



**alpernLehman**

disciplined creative communication

Hitting the Right Nerve: Ethical  
Marketing Strategies

## From “Doctor” to ...

- Gatekeeper
- Provider
- PCP
- Covered Entity
- Commodity
- Supplier

Remember the story about the frog in the pot of hot water?





What is marketing is why do you  
need to do it?

## Self Limiting Assumptions...

- People will only go where their plans send them
- Patients don't know the difference... or care ... they just shop price
- I must go along to get along: comply or die
- I'm just one doctor ... I can't rock the boat
- I have no choice
- The raised nail gets the hammer

## Not so obvious “truths” ...

- “Patients with choice” will pay willingly for what they want but not for what they need
- Patients want to feel confident, not insecure
- Patients will support an industry that puts them first
- “Patients with choice” want a doctor that is a brand, and not a commodity

What does the concept of "brand"  
have to do with you?

## The Benefits of Brands

- People will pay a premium for a brand
- Brands reassure the customer and engender loyalty
- Brands have negotiating power
- Brands generate trust
- Being the “brand” in a competitive category moves you from “commodity” to “preference”
- Brands have credibility
- Being the “brand” gives you options

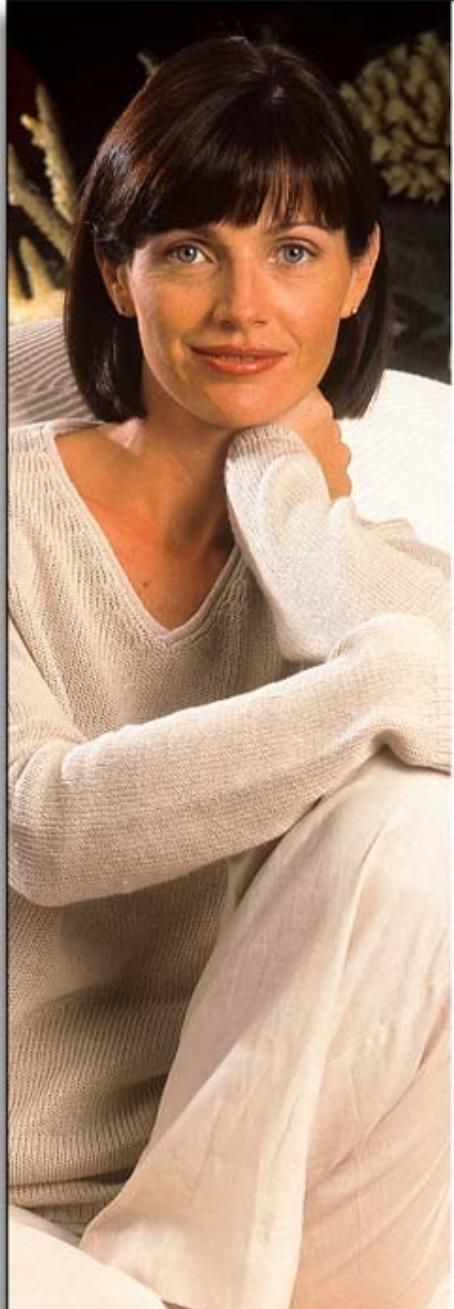
The option of practicing medicine  
your way is the ultimate benefit of  
brand strategy.

"If you think you can you can.  
If you think you can't,  
you're right."

Mary Kay Ash

## Some Examples of “Liberated” Practices

- Breastnet:  
*Respecting your body, your mind  
and your time*
- Town Center Medical Group:  
*Patient care, not managed care*
- Morrison Vein Institute  
*Better care. Better results.*



## Life Goes On.

There are many important phases to your life. And although breast disease may sometimes intrude, it needn't be a permanent visitor. For a thorough breast evaluation by radiologist/mammographer Belinda Barclay-White, MD, call for an appointment that's convenient for you. You'll find answers to your questions then and there, so you won't have to wonder, worry or wait. Because we know you have a life to live. **602.314.7600**

Respecting  
your body,  
your mind and  
your time.

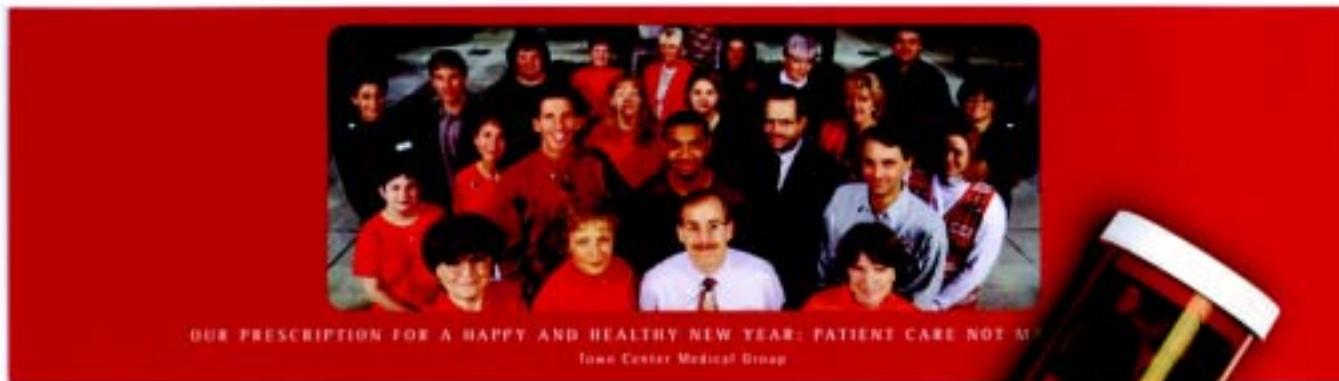


### Breastnet

A Barclay-White  
Breast Care Facility

## A Tale of Two Practices ...

Town Center Medical Group



Technology exists to  
remove unsightly veins.

So does the skill.



MORRISON  
VEIN & LASER  
INSTITUTE

*The Vein Experts*

866-GRT-LEGS  
[www.veinandlasercenter.com](http://www.veinandlasercenter.com)

What are *they* counting on? Your belief system. Your ego. Your agreement. Your fear.

## What can you do?

- Stand and fight
- Think differently
- Become a “brand”
- Turn your staff into an asset, versus a liability
- Invest in and collaborate with an advocacy campaign (Legal Defense Fund)
- Jump Out of the Game !

If the rules of the game aren't fair,  
quit playing.

*“The only thing necessary for evil to  
triumph is for good men to do  
nothing.”*

Edmund Burke



**alpernLehman**

disciplined creative communication

Scottsdale • Chicago

480 945 6611