

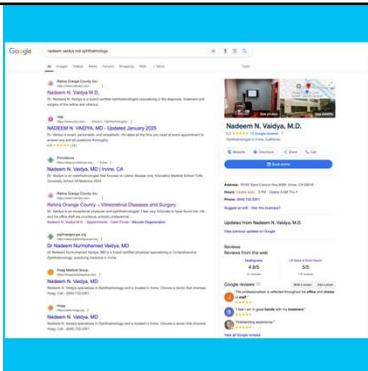
NADEEM N. VAIDYA, M.D., RETINA ORANGE COUNTY, INC. ASRS BUSINESS OF RETINA 2025 - FELLOW'S SEMINAR

MARKETING FOR THE GRADUATING FELLOW

1

TAKE CONTROL - SEARCH ENGINE PRESENCE

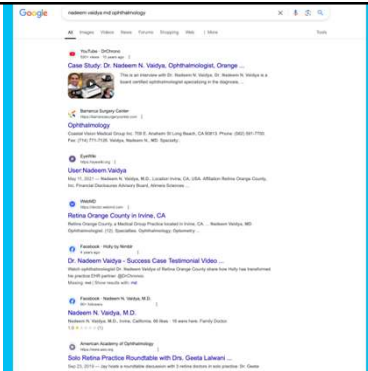
- Google Yourself!
 - Search Engine Yourself!
 - Don't Stop at Page 1 ...
- Google My Business
- Government Registration
 - PECOS
 - NPI
- Doximity
- Review Websites
 - Healthgrades
 - WebMD
 - Vitals



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TAKE CONTROL - SOCIAL MEDIA


- Facebook
- Instagram
- X
- Other
- Plant your flag
 - Physician not influencer



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ADVERTISING

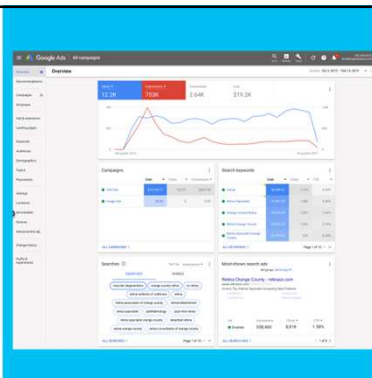
- 3 A's - availability, affordability, ability
- Word of mouth is great, but takes time
 - Reviews help a great deal (more on this later)
- Cultivating referral sources important, but difficult to change referral patterns without being established, or without word of mouth
- Direct mail is difficult to monetize/analyze
- Advertising
 - Google Ads
 - Bing Ads
 - ? Facebook Ads



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ADVERTISING - GOOGLE

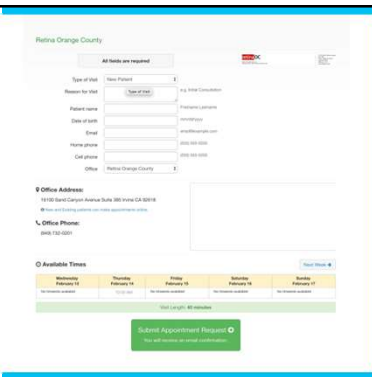
- Efficiency
 - 1-2% click rate is excellent
- Extremely cost effective
 - Roughly a 10 to 1 return on investment
 - Easy to analyze metrics
 - Target certain key demographics
- Don't just use the keywords Google suggests
 - Aim for keywords that people would actually use



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PATIENT ACQUISITION

- Appointments
 - Practice Management system integration with your website
 - Direct patients there straight from Google search



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EFFICIENCY - ANALYTICS

- Create goals to see what patients do on your site
- How many follow through to make an appointment
- How many are visiting certain pages?

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ANALYTICS AND DEMOGRAPHIC S

- Learn who is coming to your website and from where
- Continue to target key demographics and efficient sources of search volume
- Greater efficiency of mobile search - make sure your webpage is mobile friendly

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Pageviews for page /about/insurances/cash-prices' spiked yesterday
Jan 30, 2019

On Jan 30, 2019, page /about/insurances/cash-prices' had 16 pageviews. That's a spike in the original forecast range of 1.13 to 10.7 pageviews.

Know what people are searching for and what they want, and where they coming from to further increase the efficiency of each dollar spent

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ADVERTISING - FACEBOOK

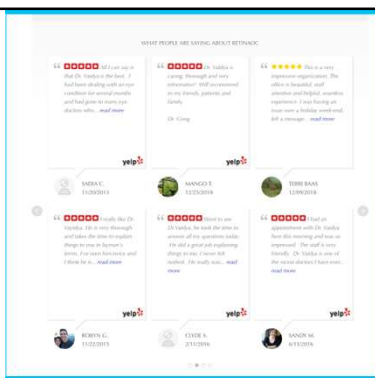
- Micro-targeting
- Do enough old people use Facebook, Instagram, Whatsapp?



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REPUTATION

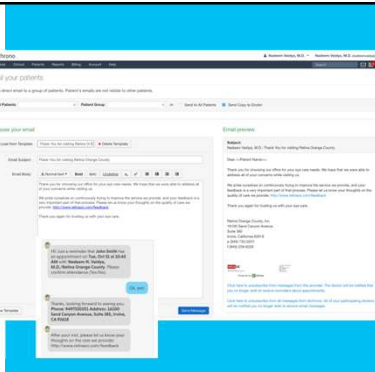
- Reviews, reviews, reviews
- Quality over Quantity
- Prompt every patient
- Filter good reviews to Yelp, Google, Facebook, Healthgrades, Vitals, etc.
- WP Review Slider Pro
- DemandForce, SolutionReach, etc.



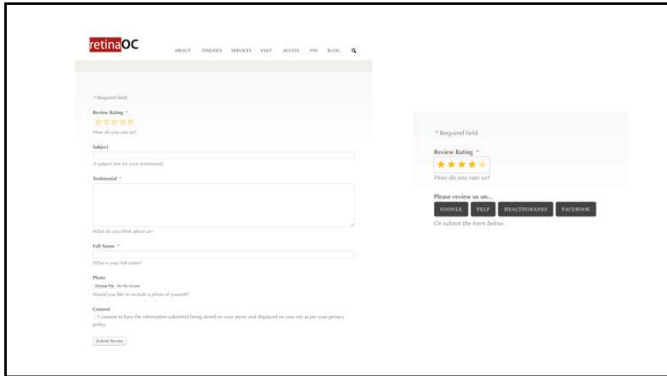
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ENCOURAGING REVIEWS

- Prompt every patient
- Every patient gets an email generated from my EMR the week after their visit
- Every reminder text comes with a feedback link




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AUTOMATED REMINDERS

- Reduce no show rate by 72%
- Get confirmation for appointments with active patient input
- Reduce staff time making calls
 - Patients screen calls
- If you give patients the opportunity to cancel, will they cancel at a higher rate?
 - Generally, no
 - Plan with certainty for walk-ins
 - Inform patients of the opening




Don't Forget!

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CANCELLED APPOINTMENTS

- When a patient cancels how do you fill the slot?
 - Automated wait list apps text patients with appointments that match the cancelled appointment type
 - Limits prevent revisits within a certain time frame
 - All without human intervention



Attention campers: Lunch has been cancelled today, due to lack of hustle.

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IN PERSON VISITS

- 3A's
- Visit your local PCPs, optometrists, ophthalmologists
- Do CE talks
- Do talks to patients where they are
- Always remember to bring treats...it's hard to get past the front desk without them



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CONCLUSION

- Marketing is hard starting out
- Investments made now will pay off in the future
- Direct to patient marketing is underutilized in retina
- Direct to physician marketing is thought of as the cornerstone but is the hardest, and should be thought of as the last option



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