can severely blunt your marketing. Bad word of mouth is very expensive when it comes to paid advertising.

The better you get at these various steps the more aggressive you can be in your advertising. For example, with a weak #4 above, most types of advertising-generated inquiries won't prove successful, and you'll be left with only marginal ways to reach people. However, if your front desk squeezes every new patient out of the lead flow, then you can quickly afford to try almost anything and have it pay off to some degree.

Keep optimizing each of the points above, and you'll be dialed in to more new patients than you can handle. We regularly see clients with full schedule books once they have this all working well.



## That gets you started, but you'll need more help....



Stay tuned to my mailing list for more free marketing support to help you dominate your local healthcare market and help change and save lives in your area.

Of course, if you want to get on the fast track now to a full schedule book, then you can get my help directly via my team at The Customer Factory. I have created a full service marketing service just for integrated chiropractic offices and it works wonderfully.

It's different than any other service you have experienced in that:

- It focuses not on leads but on a volume of new patients
- It includes online training courses for your staff on scheduling new patients perfectly
- No long term contracts or lock-ins.
- HIPAA compliant to protect you and your patients
- Constantly updated and improved program

If you want to find out more about that, email me or visit our site at <https://thecustomerfactory.net> and I'll arrange a free demonstration for you of how our program works.

Warmest Regards,

**JOHN NESBIT**

Founder, The Customer Factory