

PUMC: Tough Times Advisory Marketing Briefs # 1



It PUMC's goal to provide you with marketing assistance during this challenging time in America's economy.

At PUMC we too are feeling the pressures of the erosion of the American consumer confidence. Therefore, we are hopeful that this series of Advisory Marketing Briefs will help our clients and friends who have been instrumental in our business for the past 34 years.

If you need clarification or assistance in implementing any of our recommendations we stand prepared to help.

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Advisory Marketing Brief #1 of 5

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1. Now is the time to set up a Monday morning weekly scheduled conference with your practice manager to review the plan for the week.

[Sample Agenda](#)



1. Bank statements and projected expenses and income for the week
2. Precise assignments for each staff member with a focus on a marketing activity that is doable in a short period of time.
3. Status of each booked surgery and the communications steps being taken to avoid cancellations.
4. Status of booked consultations and follow-up procedures to prevent cancellations and positively reassure patients.

2. It's time to reassure and your staff with:

1. Comforting and motivational leadership. Keep them from over stressing and voicing their concerns to other staff members and patients.
2. A clear statement and short-term action items about the practice's commitment to keep a good patient flow during tough times with strong staff assistance.
3. Encouragement to staff to make recommendations on how to keep the patient flow going and methods for contact with patients and prospects.
4. An incentive program based on production increase. [Sample Incentive Plan](#)



3. Re-establish your in-office seminars with provocative subjects to take place every three weeks avoiding the holiday black out days

1. Invite all patients that have inquired but not committed
2. Invite all unclosed consults
3. Assign staff to make phone calls to patients they can remember who had a beauty enhancement goal.
4. Don't worry about the number of seminar attendees that book, rather emphasize to the staff the communications opportunities to get back in contact and create consultations. Remember to comply with HIPAA guidelines.
5. Install desk top promotional pieces in each exam room. [Sample Desk Top](#)
6. Employ off premised, supplier sponsored seminars sparingly.



4. Train your staff on the Tough Time's Critical issues. Please consider our new On-Line, Customized Group Training. Go To: <http://www.pumc.com/webinar/>

Future Advisories Will Cover: *Un-Explored/Powerful Internet Marketing Opportunities, How To e-Broadcast To Patients, Guidelines For Top Results With Media Appearances and Better Advertising Results In Tough Times.*

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34 YEARS

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