Physician Marketing:  
*Powered by*  
*Growth and Service Culture*  

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Forum for Health Care Strategists Summit  
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MERIDIAN HEALTH
OVERVIEW AND AGENDA
Taking Care of New Jersey

• Meridian Health
  – $1.6B integrated delivery system
  – 6 hospitals, 2,200 physicians, 100+ locations offering full continuum of care, 25 hospital alliance
  – Medicare Advantage and ACO
• Market
  – 1.2M consumers
  – 40% share in Monmouth and Ocean counties
• Competition
  – NYC, Philadelphia, Local
• Mixed Medical Staff Model
  – 20% Employment
Branding and Lifting All Tides

- Begin with the ending in mind
- Provide the preferred setting to see patients and grow business
- Drive consistent service culture and profitable growth
Start a Physician As Partner Committee

• Use research and new initiatives to help Meridian improve physician retention and recruitment, physician satisfaction, physician networking and referral development, and perception of Meridian as a physician-focused culture and true business partner
• Facilitate new initiatives in the areas of:
  – Recognition and Appreciation
  – Communications
  – Value-Added Practice Support Services
Recognize and Celebrate: Physicians Are People Too
Carve-Out Time for Fun at the Jersey Shore

- The right set of business events and environments even drew 1,000 to a special one
Show ‘Em: Physician Appreciation Day

- Executives go to physician offices with one agenda item – recognize the great care clinicians provide each and every day
Let’s Give Them Something to Talk About
Differentiating Doctor’s Day and Top Docs
Physicians Aren’t in the Lounge and Aren’t Even in the Hospital

- Relevant content through the clutter
- Push and pull
- Target and mass
- Digital, print, direct; and of course there’s fax
Packaging Service Lines:
Physician to Physician
POSITIONING CONSUMERS AND GROWTH

“Hey, if you want a great prostate exam, come to Suite 1200.”

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Don’t Mistake Activity for Results, but Lots of Venues to Leverage

- 185 physician videos
- 240 physician features in the media
- 71 physician mailings with over 360,000 impressions
- 294 physicians involved in community events
- 144 physicians featured in Meridian print publications
Websites: A Given but Check the Inventory

- Clear process, simple templates, inexpensive – service created 30 websites in short period
Educate on Consumer Demand and Guide Access

- If online appointments are technically challenging, partners can help
- Open 9 to 5 and not lunch breaks helps create retail health market
Maintain the Patient Voice

- And find lots of ways to plug in physicians at the right point in the decision-making cycle
Consumerism – of course – Will Continue to Grow with Video and Social Media
Quality Assumed: Online Search and Call Center
Hair and Make-Up: Consider Physician Portraits

- All the personalities will come out and consumers will click
Spokespersons at Events and in Media
Search and Rescue: Online Reputation Management

- Search Engines
- Updating Profiles
- Public Reviews
- Report Cards
- Social Media Monitoring
Era of Reform Needs Traditional Marketing Too
The Quest for
The Blinding Insight
The Quest for The Blinding Insight
What’s an Insight?

“A fresh idea that provides inspiration for action.”

SPM
Case Histories
The Challenge

How do you convince people to select a health insurance plan that includes a Brown & Toland physician as opposed to joining Kaiser.
9 Reasons to choose a Brown & Toland physician.

1. Committed to practicing the best medicine.
2. Recognized for providing a higher level of care.
3. Dedicated to developing one-on-one relationships.
4. Affiliated with San Francisco’s finest hospitals.
5. Coordinating your care in sickness, and in good health.
6. Recognized leaders in wellness and prevention programs.
7. Disease management programs ranked among California’s best.
8. Leaders in integrating cutting-edge technology.

Learn the 3 easy steps to choose a Brown & Toland physician at brownandtoland.com or call 415.972.6002.
9 reasons why you need to choose a Brown & Toland Physician.
YOUR HEALTH CARE SHOULD WORK JUST AS HARD IN SICKNESS AS IN HEALTH.

Now that it's more than just you, it's important to choose the best health care coverage. By selecting a health plan that includes Brown & Toland Physicians during open enrollment, your new family will be part of a physician network that features the city's top doctors, with locations close to where you live and work. After all, happily ever after may need a little help along the way. To learn more, visit brownandtoland.com

BROWN & TOLAND PHYSICIANS
brownandtoland.com

City & County Employees Open Enrollment
HIDE-AND-SEEK SHOULD BE PLAYED WITH YOUR CHILD, NOT YOUR DOCTOR.

As a parent, you know that the physician and health plan coverage you choose is more important than ever. By selecting a health plan that includes Brown & Toland Physicians during open enrollment, your family will have access to more than 800 board-certified Brown & Toland doctors, and nine area hospitals. With the choice of primary care doctors, specialists, hospitals and physician offices throughout the city, you won’t have to search long for the best health care in the city. To learn more, visit brownandtoland.com.
At a certain point in life, choosing better health care coverage is your best option. By selecting a health plan that includes Brown & Toland Physicians during open enrollment, you and your family will have access to the best combination of physicians, specialists and locations — including access to more area hospitals than any other medical group. And with physicians continuously ranked among the best for patient satisfaction, choosing Brown & Toland Physicians is the right match.
To learn more, visit brownandtoland.com.

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To learn more, visit brownandtoland.com.

A YEAR OLDER. A YEAR WISER. WITH THE HEALTH CARE TO MATCH.

City & County Employees Open Enrollment
The Challenge

How do you get consumers to select a primary care physician from an academic medical center when you think of it principally for specialists?
Every one of our primary care doctors is supported by the region’s only academic medical center.

When you choose a primary care physician partnered with Froedtert & the Medical College of Wisconsin, you are choosing to have peace of mind. Our doctors are among the best in their profession, practicing, researching and staying connected to everything academic medicine has to offer. That means you’ll have access to exceptional everyday care. And, you’ll be connected to renowned specialists offering more treatment options found only at our network of hospitals and health centers. What could be more extraordinary than that?

To find a primary care doctor that’s right for you, visit froedtert.com or call 1-800-DOCTORS.
Over 200 primary care doctors in more than 20 locations

1-800-DOCTORS
The Challenge

How do you stand out in a very competitive market that includes a highly respected academic medical center and another large employed physician group?
Doctor Wanted:

Offers a fresh approach to care.
Likes to communicate the way we do.
Helps us be the picture of health.

MeriterDoctorMatch.com  Now finding the right doctor is one click away.
Doctor Wanted:

Relates to my kids on their level.  
Is focused on prevention. Has office hours that fit my crazy schedule.

MeriterDoctorMatch.com  Now finding the right doctor is one click away.
Doctor Wanted:
Must be head over heels in love with health care. Has energy to work late hours. Understands that my kids are my world.
MeriterDoctorMatch.com Now finding the right doctor is one click away.
Find a Doctor That Fits Your Family

We know how important it is to have a positive relationship with a primary care doctor that understands you and your family's needs. Simply answer the three questions below to be matched with a doctor that's right for you.

My Health Needs
- Health & Prevention

My Clinic Location
- Greater Madison Area
- Any Location

My Doctor
- No Preference

MEET YOUR MATCH

THE RIGHT DOCTOR IS JUST ONE CLICK AWAY.
Primary Clinic: Meriter DeForest-Windsor
4200 Savannah Drive
DeForest, WI 53532
608.417.3300

Hospital Affiliations
Meriter Hospital

Education and Board Certification
2010, Residency, Virginia Commonwealth Univ Health System
2007, Internship, Virginia Commonwealth Univ Health System
2006, Medical School, UW School of Medicine and Public Health
ABMS/AOA Certification, American Board of Internal Medicine
ABMS/AOA Certification, American Board of Pediatrics

Medical Interests
Dr. Gyorgy enjoys a patient panel with variety – from newborns to geriatrics. He feels that his services can fill a gap with adolescents that are too young for Internal Medicine, but too old for Pediatrics (age 12-30). He also has an interest in pediatric patients with congenital problems (e.g., congenital heart disease, cystic fibrosis, cerebral palsy) who will require continued care as adults.

Medical Philosophy
Dr. Gyorgy puts his patients at the center of all he does. He is detail-oriented and takes the time to talk – and most importantly listen – to his patients. He understands that patients are often frustrated when there’s a delay in receiving diagnostic results, so he makes it a priority to respond quickly when results are available. Dr. Gyorgy knows that his primary duty is to work with his patients and address their concerns. He believes in holding conversations with patients, not just dictating treatment recommendations. Dr. Gyorgy treats his patients with deep respect, whether it’s in terms of open communication, timely response to questions, or just being prompt for patient appointments.

Due to his Internal Medicine/Pediatrics specialty, Dr. Gyorgy is happy to offer combined parent/child visits, which works well for today’s busy family. He enjoys working with entire families, and looks forward to caring for future generations.

Personal Interests
Outside of work, Dr. Gyorgy enjoys Badger sporting events, outdoor activities (including hiking, boating, fishing, disc golfing, and running), spending time with his wife and friends, and traveling.

Meriter Medical Group Provider: Yes
The Challenge

How do you stand out against an aggressive competitor who has a larger network of employed physicians?
Sick today? Seen today. What a concept.

When you are sick, all you want is to be seen now. That is why Saint Alphonsus Medical Group is committed to seeing you right away. And with one call, you will be seen the same day. It’s that simple. That’s the critical difference.

Call 367-DOCS (3627) for your same day appointment.

The critical difference
Saint Alphonsus Medical Group
WELLSPAN HEALTH
For the journey that is life.
The Challenge

How do you stand out against an aggressive competitor who has a larger network of employed physicians?
Cautionary Note

• Insights are not necessarily transferable

• Just because an insight worked in one situation does not mean it is automatically applicable to a seemingly similar situation
Q&A
You have Questions
We have Answers