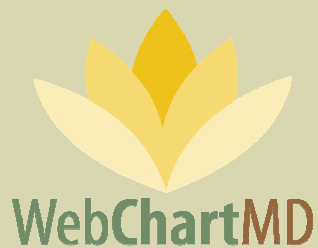


# Webinar 2: Changing Your Marketing Tactics

*May 2012*



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*WebChartMD "Surviving the Transcription Downturn," public use permitted*

# What We'll Cover Today

## What we'll cover:

1. Developing your marketing message: creating a specific message for a specific audience that has clarity and focus.
  - a. Your marketing materials
  - b. Your tagline
  - c. Your 30-second elevator speech
  - d. Your website

# Goal of Marketing

**GOAL OF MARKETING STRATEGY AND MATERIALS:** To develop a message and materials that assist in getting the sale and closing the deal!

**FOCUS OF MARKETING STRATEGY AND MATERIALS:** To persuade a prospect in a compelling way that your services address the pain points the prospect is experiencing.

# EHR Scorecard

Feature	True	False
Reduce medical errors	X	
Patient access to data	X	
Easier access to PHI (providers and staff)	X	
Data aggregation, structuring and reporting	X	
Billing and coding improvements	X	
More time-efficient		X
More cost-efficient		X
More secure data		X

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# Marketing to the Study's Key Findings

**PREMISE:** There are decision influencers within many practices who agree that narrative is more time and cost effective than EHR templating.

**MARKETING OBJECTIVE:** Provide those influencers with information that helps them clarify and quantify their convictions about narrative.

**PREMISE:** There are certain quality-of-care related benefits to narrative that surpass the abilities of EHRs.

**MARKETING OBJECTIVE:** Provide research-based information about those benefits.

# Marketing to the Study's Key Findings

**PREMISE:** There are physicians (and probably patients!) who are dissatisfied with the way EHRs have changed the exam room experience.

**MARKETING OBJECTIVE:** Communicate with physicians about the dissatisfaction their **customers** are experiencing.

**PREMISE:** There are physicians who haven't heard a clear explanation regarding their EHR's capability to supports a transcription interface.

**MARKETING OBJECTIVE:** Inform physicians about the capabilities of their EHR to import transcription.

# Developing Our Message

Pain Point	Message	Derived Benefit of Narrative
EHR charting takes too long.	Narrative dramatically reduces the time it takes to generate clinical documentation.	Reduced physician time in front of computer means more productive day, shorter hours.



## Pain Point #1 - Source Material

Kate Johnson, "Too Much Information: Are EHRs Drowning Primary Care?", *MedScape News Today*, February 12, 2012 ("All respondents reported a median of 60 minutes and a mean of 48 minutes per day of free time lost to the computer.")

Anthony Guerra, "Healthcare Providers Voice Gripes At EHR Usability Hearing," *Information Week*, April 25, 2011 ("EHR-associated administrative work had added two hours to the clinician workday.")

Pamela Lewis Dolan, "Doctors' love-hate Relationship with EHRs," *American Medical News*, May 7, 2012 ("There is no guaranteed gain in productivity.")

Paul Cerrato, "How To Ease EHR Frustration." *Information Week*, May 7, 2012, ("I see 75% of the patients now as compared to before EHR.")

# Developing Our Message

Pain Point	Message	Derived Benefit of Narrative
EHR charting takes too long.	Narrative dramatically reduces the time it takes to generate clinical documentation.	Reduced physician time in front of computer means more productive day, shorter hours.
<b>EHRs negatively alter the patient-doctor experience.</b>	<b>Narrative allows the physician to focus her/his attention on the patient.</b>	<b>Improved quality of care and customer satisfaction.</b>

## Pain Point #2 - Source Material

Pamela Lewis Dolan, "Doctors' love-hate Relationship with EHRs," *American Medical News*, May 7, 2012 ("The dynamic in the exam room is altered.")

Ann Silberman, "EMR, A Patient's Perspective," KevinMD.com, 2011, ("It's very hard to . . . trust somebody with our well-being and our lives when all we see and hear is the back of a white coat and the click of a mouse."). See <http://www.kevinmd.com/blog/2011/03/emr-patients-perspective.html>

Google keywords "EHR" and "eye contact" for additional articles and information.

# Developing Our Message

Pain Point	Message	Derived Benefit of Narrative
EHR charting takes too long: lost productivity.	Narrative dramatically reduces the time it takes to generate clinical documentation.	Reduced physician time in front of computer means more productive day, shorter hours.
EHRs negatively alter the patient-doctor experience.	Narrative allows the physician to focus her/his attention on the patient.	Improved quality of care and customer satisfaction.
<b>EHR templating tools do not accurately capture the entire patient story.</b>	<b>Narrative lets physicians add the qualitative information that provides context to the patient's medical experience.</b>	<b>Improved patient treatment and outcomes.</b>

## Pain Point #3 - Source Material

“Free-text narrative will often be superior to point-and-click boilerplate in accurately capturing a patient’s history and making assessments, and notes should be designed to include discussion of uncertainties.”

“. . . narrative-based documentation methods are viewed as able to preserve detailed and expressive descriptions of patients and their stories and are commonly accepted as the best way to capture and arrange the informational background on which effective diagnostic reasoning is based.”

*Source: Gordon D. Schiff, M.D., and David W. Bates, M.D., "Can Electronic Clinical Documentation Help Prevent Diagnostic Errors?", The New England Journal of Medicine, March 24, 2010*

# Developing Our Message

Pain Point	Message	Derived Benefit of Narrative
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EHRs negatively alter the patient-doctor experience.	Narrative allows the physician to focus her/his attention on the patient.	Improved quality of care and customer satisfaction.
EHR templating tools do not accurately capture the entire patient story.	Narrative lets physicians add the qualitative information that provides context to the patient's medical experience.	Improved patient treatment and outcomes.
<b>Physicians unaware of their EHR's capabilities.</b>	<b>Describe the ease with which interfaces can change the physician's clinical documentation workflow.</b>	<b>Time, cost savings and improved workflow for physicians.</b>

## Pain Point #4 – Source Material

(taken from earlier webinar) It's not the EHR as much as the clinic's preference that determines whether transcription will continue being used. Our current interface project list illustrates this finding.

<b>EHR</b>	<b>Clinic Type</b>	<b>Impact of EHR</b>	<b>Interface Type</b>
Acumen	Renal group	Full transcription	HL-7
Allscripts	Digestive health	Full transcription	HL-7
Greenway	Orthopedic	Full transcription	File monitor
Centricity	Hospital	Full transcription	HL-7
Meditech	Behavioral health	Full transcription	HL-7
eMDs	Abdominal group	Full transcription	HL-7
Care 360	Internal Medicine	Full transcription	HL-7
SRSsoft	Orthopedic	Full transcription	File monitor
Epic	Multi-specialty	Full transcription	HL-7
NextGen	Orthopedic	Full transcription	File monitor

## Pain Point #4 – Source Material (Cont).

Specialty	Dictators	Pre-EHR Lines/Mo	Post-EHR Lines/Mo	Variance
GI	4	8,500	8,500	0%
Not given	3	5,000	5,000	0%
Not given	1	2,700	2,700	0%
Multi	40	145,000	130,000	-10%
pulmonary	7	14,867	8,093	-46%
Vascular	8	32,939	17,000	-48%
Oncology	3	21,791	7,986	-63%
cardiology	21	77,848	18,524	-76%
Cardio	13	56,868	8,000	-86%
Not given	3	5,000	500	-90%
Vein	2	7,150	700	-90%
nephrology	3	16,000	850	-95%
Urology	6	80,000	2,000	-98%
Ortho	4	35,400	750	-98%
Not given	3	5,000	50	-99%
Cardio	11	55,031	0	-100%
podiatrist	1	6,000	0	-100%
nephrology	3	8,000	0	-100%
ortho	6	32,400	0	-100%
OB/GYN	1	3,000	0	-100%
specialty hospital	30	3,500	0	-100%
bleeding disorder	3	5,000	0	-100%
<b>Total</b>	<b>176</b>	<b>626,994</b>	<b>210,653</b>	<b>-66%</b>



# Re-crafting Your Tag Line

## Re-crafting Your Tag Line

“At (name), we let you focus on your patients instead of a computer screen.”

## Re-crafting Your Tag Line

“(Name): charting solutions that set you free from your computer.”

## Re-crafting Your Tag Line

“(Name) increases physician productivity through narrative-based charting that seamlessly integrates into your EHR.”

## Re-crafting Your Tag Line

“(Name) – helping physicians capture their patient’s whole story.”

## Re-crafting Your Tag Line

“(Name) combines the strengths of your EHR with the speed and efficiency of dictation and transcription.”

## Re-crafting Your Tag Line

“(Name) – clinical documentation made easy.”

## Re-crafting Your Tag Line

“(Name) – we make your EHR more productive.”



# Your 30-second Elevator Speech

## Your 30-second Elevator Speech

“At Alpha Transcription we make physicians more productive in their use of EHRs by allowing them to dictate their patient notes instead of using the more time-consuming EHR-based tools. Patients often complain they’re sick of talking while their physician types into the computer. Our solution restores a physician’s ability to interact face-to-face with his or her patients.”

## Your 30-second Elevator Speech

InHealth is a narrative-based documentation solution that allows physicians to capture a comprehensive patient story and meet the meaningful use requirements without making a large capital investment or a radical change in physician workflow. We've been in business for over 30 years.

- *see [www.inhealthcds.com](http://www.inhealthcds.com)*

# Conveying your Message on your Website

# Conveying your Message on your Website

If a prospect lands on your site and you have their eyeballs for just eight seconds, will he or she be clearly exposed to your marketing message in that time?

# Conclusion to Marketing Webinar

1. Your marketing efforts are an integral part of your sales process, and should be designed to help you attract a prospect and close the deal!
2. Join us for the “Changing Your Sales Tactics” webinar that takes today’s information and builds it into a sales process.

## Step 2 – Changing Your Sales Tactics

**PAIN POINT:** MTSOs will have larger client bases generating smaller volumes per client. Instead of 25 accounts billing at \$2,500 per month, an MTSO in the future may have 250 accounts billing at \$250 per month.

**ACTION POINT:** More deliberate, targeted sales approach that is focused on capturing volumes left by MTSOs exiting the market. Development and solicitation of prospect list more critical than ever.

## Step 2: Changing Your Sales Tactics

**Premise:** your sales effort is built on a simple strategy implemented repetitively.

### What we'll cover:

1. How to build a prospect list from cold calling (phone), the internet and other sources.
2. Managing your prospects and sales efforts via a CRM (customer relations manager) tool.
3. How to “pitch” to new prospects and close the deal.



## Step 2: Changing Your Sales Tactics

- Webinar offered Wednesday May 30 at 4:00 pm EDT, and Friday June 1 at 11:00 am EDT.
- Register at [www.webchartmd.com/webinars](http://www.webchartmd.com/webinars)

**Thank you for joining us today. Please plan on attending another upcoming webinar!**

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