Reframe your Thinking: Market your Practice like a Business Person

April 9, 2015
Marketing 101 – The 4P’s: The Marketing Mix

- **PRODUCT**
- **PRICE**
- **PLACE**
- **PROMOTION**
WHO ARE YOU?

- What are your strengths?
- How do you differentiate yourself from other clinicians?
- What impact do you have on a patient and their family?
- Who is your ideal patient? What is your niche?
CRAFT AN ELEVATOR SPEECH – 30 - 60 seconds

- Describe who you are
- What do you want the listener to remember about you? What makes you distinct?
- How do you add value? What are the benefits of your service?
- What is your immediate goal? Do you want an introduction, a referral, a connection?
What is a Brand?
What is YOUR brand?
Who is your target market?
The Advantages of a Strong Personal Brand

- Helps to identify your target market
- Informs your decision making
- Differentiates you from other therapists
- Creates an emotional connection - strengthens patient loyalty
- Conveys your vision
- Opens door for networking
- Improves career opportunities
Best Practices for Branding

- Carefully selected practice name
- Logo design – reflective of image
- Consistency in look and feel of materials and messaging across all platforms
  - Create style guide
  - Professional head shots
- Messaging is truly reflective of what you offer – clearly defined values
- Staff identity – practice description, business cards, telephone answering style, linked-in profiles
- Every touch a patient or provider has with your practice should convey your brand: authenticity, compassion, customer service
Customer Service IS Part of Your Brand

- Clear expectations for patient experience
- Patient advocate in solving practice-related problems:
  - Confusing directions
  - Billing issues
- Typos, grammar, and errors in communication's
- First encounter with practice – receptionist or voice mail, welcoming environment
- Speed in returning calls or emails
- Clear Example:
Product Offerings

- One-on-one therapy
- Additional Services that Generate Income
  - Webinars
  - E-books
  - Retreats and Workshops
  - Group sessions
  - Consulting
2nd P: PRICE

- Payer mix – 3rd party payers
  - Accept insurance?
  - Medicare? Medicaid?
- Sliding scale fees?
- Hourly rate – relative to competitors
  - What will the market bear?
- Free Services (hooks – pink spoon):
  - Initial consultation
  - White papers – reports
3rd P: PROMOTION
Why is it SO important to NETWORK?

CULTIVATE RELATIONSHIPS

Increase patient volume

Expand reach – develop key referral sources

Career advancement
Who are the referral sources for your target market?

- Primary care physicians and pediatricians
- Psychiatrists/social workers/other mental health professionals
- School counselors
- Clergy
- Support groups – grief, OCD, infertility, divorce
- Attorneys
How can you connect?

- Volunteer in agencies
- Offer to give presentations or teach a class – clergy groups, grand rounds, parenting groups
- Attend meetings and conferences
- Join groups: young professionals, rotary, chambers – make yourself known
- Get involved!
Go outside your comfort zone

- Find out what referral sources need: Offer expertise, collaborate on patients, take someone out for coffee or dinner
- Come to networking events prepared with new ideas for discussion
- Tell people what you need – practice that elevator speech
- Seek out events where referral sources might be
Once you have Relationships - Build Loyalty

- Be a resource for providers and agencies – what do they need? Education? Speakers at an event?
- Refer back to them (and make sure they know!)
- Continue to communicate with patients – send relevant emails, stay top-of-mind: excellent source of referrals
- Show appreciation for referrals
  - Hand-written notes
  - Fruit baskets or other food gifts (key gatekeepers: office managers and nurses)
  - Branded items - umbrella for a rainy day?
  - Take people to coffee/lunch/dinner
Word of Mouth
Traditional vs. On-line
NETWORK “SOCIALLY” ONLINE

- Linked-In – the new rolodex
- Google search
- Manage on-line Identity
- Website
- Twitter
- Facebook
- Email Newsletters – mailchimp, constant contact
LinkedIn

Goal – professional networking
- Complete your profile with dynamic content, including contact info
- Include a professional head shot
- Connect with everyone you know, and use the search feature to find 2nd and 3rd party connections. Ask for introductions.
- Become a thought leader by posting comments
- Publicize events and volunteer opportunities

Create a company profile
- Ensure that all practice employees create profiles with consistent descriptions of your organization - branding
- Endorse and recommend others
- Ask for recommendations
- Follow competitors and industry leaders
- Update status frequently

Customize your vanity url: http://www.linkedin.com/in/helene sobin
Google Search

- Use Google search to check out your competitors, and learn about key words

- Where do you appear in search listings? Look at keywords, SEO opportunities

- Create Google alerts – Go to http://www.google.com/alert to receive notification when you or your organization is mentioned on-line
Manage On-line Identity

- Claim ‘free’ listings – add descriptions, website, contact info, images:
  - Healthgrades.com
  - Vitals.com
  - Yelp.com
  - Webmd.com
  - Google+, Google places

HELPS WITH Search Engine Optimization (SEO)
Manage on-line reputation: moz.com/local

Anxiety & Agoraphobia Treatment
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(847) 559-0001
www.anxietytreatmentcenter.com

You have 16 incomplete listings. See what to do below.
Incomplete listings can negatively impact your ability to rank well in search engine results.
Paid Listings and Organization Referral Resources

- Join organizations (ADAA, Obsessive Compulsive Foundation, etc.) and make sure you are listed in therapist directories. Ensure that the profile is accurate and robust, and includes your website.
  - APA Find a Therapist
  - ADAA Find a Therapist
  - OCD Foundation - Treatment Providers

- Determine usefulness of Paid Directory Listings
  - Psychology Today
  - Theravive
  - Goodtherapy.org

- MUST TRACK SOURCE OF REFERRALS TO KNOW THE VALUE OF THESE RESOURCES
Website Best Practices - Design

- Eye-catching design, easy navigation
- Utilize brand style guide – colors, fonts, images
- Connect to other social media sites: FB, LI, Blog, Twitter
- Develop links/access points for various target markets, so content can be customized/targeted: For professionals, for patients, for parents
- Professional Images and videos can be very effective: [www.insightbhc.com/content/lara-schuster-effland-lcsw](http://www.insightbhc.com/content/lara-schuster-effland-lcsw)
- News feed can be linked to tweets or Facebook posts
- Optimize for mobile applications
Mobile-Friendly Websites

- 55% of Americans access the internet on their phone
- Of these, 31% use the mobile device as their primary method of accessing the web
- 50% of teens (12-17) access internet primarily on their cell phones
- 45% of young adults (18-29) access internet primarily on their phone

-Pew Internet Research 2012
Website Best Practices - Content

- Use language that is patient-centered, how I can help YOU
- Update content routinely to increase SEO and encourage repeat visits
- Use effective, targeted keywords
- Use of testimonials helps to TELL YOUR STORY
- Clarify patient expectations
- BLOGs are very effective, but must be updated regularly
- Offer e-newsletter opt-in to gather email addresses and enhance reach
- Share important mental health stories
Choose Domain Names Wisely
godaddy.com

anxietytreatmentchicago.com

Good news, this domain is available

anxietytreatmentchicago.com

On Sale

$14.99* $9.99* + Select

Let U.S. shoppers know that you are local. Add this:

anxietytreatmentchicago.us - $3.99

Get all three and Save 66%

anxietytreatmentchicago.net

$49.97* $17.00* + Select
Follow influencers in the field
Access constant stream of ideas and content
Establish your expertise
Promote events and blog posts
Re-tweet relevant content
Link to press releases – tweet directly to media contacts
Facebook

- Good example: https://www.facebook.com/anxietyandocdtreatmentcenter
- Post regularly
- Use images!
- Encourage fans to share posts
- Create calls to action – comment, share, post, use, learn
- Create **good content** and **engaging updates** that appeal to your audience
- Find similar businesses with lots of followers and “like” them – track your competitors too
- Develop a “voice” – show personality – be consistent with your brand

Terrific Resource:

Email Newsletter Resources

- Affordable and user-friendly
- Can seamlessly post content to Facebook, website, LinkedIn, Twitter
- Valuable reports showing open rates, click throughs
- Easy to use pre-designed templates
- Simplified email lists – easy to add and delete addresses
- Establish your expertise – become a valuable resource – increase visibility
Don’t get overwhelmed by social media

CHOOSE A FEW APPLICATIONS AND DO THEM WELL!
Paid Advertising and Print Expenses

- Develop distinctive brochures to distribute in the office, to referral sources, in direct mail campaigns, and at speaking engagements

- Business cards are essential

- Print ads – targeted to your audience. Large publications very expensive - choose local. Difficult to build brand awareness.

- On-line ads: Google adwords (pay per click), local newspaper

- TV and Radio – very expensive
Direct Mail

- Campaign to target potential patients or referral sources
  - Call to action – invite to an event, offer to provide training, free consultation
  - Purchase mailing lists when appropriate
  - Must have a follow-up plan!
    - Personal calls
    - Tiered mailing strategy
    - Combine with on-line outreach
Public Relations

- Become a Thought Leader in your community
- Develop relationships with key reporters – take them to lunch
- Strategically pitch stories to local press tied to newsworthy items: *Parent and student anxiety over change in SAT*
- Invite media to your events – press release for all speaking engagement
- Offer to write guest articles – particularly in regional publications
- Provide local reporters with a list of experts by category
4th P: PLACE (Distribution – Service Delivery)

- Location, location, location - Office
  - Sufficient concentration of potential patients – target market?
  - Is the market saturated with competitors?
  - Is the office convenient and easy to find?

- Telephone counseling or Skype sessions
  - Benefit of not being place-bound
  - Expands geographic reach

- Group sessions
  - Corporate settings
  - Convenient locations

- On-line
  - E-books, webinars

- Conferences and presentations
Business Time Management

- Schedule time for business development
- Devise internal policies to maximize productivity and profitability – are you spending your time wisely?
  - Which activities are revenue generating?
  - Are you getting paid to teach, to research, to mentor?
- Join organizations that expand your network – but don’t spread yourself too thin
- Balance time spent networking with peers (non-revenue generating) versus involvement with local organizations (patient-generating)
- Be true to your values - what are your priorities?
Establish a Marketing Calendar

- Create networking goals: contact 3 referral sources/month
- Develop schedule for e-newsletters, blogs, and website posting, and tie editorial content to seasonal events
- Determine best times to invest in paid advertising
- Use calendar to guide the initiation of press releases and media contacts
- Helpful in tying all marketing tools together with consistent messaging
DATA DRIVEN DECISION MAKING

“Half of my advertising is wasted,
I just don’t know which half”

John Wanamaker, Father of Modern Advertising
Track your Data

- Track your referrals:
  - Include referral question on Patient Intake form
  - Use tracking data provided by on-line referral sites (Psych Today)

- Look at conversion rates: Inquiries to appointments

- Evaluate source of ‘No-shows’ – often come from on-line referral directories

- Length of Therapy/Retention: average number of sessions
  
  Compare data by Therapist and by Referral Source
Analyze Results

- Analyze results: look for trends, dips, and spikes – and adjust your strategy based on what you learn

- Look for correlations between web traffic and marketing efforts (press coverage, print ad, new initiatives, participation in on-line referral networks, presentations)

- Establish benchmarks

- Compare results across therapists and over time

![Graph showing visits over time]
**Other Services Available**

- Home-based treatment
- Referral for medication evaluation
- Referrals to other professionals sensitive to concerns of persons with anxiety disorders
- Educational presentations to community groups
- Presentations to mental-health, psychiatric, and educational professionals
- Consultation regarding anxiety disorders and their management

**Office Locations**
666 Dundee Road, Suite 502
Northbrook, Illinois 60062
847/559-0001 ext. 1

**Rush-Presbyterian St. Luke’s Medical Center**
Professional Building
1725 W Harrison, Suite 958
Chicago, Illinois 60612
847/559-0001 ext. 1

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**For Appointment or Information Call**
847/559-0001
Email: a.a.t.c@prodigy.net
Webpage: anxietytreatmentcenter.com

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**Anxiety & Agoraphobia Treatment Center**

Specializing in the treatment of phobias, compulsions, anxiety, worry, and panic in children, teens, and adults
Anxiety disorders have been identified as the number one mental health problem affecting Americans. Extensive research shows that these are some of the most treatable mental health problems when the proper cognitive behavioral and pharmacological treatments are applied.

The staff at the Anxiety & Agoraphobia Treatment Center, Ltd., has specialized in the cognitive behavioral treatment of anxiety and stress-related disorders for many years. We offer a comprehensive treatment program based on the most recent advances in this field.

The Anxiety & Agoraphobia Treatment Center, Ltd., Provides Specialized Treatment For:

**Panic Disorder** - Recurrent panic attacks that typically occur spontaneously or unpredictably, but over time may be triggered by the setting in which the attacks previously occurred. Panic attacks may be described as the sudden onset of sensations such as light-headedness, palpitations, shortness of breath, muscle tension, digestive upset, weakness in the extremities, perspiration, chest discomfort, dizziness, blurred or distorted vision, feelings of detachment, intense apprehension, fear, or terror associated with feelings of impending doom.

**Agoraphobia** - Fear of being alone or in public places where escape might be difficult or help might not be readily available. It is usually associated with panic attacks and avoidance of situations in which one anticipates that panic may occur.

**Social Anxiety** - Fear of embarrassment or humiliation in situations where one feels he or she may be evaluated or exposed to scrutiny by others. Exaggerated “performance anxiety,” that can occur in situations such as public speaking, participating in meetings, social interactions, job interviews, writing in front of others, or eating in public.

**Obsessive-Compulsive Disorder** - Engaging in excessive washing, cleaning, checking, reassurance seeking, ordering, counting, or repeating in an effort to reduce or avoid anxiety. These behaviors are usually a response to intrusive thoughts. Teens and adults tend to realize that the compulsive behaviors do not make sense. This disorder may also take the form of worrying that one might do something harmful to others.

**Generalized Anxiety** - Persistent uncontrollable worry that may be accompanied by multiple symptoms of physical tension. Reassurance seeking and medical visits to reduce stress-related symptoms may be common.

**Specific Phobias** - Excessive fear and desire to avoid specific situations or objects, such as going to school, driving, heights, going to the dentist, enclosed places, etc.

**Trichotillomania** - Compulsive pulling of hair, either on the head, face, or body that results in noticeable hair loss, intense shame and self-consciousness. Avoidance of activities that may reveal hair loss is common.

**Fear of Flying** - Desire to avoid airplane travel due to associated fears of crashing, losing control in a “trapped” situation, or of having an anxiety attack.

**Essential Elements of Treatment Include:**

**Education** - Clients gain a greater understanding of the nature of anxiety and how to manage it.

**Skills Development** - Clients learn a variety of techniques for reducing the physical sensations that accompany their anxiety. Sources of stress are identified, and strategies for stress management are emphasized.

**Cognitive Therapy** - Clients learn to identify and correct erroneous beliefs related to their fears. Improved thinking patterns result in increased self-confidence and a greater sense of control.

**Other Components of the Treatment Plan May Include:**

**In-Vivo Exposure** - When avoidance is part of the problem, the client may be accompanied by a therapist into the avoided places and situations to confront his or her fears in gradual steps. This increases the person’s confidence in facing similar situations alone in the future.

**Group Therapy** - A group approach can be highly effective in treating persons with similar problems by providing an atmosphere of mutual understanding and support.

**Therapy with Spouses or Significant Others** - Can result in increased understanding of the problem and enhancement of relationships.

**Monthly Support Groups** - Provide ongoing encouragement and reinforcement of acquired skills following formal treatment. We offer support groups for OCD, panic, and trichotillomania.

**Referral for Medication** - Evaluation/management is also available.
WHAT PEOPLE SAY ABOUT US

Dr. Cassiday changed my life. She was truly a partner in my healing. The techniques I have learned help me in ALL aspects of my life, not just with the OCD. I couldn’t be more grateful to her.

I had sought help for my phobias and anxiety for so long, but when I started my therapy at Anxiety Treatment Center I knew right away that someone finally “got it”. I never left their office without a specific plan on how to move forward.

Our son has gone from an anxious child who refused to go to school to a confident college sophomore. The psychologist taught us how to respond to him more effectively, and gave him the tools to manage his own panic attacks.

Our doctor at Anxiety Treatment Center was able to guide us through some very difficult times and taught us invaluable skills so that our family could get back to normal.

My 8-year old daughter struggled with anxiety and compulsive hair pulling and I felt completely helpless. Upon starting therapy, I quickly noticed a difference in her behavior. She learned coping strategies that she uses to handle challenges every day.

Avoiding danger is no safer in the long run than outright exposure.

Life is either a daring adventure, or nothing.

– Helen Keller

We can help you overcome the problems that fear has caused, and teach you to manage your fears, worries, and compulsions to live a life with confidence. Call us today to schedule a confidential consultation.

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Deerfield, IL 60015 · 847-559-0001

656 W. Randolph, Suite 4W
Chicago, IL 60661 · 312-441-1300

AnxietyTreatmentCenter.com
info@anxietytreatmentcenter.com

Empowering you to live with confidence.
HOW WE CAN HELP

Results Oriented Treatment
Our treatment works by systematically exposing you to fearful situations. Our therapists teach you to modify thought patterns using cognitive behavioral therapy, exposure-based therapy, and mindfulness training, resulting in diminished symptoms within a short period of time. This cost-effective approach empowers you to overcome your fears, restoring peace of mind.

Where you Need it Most
In addition to meeting you in our offices, our therapists can conduct sessions in your home or wherever you feel the most anxious. We have worked with patients in settings as varied as schools, offices, elevators, malls, and airplanes, enabling you to gain confidence in real-life situations.

Team Approach
For more complex patients, our team of specialists can mobilize quickly, providing customized, intensive treatment. Our unique, multi-modal approach works rapidly to restore good mental health, even helping to avoid hospitalization for the most severe cases.

WHAT WE TREAT

Anxiety Treatment Center of Greater Chicago psychologists focus primarily on anxiety and stress related disorders, offering state-of-the-art, scientifically-based treatments that result in faster, sustainable recovery.

Specializing in the treatment of:
• Generalized Anxiety Disorder (Worry)
• Obsessive Compulsive Disorder (OCD)
• Panic Attacks
• Specific Phobias and Agoraphobia
• Social Anxiety and Selective Mutism
• Autism Spectrum Disorder with Anxiety
• Health Related Anxiety
• Compulsive Hair Pulling or Skin Picking
• Hoarding
• Body Dysmorphic Disorder (BDD)
• Separation Anxiety and School Refusal
• Post-Traumatic Stress Disorder (PTSD)
• Tourette’s Syndrome and Tics

We treat adults and children of all ages, as young as 2 years old. Parents are always included in our treatment, and spouses, partners, and other family members often participate in the recovery process.

WHO WE ARE

For over 20 years, The Anxiety Treatment Center of Greater Chicago has offered solutions to patients suffering from anxiety. Led by the renowned Dr. Karen Cassidy, our team of clinical psychologists is recognized nationally for treating complex adult patients. We are also particularly skilled at working with children, and provide parents with the resources and guidance they need to help their children succeed.

Our doctors are specially trained to treat anxiety, phobias, OCD, panic attacks and other stress-related disorders. We utilize cutting-edge treatment techniques that actively involve each patient in the process of recovery.

We pride ourselves on offering the most advanced and compassionate treatment possible. Our experts teach patients the skills they need to overcome their fears with sensitivity, compassion, and a sense of humor, providing you with the tools you need to regain control of your life.

Courage is resistance to fear, mastery of fear, but not absence of fear.
– Mark Twain

Dr. Karen Cassidy
SPECIALIZING IN ANXIETY & STRESS RELATED DISORDERS.

"This is so embarrassing. I can never pee in any bathroom but my own at home. Other guys can just go whenever they want to but my bladder is just shy."

"I learned that there is even a name for my problem, paruresis. My therapist taught me how to overcome my embarrassing situation and now I can travel anywhere with anyone and don’t have to worry about how quickly I can get back home to my own private bathroom."

WELCOME!

If anxiety is disrupting your life then you know how hard it can be to find the help that you need. The Anxiety and Agoraphobia Treatment Center is here to help you learn the skills that you need to overcome your fears and to live life to its fullest potential. We know how much fear and anxiety can overwhelm your ability to cope. We want to teach you how to restore your sense of hope and peace of mind. The problems that anxiety causes for you or your family are real, not imagined, and very treatable. Please read more to discover the ways that the staff at the Anxiety and Agoraphobia Center can help you to live a life free from fear and the problems it causes.

Scientific research shows that these are some of the most treatable mental health problems when the proper cognitive behavioral and pharmacological treatments are applied. The Anxiety and Agoraphobia Treatment Center has many years of experience providing these well-researched cognitive behavioral treatments, the ones most likely to help you or your child overcome your disorder. Read more

HELPFUL LINKS

- Payment Policies & Fees
- Patient Information Forms
- Office Locations
- News
- Meet Our Staff
WHO WE ARE

Led by the renowned Dr. Karen Cassiday, our team of PhD and PsyD trained psychologists offers state-of-the-art anxiety treatments. By systematically addressing the root causes of anxiety, we prioritize long-term change and recovery.

WHAT WE DO

Using cognitive behavioral therapy in our offices and in real-life settings, our anxiety specialists help modify thought patterns and behavior, leading to reduced symptoms. We work with children, adolescents, and adults.

WHY CHOOSE US

As leaders in anxiety treatment, we provide scientifically based interventions that result in rapid anxiety relief for our patients. Our therapists have extensive experience in the treatment of anxiety disorders.
Anxietytreatmentcenter.com
Improved Marketing Strategy = Increased Patient Volume

- Marketing should be a MINDSET for everyone in your practice, from the receptionist to the therapists
- Strong, unique message which differentiates your service
- Consistent branding: All materials should have the same look and feel
- Identify a target market and focus on key referral sources
- Manage your on-line reputation
- Strategically Network, Network, Network
- Track data for effective strategic decision-making