



Create a Compelling
Private Practice:
What services should
you include ?

Deborah Gallant



About Me



- MBA Columbia University
- Business & Marketing Coach
- Specialize in Professional Practices
- Partner with medical admin. professionals for CTT

Let's attract Ideal Patients.



- Pays full price
- Stays with you
- Values what you do
- Partner in their own health
- Refers others



What is your own value system and how does it fit with an ideal patient profile?

Get very specific.



- Man? Woman? Couple? Family?
- Age
- Health, chronic conditions?
- Working, retired?
- Live in a specific area?
- What else makes them unique?



Features vs. Benefits

What is the difference and why does it matter?

The **BENEFITS** of Concierge Medicine *(for the patient)*



Outstanding medical care...

*Ultimately better health and
peace of mind.*



What features should you offer to deliver on this benefit?

Ensure that the features are valued by your ideal patients.



STANDARD FEATURES

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Expectations of “Premium” practice



Everything should be patient-oriented.

- Physical environment needs to be welcoming, high-end
- Water, wi-fi, reserved parking?
- Logo, website, materials need to support it all

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Access



***Set
expectations
for response
time and type.***

Patients expect to be able to reach you.

- Cell number for calls/texts
- Email address
- Skype?
- After-hours access
- As needed: ER, hospital, house, office calls

Doctor's Attention



- Longer appointments
- Little or no waiting time
- Same-day sick appointments
- Personal call with lab results
- Coordination of care with specialists
- Calls as needed to family members, nursing homes, health care aides



Medical Services



- Annual Super-Physical
- In-office blood draws
- Routine vaccinations
- Drop-in svcs like weight, blood pressure
- Diagnostic tests like EKG, Holter Monitor, Spirometry, Dexa Scan, Body Fat Measurement

Be legal!

Lifestyle RX



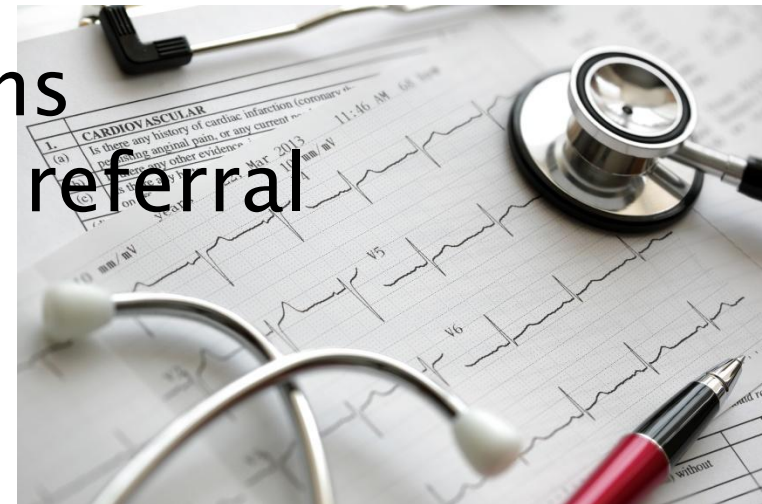
- Nutrition, Weight-loss counseling
- Fitness evaluations, recommendations
- Diabetes programs
- Cardiovascular health
- Health plans, goal-setting



Hassle-free admin.



- Patient-orientation by staff---
welcome people by name
- Technology for medical records
- Easy RX refills
- Physical/immuniz. forms
- Coordinate specialist & referral
appointments



Also...



- See relatives of patients, even if they are not members
- Athletic activity advice
- Travel medicine consultations
- The answer is (almost) always “YES.”



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ENHANCED OFFERINGS

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Focus on your Ideal Patients & their needs



Pediatric: sleep consults, lactation coaching, ear piercing

Women: botox, cosmetic consults & services, sexual health

Baby-boomers: hormones, adrenal testing, healthy aging

Executive: bring it to them, do it all in one day

Education/Support



Help patients understand medical news & developments, make healthy lifestyle choices

- Run events, workshops--guest presenters, colleagues
- Newsletters--print or electronic
- Blog?

Introductory sessions / samples



- Offer complimentary appointment with nutritionist, acupuncturist, massage therapist
- When patients sign up for more sessions, you rev-share with the practitioner
- Supplement samples?



Negotiated “deals”



Make it easier/cheaper to get additional services like:

- Botox / fillers
- Ultrasounds
- Nutrition products
- Bio-identical hormones
- Others?

Everyone loves a goody bag.



Can you create a welcome package ,include information & “goodies” tied in to your brand?

- Refrigerator magnet w/emergency nos.
- OTC samples
- Nutrition items/foods
- Canvas bag
- Pill holder



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Make sure patients know what they get!



- Welcome folder
- Easy-to-understand materials
- Patient orientation session
- Care coordinator
- Personal phone calls, emails to set up appointments & services

This is not a
one-shot deal.



Keep patients engaged and committed—should be referring others!

- Be pro-active
- Events
- Email Newsletters

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Sarasota Center for Family Health & Wellness
Dr. Laura Hershoin & Associates

6120 53rd Ave. E
Bradenton, FL 34203
(941)364-4411

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HEALTH NOTES

Here are some recent items I've noted in the medical press that I wanted to share with you:

PSA Screening Does Reduce Deaths, but Is Not Recommended


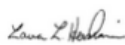
Routine prostate-specific antigen (PSA) screening for prostate cancer does save lives: the updated results from the European Randomised study of Screening for Prostate Cancer (ERSPC) confirm that there is a substantial reduction in prostate cancer mortality attributable to PSA screening. However, despite these findings, the authors remain cautious about population-based screening programs, because the high rate of screening-related overdiagnosis and overtreatment still needs to be addressed. [Read more](#)

Dear Laura,

Welcome to a busy fall at The Sarasota Center for Family Health & Wellness. This is a great time of the year here in Florida and I hope you are enjoying it to the fullest!

This month we are welcoming a new acupuncturist, hosting a nutrition seminar and I've got advice for you about flu vaccines as well as some other important medical news. Hope you get some valuable info!

Sincerely,



Dr. Laura Hershoin
The Sarasota Center for Family Health & Wellness
www.sarasotacenter.com

FLU VACCINE?

It is that time of year again. Should you get a flu shot? I get one every year and I do generally recommend it.

The flu is different from the common cold, though the common cold can also make us very ill. Influenza takes severe illness to new heights. In any given year, your risk of contracting the flu is relatively small, but if it is your turn - oh boy! It renders us bed-bound and miserable. The flu can lead to complications

Want a copy of this talk?



Give me your business card or email address and I will send it to you in email!

You will also get my email newsletter.

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Questions?



Deborah Gallant
Concierge Transition Team

dg@boldbusinessworks.com

805-217-4881

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