

KELLEY KNOTT

Expert Insight



6 WAYS TO KNOW IF YOU'RE
READY

To Profit From
**A PHYSICIAN
LIAISON MARKETING
PROGRAM**

KELLEY KNOTT

INTREPY HEALTHCARE MARKETING



IF YOU'RE AN PHYSICIAN OR PHYSICAIN LIAISON, LOOKING TO GENERATE MORE PATIENT REFERRALS WHILE INCREASING YOUR PATIENT BASE AND HIGH REVNUUE PROCEDURES THEN YOU PROBABLY ALREADY KNOW THAT IMPLEMENTING A PHYSICAIN RELATIONS MARKETING PROGRAM IS THE BEST WAY TO MAKE LOCAL REFERRING PHYSICAIN RELATIONSHIPS.

I'VE CREATED MULTIPLE PHYSICAIN LIAISON MARKETING PROGRAMS WITH STUDENTS ALL OVER THE UNITED STATES WITH 6 FIGURE IN RESULTS FOR MY DOCTORS.

NOW IT DIDN'T HAPPEN OVERNIGHT AND IT WASN'T ALWAYS EASY. BUT I MADE IT MY MISSION TO TEACH THE NECESSARY TRAINING STEPS I'VE USED SO THAT YOU CAN BUILD YOUR OWN PROFITABLE PHYSICAIN RELATIONS MARKETING PROGRAM. I KNOW THAT AS A PHYSICIAN YOU CAN'T AFFORD TO WASTE TIME AND RESOURCES MARKETING YOURSELF HERE'S WHAT HAVING A PHYSICIAN LIAISON MARKETING PLAN CAN DO FOR YOUR PRACTICE.

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INTREPY
HEALTHCARE MARKETING

HERE'S WHAT HAVING A PHYSICIAN LIAISON MARKETING PLAN CAN DO FOR YOUR PRACTICE...

INCREASE PATIENT REFERRALS

EVEN IF YOU HAVE BEEN AN ESTABLISHED PRACTICE IN THE AREA FOR MANY YEARS OR IF YOUR BRAND NEW TO THE AREA, PHYSICIAN LIAISON MARKETING WILL INCREASE THE NUMBER OF PATIENT REFERRALS TO YOUR PRACTICE. THIS ALLOWS YOU TO FOCUS ON PATIENT CARE AND NOT WORRY ABOUT HOW TO GET PATIENTS THROUGH THE DOOR.

CONNECT WITH LOCAL REFERRING PHYSICIANS

PHYSICIAN LIAISON MARKETING ALLOWS YOU TO CONNECT AND MEET WITH LOCAL PHYSICIANS IN YOUR AREA AND EXPANDING YOUR HEALTHCARE NETWORK.

INCREASE OVERALL PRACTICE REVENUE

PROVIDING YOUR REFERRING PHYSICIANS WITH A PHYSICIAN LIAISON MARKETING PROGRAM WILL HELP YOU GENERATE MORE PATIENT REFERRALS AND HIGH REVENUE PROCEDURES AND SURGERIES RESULTING IN A SIGNIFICANT UPTICK IN OVERALL PRACTICE REVENUE.

But success is not guaranteed and even the most well-intended physicians have deserted their efforts because of time, questions, feeling overwhelmed, or just not knowing how to implement it. You need to make sure that you and your practice are prepared to invest time, cost, and resources into a physician liaison marketing program. I've discovered there are 6 sure are ways to know if it's right for your medical practice.



#1 YOU'RE A MEDICAL PRACTICE OR SPECIALIST THAT HAS PORTION OF YOUR PATIENTS FROM REFERRING DOCTORS

ARE YOU A SPECIALIST WITH A PORTION OF YOUR PATIENT BASE COMPRISED OF PATIENTS FROM REFERRING PHYSICIANS? PHYSICIAN LIAISON MARKETING CREATES STRONG AND CONSISTENT REFERRAL RELATIONSHIPS WITH LOCAL DOCTORS TO PRODUCE A SOLID STREAMLINE OF REFERRALS TO YOUR PRACTICE.

#2 YOU HAVE A NEW PHYSICIAN TO THE PRACTICE

IT'S TIME TO INTRODUCE YOUR NEW PHYSICIAN TO THE LOCAL REFERRING PHYSICIAN COMMUNITY. GROW YOUR NEW DOCTOR'S DAILY PATIENTS BASE BY MARKETING TO YOUR LOCAL DOCTORS AND BUILD PROFITABLE RELATIONSHIPS.

#3 YOU'RE LOOKING TO GROW YOUR PRACTICE

READY TO GROW OR EXPAND YOUR PRACTICE? HAVING A PHYSICIAN RELATIONS MARKETING PROGRAM WILL EXTEND YOUR REACH IN THE LOCAL HEALTHCARE NETWORK AND ALLOW YOU TO STREAMLINE REFERRALS, HIGH REVENUE PROCEDURES, AND OVERALL REVENUE SO YOU CAN FOCUS ON TAKING THE NEXT STEPS TO EXPAND THE PRACTICE.



#4 IN A COMPETITIVE SPECIALITY OR TERRITORY

ARE YOU TIRED OF LOSING PATIENT REFERRALS TO YOUR COMPETITION? PHYSICIAN LIAISON MARKETING PROGRAM OR PLMP CAN HELP YOU CHANGE THOSE REFERRAL PATTERNS THAT ARE COSTING YOU PATIENTS AND DRIVE THEM TO YOUR PRACTICE AVOIDING ANY CONFUSION AND DEVELOPING DIRECT COMMUNICATION FOR PATIENTS AND REFERRING DOCTORS.

#5 YOU HAVE A NEW PRACTICE OR OPENED A NEW LOCATION

CONGRATULATIONS ON YOUR NEW PRACTICE! NOW IT'S TIME TO SPREAD THE WORD AND MEET WITH REFERRING PHYSICIANS IN YOUR AREA TO BUILD STRONG RELATIONSHIPS AND CONSISTENT PATIENT REFERRAL STREAMS.

#6 YOU'RE LOOKING TO INCREASE SPECIFIC HIGH REVENUE PROCEDURES AND SURGERIES

DO YOU WANT TO INCREASE YOUR HIGH REVENUE PROCEDURES OR SURGERIES? USE A PLMP TO MEET WITH PHYSICIANS IN THE AREA AND EDUCATE THEM TO YOUR TREATMENT APPROACH AND THE SERVICES YOU OFFER FOR PATIENTS TO GIVE THEM THE HIGHEST QUALITY OF CARE. BE RECOGNIZED AS THE TOP SPECIALIST IN YOUR AREA!

