

Marketing the Employed Physician Practice

**Healthcare Marketing & Physician Strategies Summit
Forum for Healthcare Strategists**

+ Tuesday, April 14, 2015, 3:45-5PM

Susan Milford, Senior Vice President
Marketing & Communications
OSF HealthCare System

Arlinda Warren, Executive Director
Marketing, Communications & Physician Services
The Siteman Cancer Center at Washington University School of
Medicine and Barnes-Jewish Hospital

+ Agenda

- Welcome & Introductions
- Goals for Session
- Marketing Employed Primary Care Practices
- Marketing Specialty Faculty Physicians
- Questions/Answers & Discussion

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OSF HealthCare System Snapshot

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- Owned & operated by the Sisters of the Third Order of St. Francis, Peoria, IL since 1877 serving in IL & the UP of MI covering 1.5M people in the communities we serve
- 11 hospitals, 2 colleges of nursing, an employed medical group with 900+ providers in 100 locations, multiple HC services including a large home & hospice health care network and inpatient hospice home & a pioneer ACO
- 17,000 Mission Partners, \$7B gross patient revenue
- Ranked 30th out of 600 integrated health care networks in the USA

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Changing Landscape of Primary Care Access

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- Physicians employed by hospital or health systems increased by 6% in 2013 moving from 20-26%
- Twenty-five percent of physicians reported participation in accountable care organizations(ACO s), an increase from 22 percent in 2012.
- Urgent Care Centers have been increasing over the last five years including an average 342 visit increase in 2010.
- 40% of 20-29 year olds health care visits in urgent care
- 42% of US hospitals have adopted forms of telehealth
- 1.8 Million patients predicted to use e-visits globally by 2017

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Consumer wants from primary care– HCAB 2014 Research

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- Convenience
- Same day appointments vs. walk-in & wait an hour
- After hours preferred by <49 & weekends preferred by 50+
- Prefer on-line visits
- One stop shop worth drive at 20 minutes
- NPs over MD & wait
- High-tech wins over high-quality
- Brand equity not a strong factor
- Talk about \$
- Generational differences – more current life situation

+ Marketing Employed Primary Care Practices Volume to Value Marketing Strategies

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- Market Share to Population Share
- Growing access
- Managing risk-based patients
- Partnering with communities, social agencies, government, health associations & other health providers
- Reputation management
- Pioneer Accountable Care Organization
 - TED video to simplify and explain ACO to employees, patients & physicians

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- OSF HealthCare TED Video on ACO

+ Marketing Employed Primary Care Practices Capitalizing on word-of-mouth

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- OSF Medical Group in Peoria, IL focused on growing new patients by capitalizing how consumers choose physicians by seeking advice
- Social media aligns well with this strategy



OSF Medical Group Peoria Campaign Print Ad

The print advertisement features three male physicians in professional attire. Above them are their names and credentials: KAMIL N. SAYEON, MD, INTERNAL MEDICINE, FELLOWSHIP; STEPHAN W. SHANE, DO, INTERNAL MEDICINE; and DANIEL E. C'ERIBI, MD, INTERNAL MEDICINE, FELLOWSHIP. Below the photos is an orange banner with the text "Do you know who to call when you're sick?". A decorative border with colorful geometric shapes separates the banner from the main text area. The main text area has a light beige background with a subtle geometric pattern. At the bottom right, there is a dark red box with the OSF logo and "OSF Medical Group".

KAMIL N. SAYEON, MD
INTERNAL MEDICINE
FELLOWSHIP

STEPHAN W. SHANE, DO
INTERNAL MEDICINE

DANIEL E. C'ERIBI, MD
INTERNAL MEDICINE
FELLOWSHIP

Do you know who to call when you're sick?

You always know who to call when you need a babysitter or mechanic but what about a health professional? At OSF Medical Group, our team takes the time to build a relationship with you so they can give you the best treatment possible. Day or night, weekends and holidays, they're always ready to take care of you and your family. Plus, you'll have access to the entire OSF network should you need more specialized care. Come experience the care that's All Together Better.

Make an appointment with one of these new providers today.
Call 888.627.5673 or visit

OSF
Medical Group

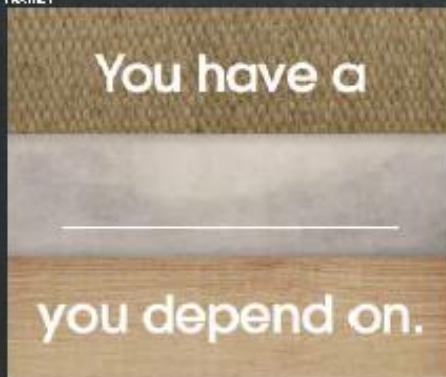
+ OSF Medical Group-Peoria Campaign Digital ads



OSF 300 x 250 animated banner ad



FRAME 1



Main copy appears on screen. The button and the wood pattern stay the same while the colored texture in the middle slides down revealing three different specialty jobs.



FRAME 2



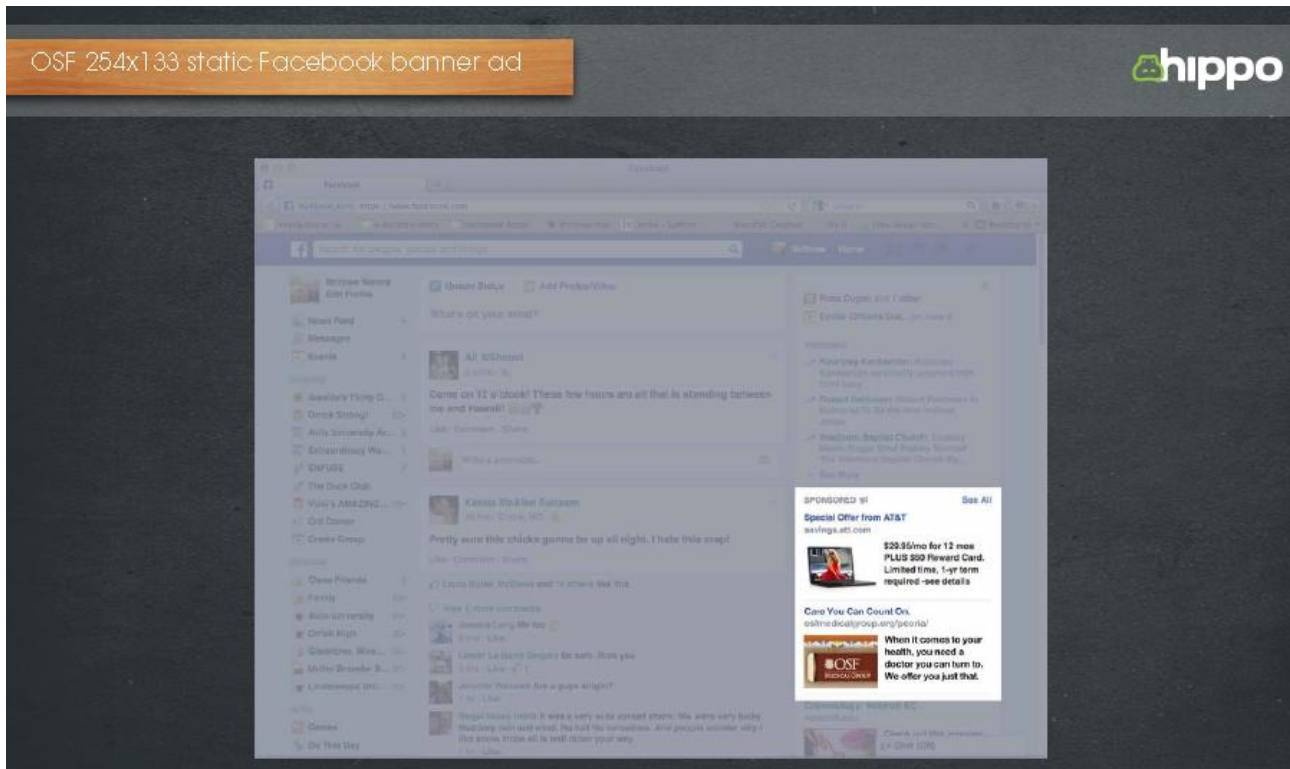
All of the patterns transition to reveal new copy line.

FRAME 3



All of the patterns transition again to reveal new copy line. The physician pops up from bottom. Button appears. Logo slides in from right.

+ OSF Medical Group-Peoria Campaign



Digital Impressions - 24,184,050
Clicks - 19,891
Click Through Rate - .08%
Increased OSF PCP visits by 11%

+ Marketing Employed Primary Care Practices

Promoting access through Nurse Practitioners

Sponsored
Facebook
Posts
&
Paid
Search
Campaign


OSF Medical Group
 November 12, 2014 · 🌐

CNP Tina White knows how it feels to have a loved one living with pain, which is why she treats every patient as a member of her own family. Learn more about our rheumatology services and request an appointment: <http://osfmedicalgroup.org/rheumatology/>



Tina White, CNP, OSF Medical Group - Rheumatology (Peoria, IL)

YOUTUBE.COM

Like · Comment · Share · 👍 126 💬 13 ➦ 3

👍 126 people like this.

➦ 3 shares

💬 View 11 more comments


Andrea Oliver cant
 November 15, 2014 at 12:00am · Like


Sarah Randolph Tina has helped me more than any of the other physician I've seen and she listens to all my questions. I have RA and fibromyalgia.
 November 15, 2014 at 1:00am · Like

+ Marketing Employed Primary Care Practices Promoting access through Nurse Practitioners



 **OSF Medical Group**
October 8, 2014 · 🌐

At an office visit CPN Kathleen Voelker takes time to get to know her patients to understand their problem. Because as an outdoors enthusiast, she knows life is too full to live in pain.

Learn more about our rheumatology services and request an appointment:
<http://osfmedicalgroup.org/rheumatology/>



Kathleen Voelker, CNP OSF Medical Group - Rheumatology (Peoria,IL)

YOUTUBE.COM

Like · Comment · Share · 👍 133 💬 20 ➦ 20

👍 133 people like this.

➦ 20 shares

💬 View 18 more comments

 **Debbie Post Rizzo** Good to see you after all these years Kathy! Congrats on your profession ... there is no doubt that you are very good at what you do!!
October 10, 2014 at 1:50pm · Like

 **Nancy Fred Callis** I will. Didn't know there was one at osf . Thanks
October 13, 2014 at 7:36am · Like

+ Marketing Employed Primary Care Practices Paid Search Campaign



Need A Rheumatologist?

Make Appointments With Dr. Awadh,
OSF Medical Group - Rheumatology
osfmedicalgroup.org/rheumatology

Get Treated for Arthritis

Rheumatologists Near Springfield,
Ottawa & Galesburg In Peoria.
osfmedicalgroup.org/rheumatology

Looking For Expert Care?

Make An Appointment With Dr. Getz.
OSF Medical Group - Rheumatology
OSFMedicalGroup.org/Rheumatology

Your Local Rheumatologist


Find Better Treatment For Disease
In Joints, Muscles And Bones.
osfmedicalgroup.org/rheumatology

Impressions	-	176,932
Clicks	-	3,535
Click Through Rate	-	2%
Appointments	-	12
Conversion	-	.3%

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Innovative approach – Facebook Chat

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Be good to your **heart**,
and your heart will
be good to you.

Did you know heart disease
is the number one killer
of women, causing one in
three deaths each year?




Dr. Thomas Isaacson, medical director of Rockford Cardiovascular Associates, will take your questions about women's heart health live on Facebook from 7-8 p.m. Wednesday, February 25.

For more information, visit www.osfsaintanthony.org/askanexpert



OSF
SAINT ANTHONY
MEDICAL CENTER



OSF
HEALTHCARE

+ Marketing Employed Primary Care Practices Innovative approach – Facebook Chat

- Alternative for dwindling in person health lectures
- Paid Facebook Ads to promote FB Chat Event
- Targeted Women ages 35-65 in a 50 mile radius of OSF Saint Anthony Medical Center in Rockford, IL
- 1700 FB News Feed Reach
- 268 FB Users Viewed
- 59 FB Users Engaged
- 47 FB Users RSVP for event
- 19 FB Users Participated in Chat Event asking multiple questions

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Short Videos for Digital Marketing

- <http://osfsaintanthony.org/doc-spot/>



- <http://osfsaintanthony.org/doc-spot/>

