



CASE STUDY
Increase Market Share

Client Challenge: After 19 years in practice, Dr. Jim was averaging 22.7 new patients a month. He had been to several practice building seminars and had joined two different consulting groups. But he was never able to increase the flow of new patients into his practice. For ethical reasons, Dr. Jim rejected recommendations to offer free/discounted services, spinal screenings, and internet promotions (i.e., Groupon, LivingSocial). He had an excellent reputation in his community and had a marketing budget of about \$1,000/month that he spent on several different medias.

Methods: RJF Consulting's approach was to perform marketing research to identify target markets before developing a marketing plan. Markets, like patients, need specific strategies aimed at their unique set of circumstances. Using our 9-step proprietary research process, we performed a comprehensive analysis before creating a custom-tailored marketing plan for Dr. Jim.

Results: RJF Consulting found that Dr. Jim was wasting money on ineffective medias (we have over 20 years of data on effective and ineffective marketing medias). So we custom-tailored a marketing plan based on several opportunities identified in our market research. Part of our plan for Dr. Jim was to brand his clinic in a way that was unique to his community and target untapped market segments. Implementing our plan, Dr. Jim reduced his marketing budget by 58% and increased new patients by 63% in the first year. About a third of the new patients came from our MD Referral Program (a low-cost, effective strategy). Additionally, we provided several innovative methods for educating patients and boosting their referrals.

Conclusions: Marketing is not about how much money you spend, but rather how you target your efforts on market segments likely to provide good yields. A marketing program that works in New York City will probably not work in other locations in America. "Canned" marketing plans and "one size fits all" marketing are wasteful and ineffective. The good news, as Dr. Jim discovered, is that you do not have to use unethical methods to successfully market your practice.