



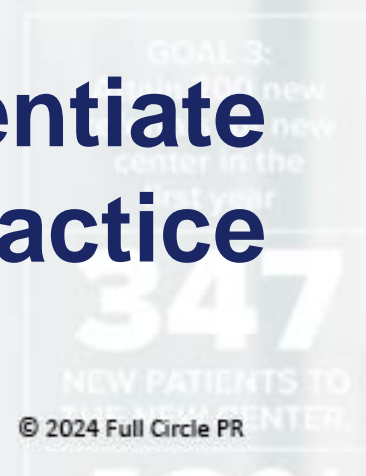
FULL CIRCLE PR

A MEDICAL MARKETING
AND PUBLIC RELATIONS AGENCY

WHEN THE RETURN ON YOUR MARKETING INVESTMENT MATTERS.



How to Differentiate Your Practice





Michele Krohn,

President and Managing Founder

As one of the original marketers for the BayCare Health System's Morton Plant Hospital in the Tampa Bay area, Michele noticed that physicians were desperately seeking ways to grow their practices. Combining her education in marketing from the University of South Florida with her extensive experience, Michele established Full Circle PR in 2007 to meet that need. Since then, the Full Circle PR team has grown to assist nearly 350 medical practices nationwide. Known for creative thinking and cost consciousness, Full Circle PR has a knack for changing physician referral patterns and greatly expanding their clients' market share.



Who We Are

Full Circle PR is an award-winning medical marketing & public relations agency specializing solely in the healthcare profession.

Simply put, we help practices grow their patient base with measurable results. Since 2007, we have expertly utilized key resources to employ a cost-effective marketing approach. Your practice will connect with new patients, expand referrals, and boost your reputation with a proven public relations and marketing strategy.

The best investment you can make is to partner with experts to market your practice.

Recent Recognition



Objectives

- SWOT Analysis
- Competitive Analysis
- Market Analysis
- Marketing Strategy



SWOT

1. **Be Specific:** Avoid gray areas, vague descriptions or fuzzy definitions.
2. **Be Objective:** Ask for input from a well-informed but objective third party; compare it with your own notes.
3. **Be Realistic:** Use a down-to-earth perspective, especially as you evaluate strengths and weaknesses. Be practical in judging both sections.
4. **Apply Context:** Distinguish between where the organization actually is today, and where it could be in the future.
5. **Contrast and Compare:** Analyze (realistically) in relation to your competition i.e. better than or worse than your competition.
6. **Short and Simple:** Avoid needless complexity and over-analysis.

SWOT

Internal: Strengths & Weaknesses

Strengths:

List your capabilities and resources that can be the basis of a distinct competitive advantage.

Examples:

- New and /or innovative services
- Reputation
- Expertise/ experience
- Location
- Core competencies

SWOT

Internal: Strengths & Weaknesses

Weaknesses:

What areas need improvement (or should be avoided)?

Examples:

- Absence of a marketing plan
- Damaged reputation
- Management or staff turnover/ morale
- Poor location
- What can your practice do better?

SWOT

External: Opportunities & Threats

Opportunities:

What external opportunities exist and how can you benefit from each?

Examples:

- Market vacated by a competitor
- Changes in population
- Competitor vulnerabilities
- Lack of dominant competition
- What future needs of your patients can you meet?

SWOT

External: Opportunities & Threats

Threats:

Can include anything that stands in the way of your success.

Examples:

- Competitor dominates the market
- Economic shifts
- Seasonality
- Competitor with innovative product or service
- What is happening in your market that could threaten your practice?

Competitive Analysis

- List all competitors on one side
- Address, phone, website, social media handles
- How far are they from your practice
- Hours
- Google ratings
- Stand out technology/ service
- Market position
- Marketing campaigns
- Community involvement
- Customer service – phone tree
- Parking

Competitive Analysis

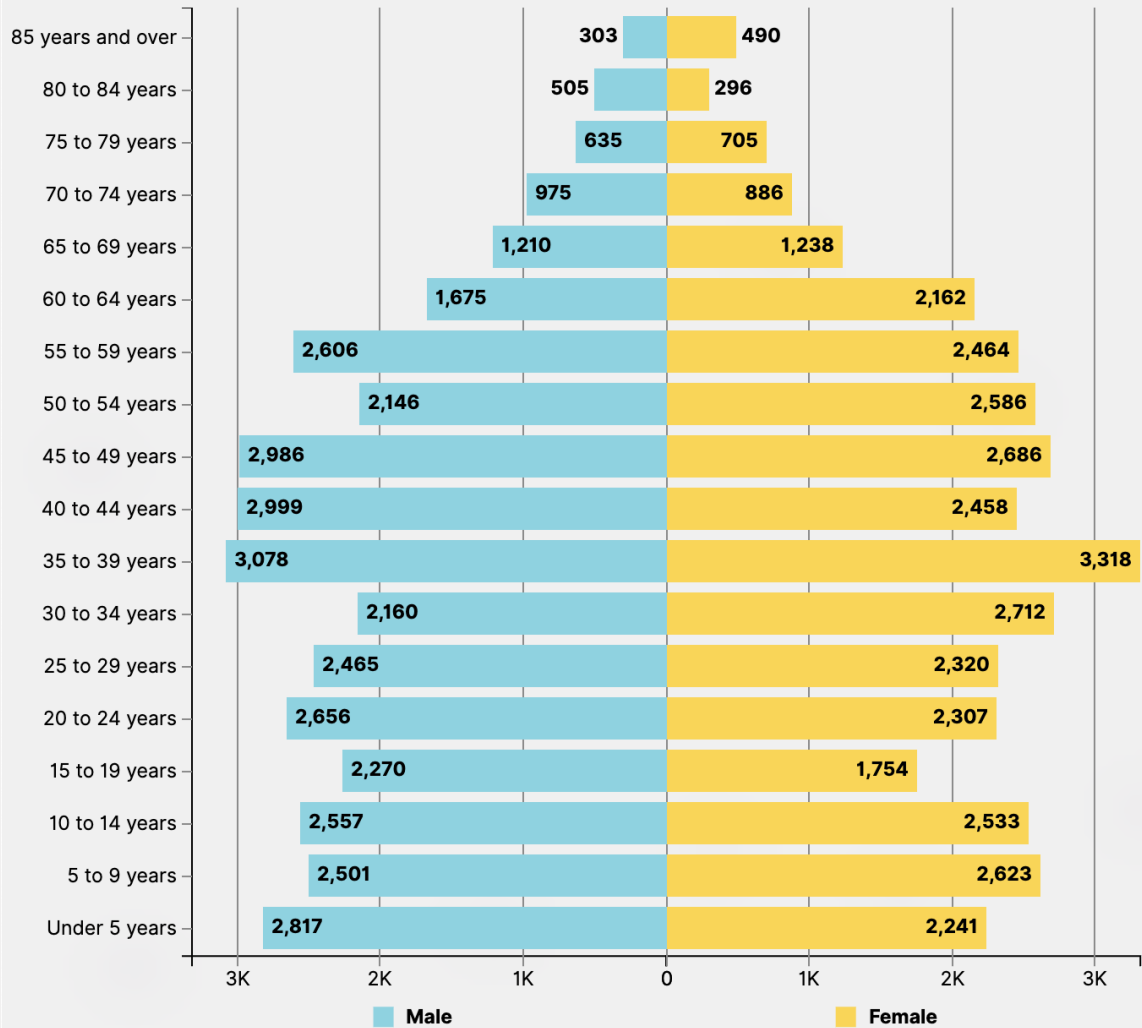
Competitor	Distance from Practice	Address	Phone	Website	Social Media Pages	Hours	Google Ratings	Phone Call Notes
Your Practice	N/A	123 Main St.	(555) 123-4567	YourPractice.com	facebook.com, instagram.com, LinkedIn.com	8:30-5:00 Mon - Fri	98 (3.8 stars)	Phone tree, 5 min wait
Competitor 1	.7 miles	987 Main St.	(555) 987-6541	comp1.com	facebook.com, instagram.com, LinkedIn.com	8:30-5:00, Mon & Wed, 7:00-4:00 Tues, 10:00- 7:00 Thur, 9:00-noon Fri	213 (4.8 stars)	Live person (call center?), 2 rings
Competitor 2	1.1 miles	5436 6th Ave.	(555) 962-9624	comp2.com	facebook.com, instagram.com, LinkedIn.com	8:30-5:00 Mon - Fri	101 (4.2 stars)	Phone tree, 2 min wait
Competitor 3	2.3 miles	7896 Central Ave.	(555) 925-4561	comp3.com	facebook.com, instagram.com, LinkedIn.com	8:30-5:00 Mon - Fri	78 (3.5 stars)	Phone tree, 8 min wait
Competitor 4	2.7 miles	12896 Central Ave.	(555) 896-4512	comp4.com	facebook.com, instagram.com, LinkedIn.com	8:30-5:00 Mon - Fri	26 (4.1 stars)	Phone tree, 3 min wait
Competitor 5	4.1 miles	326 Morrison St.	(555) 965-1596	comp5.com	facebook.com, instagram.com, LinkedIn.com	9:00-5:30 Mon - Fri	157 (4.7 stars)	Live person, front desk? No wait

Market Analysis

Look up zip code demographics

- What stands out
ex: age, languages spoken at home, etc.
- What is the growth rate of your zip code or in your market

33647
 Population by
 Age and Sex
Total Population:
69,457



SUMMARY EXAMPLE

- The new location has competition less than 2 miles away as well as a lot of competition within 10 miles of the practice.

- The competition in the area include well established practices.

- Referral patterns will already be in place for a referring office to send to a competitor unless there is a reason or message that makes them change their referral pattern.

- Market share is already being split with the competition, there has to be a strong marketing campaign to begin to get market share.

- 33647 has an approximate annual growth rate of 11.2%. Which practice will get the new families moving into the area?



1

The Importance of Customer Service

96% of patient complaints are related to customer service, while only 4% are about the quality of clinical care or misdiagnoses.

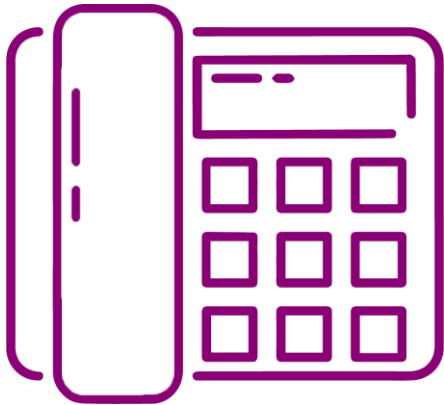
Businesses that deliver better customer experiences obtain revenue between

4% and 8% above market.

Your Practice's Message

- What do you want patients to say about your practice to their friends/family?
- What are the values of your practice?

Phones 101



- Are your phones being answered?
- What does your phone tree look like?
- Do new patients ever have to leave a message?
- How fast is that message returned?

Phone Tree

- Keep your message short
- Have a professional read a script
- Listen to the message from a patient perspective
- Your on-hold message is a great opportunity to market

Is your check-in patient friendly?

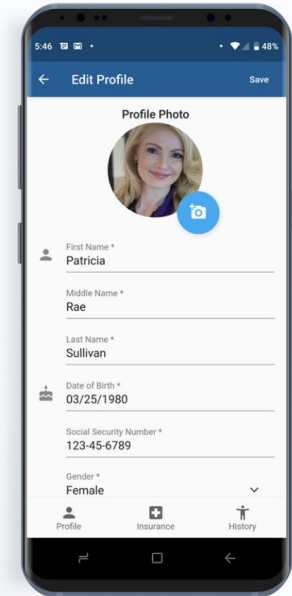
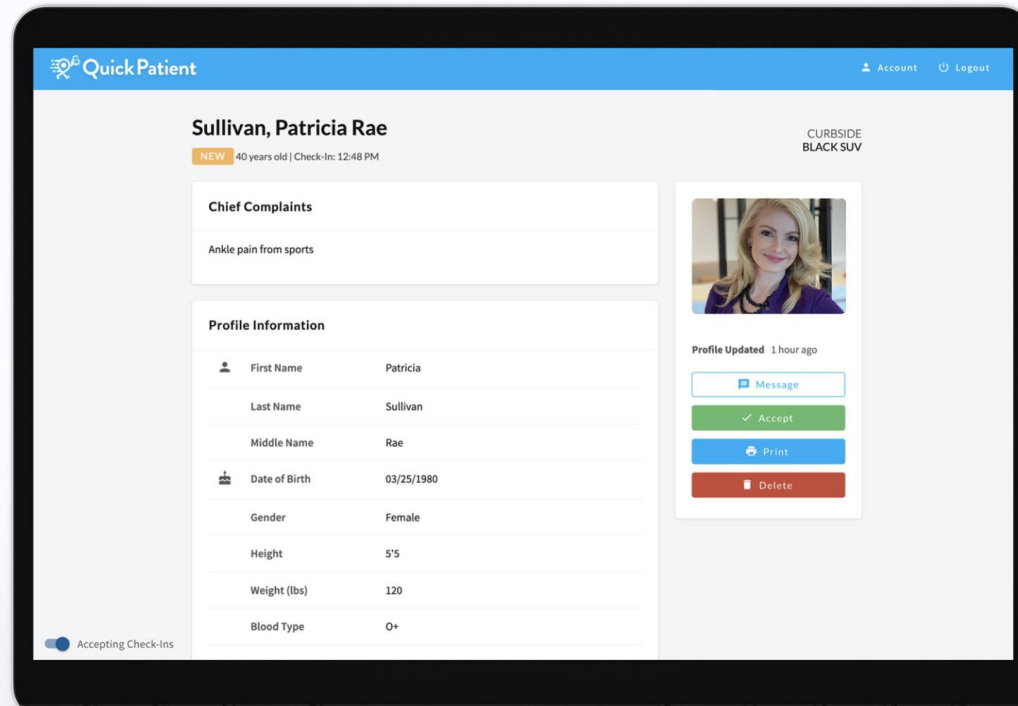
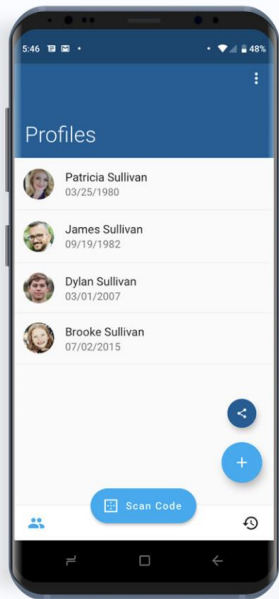
- Front desk check-in
- Paper or tablet vs. QR code option



Contactless Check-In

Web-based Desktop App for Practices

Free iOS + Android App
for Patients



Communication



E-newsletters



Appointment reminders



Social media



Birthday messages



Educational /
Marketing material




Cell phone numbers



Snail mail communication

Marketing Material



IMMEDIATE CARE IS AVAILABLE AT OUR WALK-IN CLINIC

The team at PrimeHealth Urgent Care consists of board certified family medicine physicians, physician assistants, medical assistants and a friendly office staff. Our dedicated providers have over 20 years of experience, allowing us to provide your patients with efficient, quality and affordable healthcare. We offer care for patients of all ages with respect and attention.

We understand that illness, injuries and other medical concerns occur outside of the typical Monday through Friday, 9 to 5 schedule. In an effort to provide patients in our community with everything they need to preserve and protect their health, we have created an exceptional healthcare experience with extended office hours.

Our board certified physician and medical staff offer various COVID-19 testing options as well as treatment for numerous conditions, including allergic reactions, asthma, athletic injuries, bladder infections, bronchitis/coughs, bug and animal bites, chest pain, colds and much more.

WE ARE OPEN 7 DAYS A WEEK

Office Hours
 Monday-Friday 8:00am-8:00pm
 Saturday-Sunday 8:00am-6:00pm

SERVICES

- COVID-19 Testing
- Rapid COVID-19 Antigen Test (Instant results)
- Molecular RT-PCR COVID-19 Test (Results in 2-3 business days)
- Poplar SARS-CoV-2 TMA Pooling Assay
- COVID-19 IgG/IgM Antibody Test
- Drug Testing
- EKG
- Flu Vaccine/Flu Testing
- Lab Services
- Minor Burn Treatment
- School & Sports Physicals
- Sinus Infections
- Sports Injuries
- Sprains, Strains & Fractures
- STD Testing
- Urgent Care
- Vaccines
- Work Injuries
- Wound Care
- X-Rays

INSURANCES

- Aetna
- Blue Cross Blue Shield
- Cigna
- Emblem
- FL Medicaid
- Humana
- Medicare
- Molina Healthcare
- Multiplan/PHCS
- Oscar
- United Healthcare
- VA Community Care

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For your convenience, patients can call or book an appointment online.

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SE HABLA ESPAÑOL





Clarifix® for Chronic Rhinitis

Breathe Well. Hear Well. Be Well.

Clarifix® cryotherapy is a long-lasting, effective treatment for chronic rhinitis that involves the use of freezing or near-freezing temperatures.

Balances out the nerves that are telling the nose to drip, run and swell

Interrupts the brain's signals and stops the source of symptoms

Do you have patients sneezing and wheezing with chronic rhinitis? Target the source of their symptoms for lasting relief.

Traditional treatments for chronic rhinitis may manage the symptoms, but they do not address the underlying problem.

Clarifix® is safe, FDA-cleared, and allows for minimal downtime and recovery.

During the procedure, patients may experience some discomfort, slight pressure and a cooling sensation in the nose and around the molars. Patients should not expect pain during the process, but here's what they can expect before and during the procedure:

- › Nasal cavity numbed with an anesthetic
- › Clarifix® device and endoscope placed in the back of the nose, where out-of-balance nerves are located
- › Cold therapy applied for approximately 30 seconds, 1 to 2 times per side

Following the procedure, patients can expect:

- › Temporarily increased congestion, resolving within half a day
- › Return to normal activities the same day as treatment
- › See improvements between 2 and 6 weeks post-treatment

In a clinical study, patients demonstrated the following results after treatment with Clarifix® cryotherapy:^{*}

- › A statistically significant improvement in runny nose and congestion
- › 4 out of 5 (80%) of patients reported long-lasting symptom improvement
- › Similar improvement in both allergic and non-allergic rhinitis patients
- › Treatment was well tolerated, with no device or procedure-related adverse events

*1/12/2016, Data on File, A2014-02 Clinical Report, Antrix



Put an end to the source of your patients' frustrating symptoms with Clarifix® cryotherapy.

www.FloridaENTandAllergy.com Comprehensive ENT Care for the Entire Family
A Division of Select Physicians Alliance



Schedule an Appointment Today!

FROM SKINCARE to Cutting-Edge Research & Treatments

INSURANCES:

<p>Aetna</p> <ul style="list-style-type: none"> • Administrator • Choice II • First Health • HMO • Managed Choice PDS • MCR PPO • Select • QPOS • Select Choice • Signature <p>America's Choice Provider Network</p> <p>Baycare MCR</p> <p>Blue Cross Blue Shield</p> <ul style="list-style-type: none"> • PPO • 65 Supplement • Blue Choice • Blue Options • Blue Select • Federal • MCR PPO • Network Blue • Traditional 	<p>Cigna</p> <ul style="list-style-type: none"> • Choice PPO • Network HMO • Network POS • Open Access • Open Access Plus • PPO • Baycare <p>Coventry</p> <ul style="list-style-type: none"> • National PPO <p>Humana</p> <ul style="list-style-type: none"> • Commercial HMO, EPO, POS, PPO • Medical • MCR PPO & MCR POS • MCR Network PFS • MCR HMO • Traditional <p>Humana Gold</p> <p>Longevity Health</p> <p>Medicare</p> <p>TRICARE</p> <ul style="list-style-type: none"> • For Life • Prime • Select 	<p>United Healthcare</p> <ul style="list-style-type: none"> • AARP Medicare Complete Choice, PPO/ Essential/Plan2/Focus/Plan 2 HMO • Assisted Living Plan • Charter EPO/Choice Plus HMO/POS Network • Golden Rule • Group Medicare HMO/PPO • NIP Direct Access/Gated/POS Access • Oxford • PPO • Select EPO/Plus HMO/Plus POS • The Villages Complete 1/HMO/2/HMO
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SERVICES AND CONDITIONS TREATED:

- Acne
- Actinic Keratosis
- Eczema
- Hair Loss
- Hives
- Hyperhidrosis
- Rashes
- Ringworm
- Rosacea
- Skin Allergies
- Skin Cancer
- Skin Discoloration

ABOUT US

Florida Westcoast Skin and Cancer Center offers state-of-the-art laser treatments and more.

813-877-4811

NOT ALL SKIN CARE SPECIALISTS ARE THE SAME!

Seeing a board certified dermatologist could be a life saving decision - especially when it comes to skin cancer. At Harris Dermatology, patients are always examined by our board certified physicians who are solely dedicated to detecting, treating and preventing skin cancer.



Ft. Myers (239) 936-3344
Naples (239) 596-1848

HarrisDermatology.com

Advertising Campaigns



5 vs 45
Prostate Cancer Treatment In 5 Days

Cyberknife Centers
OF TAMPA BAY
866-DO-CYBER (362-9237)

Enjoy your weekend!

A photograph of a smiling man with white hair, wearing a blue button-down shirt, holding a fishing rod. The background is a clear blue sky. The text "Enjoy your weekend!" is written in a cursive font above him.

Community Involvement



- Employer health fairs
- Fitness events
- Wedding expos
- Senior expos
- Medical community events

Social Media



Facebook



Instagram



LinkedIn

Did You Know?

A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.

– *White House Office of Consumer Affairs.*

Happy customers who get their issue resolved tell about 4-6 people about their experience.

– *White House Office of Consumer Affairs.*

It takes 12 positive experiences to make up for 1 unresolved negative experience.

– *“Understanding Customers” by Ruby Newell-Legner.*

Reviews

Reviews

- Ask happy patients to review you



Respond to Reviews

- Remain HIPAA compliant





FULL CIRCLE PR

A MEDICAL MARKETING
AND PUBLIC RELATIONS AGENCY

Thank you!

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When the return on your marketing investment matters.