



# Anodyne® Therapy – Marketing Plan: Promotion

Promotion is the final piece in our Marketing Plan Series and encompasses both the marketing process and the tools you need to carry out this process. The keys to success for Promotion are:

- ✓ **Understanding the Promotional Mix**
- ✓ **Developing Your Promotional Mix**
- ✓ **Internal Promotional Tips**
- ✓ **Developing Promotional Tools**
- ✓ **Review of Anodyne Therapy's Supplemental Marketing Annexes**

## 1. Understanding the Promotional Mix

Promotion is all about companies communicating with customers. A business' total marketing program is called the promotional mix, and consists of a blend of the following elements:

- ✓ **Advertising – any paid presentation and promotion of ideas, goods or services by a sponsor**
  - Examples
    - Print Ads
    - Radio, Television, Billboard
    - Direct Mail
    - WebPages, Banner Ads, Emails
  - Advantages
    - Builds awareness
    - Reaches a wide audience
    - Builds consumer trust
  - Disadvantages
    - Slightly Impersonal
    - Not as effective in evoking a final purchase decision
- ✓ **Personal Selling – a process of persuading one or more prospects to make a purchase or act on an idea through the use of an oral presentation**
  - Advantages
    - Highly interactive
    - Works for well built relationships
    - Excellent medium for communicating detailed information
  - Disadvantages
    - Costly – takes staff out of the clinic



# Anodyne® Therapy – Marketing Plan: Promotion

- ✓ **Promotions – incentives designed to stimulate the purchase of a sale or product, usually for the short term**
  - Examples
    - Coupons
    - Product samples
    - Free trials
    - Tradeshows
  - Advantages
    - Can stimulate quick increases in referrals or inquiries
    - Short term tactical tool
  - Disadvantages
    - If used over time, customers get used to discounts
    - May devalue your product or damage your image
  
- ✓ **Public Relations – gain exposure to audiences using topics of public interest, and news items that typically do not require direct payment**
  - Examples
    - Newspaper or magazine articles/reports
    - TV and radio presentations
    - Charitable contributions
    - Speeches, seminars and sponsorships
  - Advantages
    - Seen as more ‘credible’ than advertisements
    - Affordable way of reaching many customers
  - Disadvantages
    - You can’t control what people say or write about you

## 2. Developing Your Promotional Mix

Now it is time to put the pieces you have been developing, clinical strategy, product development, and market research all together into **your** promotional mix. Without having a proper promotional mix, you may waste your limited resources by taking a “stab in the dark”. Establishing the mix that is right for your company takes several steps:

- ✓ **Design your message**
  - Keeping in mind the research you did on your ‘targets’ and objectives
  - Focus on the features and benefits of YOUR program
    - **Examples of Anodyne® Program referring provider/patient benefits**
      - Pain relief for patients with pain in the extremities they’ve “tried everything” with
      - Drug free, clinically proven pain relief for patients wanting natural options
      - Program promotes improved safety and balance scores for senior patients
  
- ✓ **Select your promotional channels**
  - Decide which of the pieces of the promotional mix (Advertising, Personal Selling, Promotion, and PR) you are going to use
  - Keep your eye on what your competition does—and try to match it



# Anodyne® Therapy – Marketing Plan: Promotion

- ✓ **Establish your budget**
  - The key to remember in setting your advertising budget is shoot for consistency
  - It is better to spend less per month consistently, versus spending a lot in 1 month
  - When times are tough, scale back your advertising, but don't cut it out completely
  
- ✓ **Determine your promotional mix**
  - **Target: Consumers**
    - Example Mix:
      - 25% Advertising: print ads in newspapers and local senior newsletters
      - 25% Personal Selling: to physician offices
      - 25% Advertising: local direct mail to consumers
      - 25% Personal Selling: monthly open house with free Anodyne Treatments
    - Consumer advertising in healthcare is often overlooked – especially for facilities that need doctor's referrals
    - If you engage the patient and hook them on your services, they can be more active in getting physician referrals
    - **Review:** Annex: Other Advertising Mediums
  
  - **Target: Referring Providers**
    - Example Mix:
      - 50% Direct Selling: physicians
      - 25% Direct Selling: other healthcare referral sources
      - 25% Advertising/Promotion: consumer newspaper advertisements promoting a free offer
    - Physician time is limited – and their memories are short – however once you have a steady stream of Referring Provider referrals – you can spend additional time/resources adding to your marketing mix
    - **Review:** Annex: Physician Selling/Advertising
  
- ✓ **Measure your results**
  - The number 1 mistake companies make is they do not track the results of their promotional mix
  - Keep a spreadsheet so you can evaluate your promotional mix
  - Promotions are easiest to measure ie: number of coupons redeemed, discounts given etc
  - Advertising is harder to measure – tying in a promotion will enhance traceability



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## 3. Internal Promotional Tips

Every facility should be leveraging their internal program promotion. Why, because it is typically FREE! Follow these tips for effective internal promotion:

- ✓ **Organize your facility**
  - Use your office walls and reception area as a marketing opportunity
    - Develop posters or pictures about your programs and patients
    - Clip promotions to patient paperwork @ check in
  - Create an Anodyne Treatment Nook
    - Area with magazines, water, recliner, or another comfortable chair, and or patient testimonial book
  - Phone – 1<sup>st</sup> line of Program communication
    - Make sure Intake/Receptionists are aware about your Anodyne® Program
    - Have a designated clinician available to take patient calls
    - Keep track of phone leads so you can follow up
  
- ✓ **Identify Referrals from Existing Caseload**
  - Home Care/OPT/Physician
    - Train appropriate staff members on Anodyne Therapy Assessment Tool
      - Diabetics 60+
        - Screening for Loss of Protective Sensation is recommended annually for all people with diabetes, yet many patients have never had a foot exam
      - Screen all patients with lower extremity ulcers
        - Many patients with non-healing ulcers also have gait and balance issues
      - Screen all new senior patients with orthopedic issues
        - Peripheral pain/ poor balance may have been the root for their orthopedic injury
    - Create awareness in your waiting room via posters, brochures and educational resources
  - Long Term Care
    - Work with facility podiatrist and falls coordinator
    - Train Admissions Coordinator on your program
    - Ask potential residents and their families if they have a falls history due to peripheral pain – and explain your program
    - Create awareness in your facility via posters, brochures and educational resources
  
- ✓ **Leverage Patient Program Satisfaction** – Happy patients can be your best marketing tool
  - Create a patient referral program
  - Provide them with brochures for their friends and family members
  - Encourage them to call or write their doctors – many patients have multiple doctors, have them spread the word!
    - Lead Clinician to follow up with patient's doctor
  - Create a Patient Testimonial Book
    - May encourage other patients to join or stick with your program
    - Take a picture
    - Have patients sign a release form



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## 4. Develop Marketing/Advertising Tools

Once you have finalized your strategy, you need to develop your supporting promotional tools, which can often be a difficult task. The good news is that as an Anodyne® Therapy Provider, you are supplied with a series of different advertising and marketing materials for customization and use, in addition to various brochures and flyers. However, you may want to create your own series of materials unique to your agency. Here are a few tips:

### ✓ What tools are essential?

- General website
- Patient education
  - Brochure
  - Testimonial books
  - Waiting room poster/flyer
- Professional referral education
  - Brochure
  - Power Point presentation
  - Custom case studies
  - Clinical success log
  - Program info fax sheet
  - Referral forms

### ✓ What tools are extra?

- **InDepth Website**
  - SEO Optimization
  - Patient educational videos, presentations
  - Patient bill pay portal
  - Video testimonials
- **Branded Promotional Materials**
  - Pens, sticky pads, magnets, calendars
  - Nail care kits
  - Popcorn
  - Baby shoes
  - Foot shaped stress relievers
  - Foot shaped candy
  - Business card with specialty program listing
  - Custom referral forms

### ✓ Where Can You Find Creative Help?

- **Anodyne Provider Resource Website (Free)**
- **Freelance Designers (\$)**
  - [www.elance.com](http://www.elance.com)
- **Healthcare Website Development/Strategy Company (\$\$)**
  - [www.emedicaldesign.com](http://www.emedicaldesign.com)
  - [www.physiciandesigns.com](http://www.physiciandesigns.com)
  - [www.medicalwebexperts.com](http://www.medicalwebexperts.com)
- **Local Advertising Agency (\$\$\$)**

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## 5. Review Anodyne® Therapy's Supplemental Advertising / Materials

To follow up with the Successful Marketing Series, we have created 4 Annexes with additional tips and suggestions for certain elements of the promotional mix. If you have questions, please call us to speak with one of our Provider Marketing Consultants!

- **“Anodyne® Successful Marketing Annexes”**
  - Newspaper Advertising
  - Physician Selling/Advertising
  - Other Advertising Mediums
  - Public Relations