

Neck & Back Medical Center - Referral Marketing Case Study

For over 16 years, the Neck & Back Medical Center has been providing high quality care to the community of Laguna Hills and the surrounding areas. To increase physician referrals, the Neck & Back Medical Center sought the services of The Referral Specialists to ensure continued growth and success as competition grows in the Laguna Hills area.

Market Research

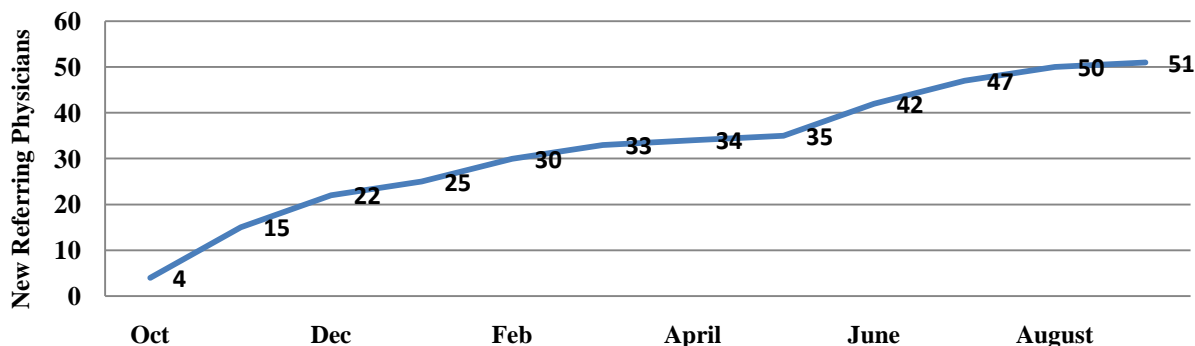
The Referral Specialists began by conducting a “Voice of the Customer” marketing audit to gain a thorough understanding of Neck & Backs physicians and therapists, equipment and capabilities. In addition, Neck & Backs practice was compared to other similar practices in the area. To capture patient opinions, market surveys were used to research and collect unbiased feedback.

From the research, The Referral Specialists developed a targeted marketing message or “value proposition” for use in building the Neck & Back Medical Center brand. Designed specifically at targeting referring physicians, the new messaging, a website and marketing materials were created to highlight and simplify what makes Neck & Back Medical Center unique and different from other similar practices in the area.

The Results – Increased Number of Referring Physicians

As a baseline measurement, there were only 4 primary care physicians providing new patient referrals. In October of 2011, a Referral Specialists Practice Representative began calling on other potentially referring physicians for the purpose of communicating the benefits of Neck & Back’s capabilities, technology and treatment philosophies. The number of new physicians that currently refer have steadily increased over a 12 month period from 4 in October 2011 to 51 as of September 2012 and the results attained have had a positive financial impact on Neck & Back Medical Centers revenue stream.

**Cummulative Number of
New Referring Physicians**



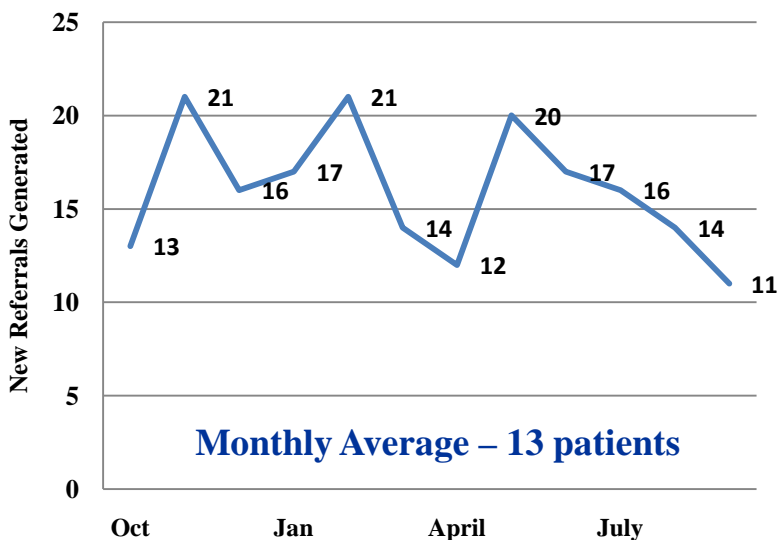
Staff Training and Incentive

In addition to the market research activities and use of a Practice Representative, the Referral Specialists provided support for Neck & Back’s administrative staff.

The process began by observing the office personnel who answer phones, sets appointments and handle the paperwork for new patients, including verifying their insurance.

Together with the medical center, a training program was developed which had a positive impact on the staff, increasing the number of new patient appointments.

Number of New Patients Generated by Referring Physicians



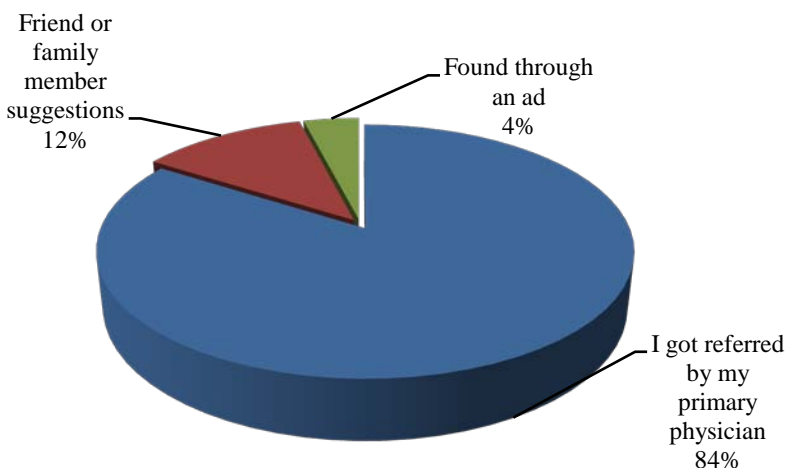
As a result of the referral marketing services provided by The Referral Specialists over a 1 year period, patient revenues increased \$576,000 for the practice with an average Return on Investment (ROI) of 13 to 1.

Financial Impact

As a result of the referral marketing services provided by The Referral Specialists, patient revenues increased \$576,000 for the practice with an average Return on Investment of 13 to 1.

Neck & Back’s results concur with National studies that show that the primary source of financial gain for any specialty practice is from PCP referrals. From their results, we can conclude that increasing the number of referring physicians had a direct correlation to the increase in revenue.

Information Sources Used to Select The Specialist Physician



Source: Center for Studying Health System Change –Research Brief #9