

**MARKET INTELLIGENCE
PRACTICE CASE STUDY 0022**

As you plan to market your practice to the referring community market intelligence can be key to an effective plan, one that saves you considerable dollars while you focus your efforts in the appropriate areas at just the right time. This intelligence can most easily be gained by having the eyes and ears of a field rep in your community.

For example; we've been marketing a certain Orthopaedic practice as they moved into a new satellite community with a hospital, (St. Anne's) and ER that were included in our call pattern. The practice had recently opened a new office at the hospital's adjoining POB and we wanted to make sure that everyone on staff knew that we were available for local consults. After just four months we were enjoying nearly 100 new patients per month for this part time office. As we adjusted our efforts to accommodate a full time staff here we began to realize that we were seeing very few patients from the ER at this hospital. Hospital administration had committed to support us in our new office and they seemed as surprised as us when discussing this anomaly. Our field rep made a point of visiting the St. Anne's ER one day where she struck up a conversation with one of the PA's on staff. The PA showed our rep a daily "call list" for the ER which matched physicians by specialty for that date. The PA said he was instructed that this list was his 1st line of referrals unless the patient insisted on seeing a physician at St. Anne's. Our specialist were not listed anywhere on this form and the only orthopaedic specialists listed belonged to a group affiliated with the hospital across town!

Referral patterns are habit based and they can be hard to change, however, once we brought this issue to the attention of administration we noticed an immediate change within five days. It may have been a communication oversight...or something else. Regardless we were able to correct this important referral source and we now spend more time marketing to and communicating with this ER staff. In summary, we shifted our call patterns and marketing strategy based on field market intelligence. If we had just focused our message on the PCP community we would have missed this critical referral source.