

HOW TO MARKET YOUR PRACTICE

PHILIP YEN DDS, MS

1

Disclosures

- ▶ None

2



- ▶ Colleague went to a state that did not have a strong model of ambulatory anesthesia
- ▶ Tried for 6-9 months to get things going
- ▶ Reported back indicating there was no appetite for the service
 - ▶ No one wanted to take the risk
 - ▶ Very good hospital coverage
 - ▶ Patients did not want to pay
 - ▶ Rule and regulations were too restrictive

A New Start

3

Understand your Market

- ▶ Who is your target group?
- ▶ What are their needs?
- ▶ Why does the provider want to offer anesthesia?
- ▶ What are the provider's motivations?

4



Dental

- ▶ Dental Practices are Businesses
- ▶ Dentists are heavily marketed to in every aspect of their practice

5



- ▶ Positive Marketing Approach
- ▶ Avoid Negative Marketing

Dental

6

Understand your market

- ▶ Who else are you competing with?
 - ▶ Hospital, surgery center, other providers
- ▶ What are the socioeconomic factors at play?
 - ▶ Insurance, state funding, etc.

7

Verbalize your Vision



- ▶ Induction Methods
- ▶ Maintenance Strategy
- ▶ Airway Management
- ▶ Pain Management Strategies

8

LOGISTICS TO CONSIDER

- ▶ Preoperative Screening and Data Collection
- ▶ History and Physical Examination
- ▶ Accompanying Personnel
 - ▶ NURSE, PARAMEDIC, EMT
- ▶ Recovery and Discharge Process

9

RULES AND REGULATIONS

- ▶ Ensure familiarity with all rules and regulations governing anesthesia delivery
- ▶ Permits, certifications, on-site evaluations, registering with databases, DEA compliance
- ▶ Communicate how malpractice works, how does liability work in the event of an adverse outcome

10

Marketing

- ▶ Cold calls
- ▶ Online ads
- ▶ Print ads
- ▶ Local conferences
- ▶ Study groups
- ▶ Word of mouth

11



<h3>Impression</h3> <ul style="list-style-type: none"> ▶ No one wanted to take the risk ▶ Very good hospital coverage ▶ Patients did not want to pay ▶ Rules and regulations were too restrictive 	<h3>Reality</h3> <ul style="list-style-type: none"> ▶ No one UNDERSTOOD the risk ▶ Coverage was good, but was not comprehensive ▶ Pay structure was too high, no true assessment of what local demands dictated ▶ Unwillingness to engage rulemakers and governing bodies to improve conditions
---	---

12