



# JeremyTuber

## Shift in Marketing Focus - to Staff

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Recipient: OSR Physical Therapy

**"Never hire someone who knows less than you do about what he's hired to do."**

- Malcolm S. Forbes 1919-1990, American Publisher, Businessman

**"If you're not a risk taker, you should get the hell out of business."**

- Ray Kroc 1902-1984, American Businessman, Founder of McDonalds

**"Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage."**

- Victor Kiam American Businessman, CEO of Remington



## Why are we having this meeting?

In just observing things over past month or so I've found some great opportunities for us to get more well-known in the Valley, to get more media attention to attract more referral sources and ultimately to get more patients in the door (which is what everyone wants since most bonuses are tied to this).

We're doing some incredible work here, patients love the work your doing with them - they send in cards, they bring in treats and they say over and over how you've encouraged them and improved the quality of their life...the challenge is, no one outside of these walls knows about it. I'd like to change that so referral sources, the local media and the communities that we serve know the kind of work you guys are doing...but I'll need your help in doing it.

## What businesses believe is newsworthy isn't:

When contacting the media, most businesses focus on trying to promote themselves through what THEY perceive as important news, but the media doesn't care a bit about it. For example:

- OSR has recently hired on a Director of Marketing
- OSR has a clinic in Gilbert now
- OSR has reached a new high in patient levels

While these items might be news to us they're almost always ignored by the media and may actually hurt our chances of getting something run that is important.

## What the media really wants:

- new or unusual information
- an event that has had an impact
- a response to a current event
- presence/statement of a celebrity
- human interest

So what can we offer the media that they would care about?

Human interest stories, and by the way media members like unique "before and after" stories.

Practically everyday you guys have the opportunity change people's lives for the better. You know far better than I do that when people come in they can often be intimidated, depressed, apprehensive and frustrated with their situation...and of course they're walking around with a lot of pain they desperately want to get rid of. Regardless of how they feel, they ALL have a unique story of having to go through surgery, not being able to do what they once could or having their quality of life reduced because of an ailment. They need someone who cares as much about them as a person as they do about their injury.

That's what you guys do...the patient cards, treats and testimonials all testify to this. And when patients have gone through therapy with you they have an even better story to share: a story of how you helped get their life back, how you helped them get back into game, helped them finally get some relief from constant pain, get off pain medications, helped them walk or run again.

Patients love OSR and they love the work that you're doing with them and how you treat them as friends.

The point is we have some phenomenal, heart-warming human interest stories that come in and out of these doors everyday - stories that the media would love to hear. We need a way to get patients to share those stories.

## How and when to get a story:

It may seem like this might be complicated but it really isn't: follow a few steps, gauge the patient's responses and ask if she/he would be open to having Veronica or me contact them. Here's how it works.

1. This starts when you first meet your patient. Find out why they are at OSR - how they got there, what feelings are about coming to OSR and the current situation they are in, and what they REALLY hope to achieve. Get their story down and even mention it to me or to Veronica if you think it might be newsworthy - especially if the patient is charismatic, friendly, well-spoken and attractive...yes, that does matter.

Just remember, what might be routine to you might be extremely noteworthy to the media, so if you aren't sure if you've got a good story please ask.

If you see a tie-in between a patient's story or what you're doing with a patient and other current events - that's even better. For example, if the media is running a story on caring for the elderly without medication, and you're working with an elderly woman who is rehabbing after a car accident - we may have a story.

Lastly, it's important that you DON'T ask them to share their story at this time. There will be a much better time later. At this point you'll want to drop me or Veronica a line and let us know you might have a patient that would make a great story.

2. As the patient's treatment progresses over the course of the next few days or weeks, ask how your patient is coming along as you normally would. Pay close attention to their feedback about you, the clinic and their results. If their raving about how great you are, the clinic is or the results you're getting, we'll probably want to get their story.

If after working with a patient for a few sessions that you're getting good results. THEY tell you that you're getting good results, and they are open about telling you how good you are, the clinic is or the results you've achieved, you'll want to see if they'll share their story. Make sure the patient has genuinely and enthusiastically told you that they love you/OSR and that they are getting great results, when they do you can respond with something like this, "That's great that you're progressing, and thank you for the kind words - I've enjoyed our time together as well! I'll bet our other patients and even other people outside of OSR would be interested and maybe even inspired by this, would you be open to sharing your story?"

3. Wait and see what they say.

If they say, "No", respond with "Oh that's okay, I just thought other people might really benefit from hearing about your situation and thoughts...if you change your mind later just let me know". Move on to something else.

If they say, "Yes", respond with "That's terrific, would you be open to having Veronica, our Patient Care Coordinator - you may have already met her, contact you so you could share your thoughts about what we've achieved together, and about your situation?"

You don't need to get into how or where their story will be shared, just ask if they'd be open to sharing it. Veronica will be able to take it from there. If they ask you how their story will be shared, say, "You know, I am not really sure but I am sure that will be up to you. I know Veronica will be happy to talk with you about it - I am sure she'll be excited about chatting with you." PS - If you think the patient wouldn't mind taking a photo to mark the occasion, make sure you take one with her/him...make sure you're smiling and send the photo to Veronica or me. Photos are extremely helpful!!!

After the patient has agreed to talk with Veronica, say, "When might be a good day and time for her to reach you?" Wait for an answer, and then ask, "What phone number would you like her to contact you on?" Wait for an answer, close with, "Fantastic, I'll pass this information along to her and she'll give you a call."

## Why bother getting these stories?

We know from research that the #1 thing that docs care about is results. Period.

The patient surveys do go a long way in helping establish that patients are getting good results, but patient's often stop coming to therapy before filling one out. And while the patient surveys are helpful to share with referral sources, they are worthless in taking to the media to run a story. The result is that we're making a tremendous difference in our patient's lives but no one knows about it...and we're not able to capitalize on the great work you're doing.

The media love these types of human interest stories, patient's often want to be talked about, written about, referral sources do want to know their patient's are well taken care of and even you guys probably don't mind being featured in a local story - everyone wins...and yes, the additional media exposure, marketing human interest stories to docs and the local community will help OSR to grow in popularity, establish a great reputation and will ultimately bring in more patients.

Lastly, I know everyone from the front office staff to PTs are busy, but this if it sounds like a lot of work just to get a story, it's really isn't. In fact after you've done this 3-4 times it will be as easy as riding a bike. It's less about doing extra work and more about just being perceptive, listening to patients, recognizing good story on your hands and asking if the patient wants to share their thoughts and experience.

It's up to you guys to uncover and share these patient stories, you're on the front line and you have the best opportunity since you work with patients everyday versus me back there in my cubby hole. Does this sound like something you can do? Do you have any questions?

## What can we do with these stories?

- Upload them on to our OSR Current Patient and Fan section of our web site
- Publish them as an online article. I posted an article about the P90X DVD's and it's generated over 100,000 reads.
- Submit them to the local print, television media and trade journals
- Use them to attract staff as we expand
- Include them in our newsletter
- Post them on twitter for people to check out, link to
- Send them to both referring and non referring sources

# Getting clear on who we are:

From working with small businesses owners for the past ten years, I've found that companies that have a consistent marketing message from their advertising, web site, collateral materials...and yes even their employees have a tremendous advantage over their competition - they have an identity, it separates them from the competition and it makes them different. That may sound a little nebulous, so a great example of this is Trader Joes. Does anyone not know what Trader Joes is?

## ***What type of people shop at Trader Joes?***

Friendly, laid back and personal - geared towards environmentally conscious, often eclectic people. If you've heard them on the radio, how would you describe Trader Joes advertising?

Friendly, laid back and personal - geared towards environmentally conscious, often eclectic people. Have you seen the periodic newsletter that they send through the mail, who does it cater to?

Friendly, laid back and personal - geared towards environmentally conscious, often eclectic people.

## ***What's about OSR, what's our deal?***

***What makes us different from the other PT clinics out there, and what's our marketing message that hopefully supports this?***

Do we have the most sophisticated PT equipment in the State? - NO

Are we working with high profile celebrities that fly in to work with us? - NO

Do we have the biggest clinics in Phoenix? - NO

## ***So what makes OSR different and perhaps better than other PT clinics?***

***What is our marketing message?***

## ***I'll give you the answer...which technically many of you and our patients already gave me:***

The reason why OSR is different is that the staff cares about their patients; it's a welcoming, encouraging, laid back, family atmosphere that is very different than a lot of the assembly line PT clinics out there.

I thought Terry had a great line "OSR helps people forget about their injury and their pain for an hour or so. The only thing that hurts on a patient after they leave here is their sides from laughing." Ryan likes OSR because he has the time to visit with patients. Ray likes how everyone pulls together when there's work to be done and Mike says we're terrific advocates for patients.

This ties in nicely with getting results - our patients are able to get great results because they feel welcomed, encouraged and genuinely cared for - they enjoy their time at OSR (they like you guys) so they keep coming, keep striving, and get great results. They also sort of inherit home away from home and a new extended family that cares as much about them as individuals as they do about their rehab.

This is what patients say about us, and this is what we say about ourselves.

What other clinic can say this? Not many of them...that's why it's such a powerful message.

# A last note about you and marketing:

If you have ideas, please share them with me. I can't promise we'll act on everything that's suggested but you guys are on the front lines out here and you see things that I don't sitting in my little cubby hole. My door is always open so please feel free to email or call me in sharing your ideas.