

MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS

[New-Wave Success Strategies for Savvy Doctors]



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Edited by

**Dr. David Edward Marcinko; MBA CMP™
Prof. Hope Rachel Hetico; RN; MHA CMP™**

Foreword by

LEADING EXPERT

CRC Press

**MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING,
SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS**

[New-Wave Success Strategies for Savvy Doctors]

By Dr. David Edward Marcinko; MBA, CMP™
[Editor-in-Chief]

By Professor Hope Rachel Hetico; RN, MHA, PMP, CMP™
[Managing Editor]

PREFACE

MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS [New-Wave Success Strategies for Savvy Doctors] will shape the medical office, clinic, and hospital risk management landscape for the next-generation of healthcare professionals by following these eight principles.

How We Are Different?

First, we have assembled a world-class editorial advisory board and independent team of contributors and reviewers and asked them to draw on their experiences in contemporaneous healthcare risk management. Like many of their physician and institutional clients, each struggles mightily with the same concerns. Yet, their practical experience and physician focused education, knowledge and vision is a source of objective information, informed opinion and crucial information to all consultants working with doctors and healthcare entities in the risk management field.

Second, our writing style allows us to condense a great deal of information into one volume. We integrate bullet points and tables; pithy language, prose and specialty perspectives with real world examples and case models. The result is an oeuvre of integrated principles vital to all modern medical professionals and healthcare organizations.

Third, this is a peer-reviewed book as we seek to follow traditional medical research and journal publishing guidelines for best practices. We present differing viewpoints, divergent and opposing stake-holder perspectives, and informed personal and professional opinions. Each chapter has been reviewed by one to three outside independent reviewers and critical thinkers. We include references and citations, and although we cannot rule out all biases, we do strive to make them transparent to the extent possible.

Fourth, our perspective is decidedly from the physician-client side of the equation. More specifically, as consultants to medical professionals, we champion the medical practitioner and healthcare entity, over their consulting advisors. And, to the extent that both sides ethically succeed; we hope all concerned “do well - by doing good”. This is

unique in the industry. Much like the emerging patient-centered care initiative in medicine, we call it client-centered advice.

Fifth, it is important to note that deep specificity and niche knowledge is needed when advising physicians, hospitals and healthcare organizations. And so, we present information directly from that space, and not by indirect example from other industries, as is the unfortunate norm. Blinded case models, health industry checklists, tools, templates and real-life examples, and anecdotal insights are also included. Finally, risk management information for hospitals and physicians is our core and only focus.

Seventh, we include a glossary-of-terms specific to the text, and a list of comprehensive consulting sources.

Finally, as editors, we prefer engaged readers who demand compelling content. According to conventional wisdom, printed texts like this one should be a relic of the past; from an era before instant messaging and high-speed connectivity. Our experience shows just the opposite. Applied literature, from informed sources, is woefully sparse; just as a plethora of generalized information makes that material less valuable to doctor and corporate clients.

And so, rest assured that will **MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS** [New-Wave Success Strategies for Savvy Doctors] become a seminal book in this niche ecosystem. In the years ahead, we trust these principles will enhance utility and add value to your copy. Most importantly, we hope to increase your return on investment by some small increment.

If you have any comments or would like to contribute material or suggest topics for future editions please contact us.

Professor Hope Rachel Hetico
[Managing Editor]

Target Market and Ideal Readers

MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS [New-Wave Success Strategies for Savvy Doctors] should be in the hands of all:

* Allopathic, [MD], osteopathic [DO] and podiatric physicians [DPMs]; dentists [DDS and DMD]; nurses [RNs-LPNs], Advanced Nurse Practitioners [ANPs] and Physician Assistants [PAs]; physical therapists [PTs], Doctors of Chiropractic [DCs]; CRNAs and DVMs; occupational therapists [OTs], physical and speech therapists and related assistants and allied healthcare providers.

* Hospitals, healthcare organizations, medical and surgical clinics, private practices, out-patient facilities and ambulatory care centers.

* Medical, law, graduate and nursing school students, interns, resident and fellows; as well as new, mid-life and mature healthcare practitioners of all types.

Dedication

It is an incredible privilege to edit **MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS** [New-Wave Success Strategies for Savvy Doctors]. One of the most rewarding aspects of my career has been the professional growth acquired from interacting with medical colleagues, risk management; legal and insurance services professionals of all stripes. The mutual sharing and exchange of ideas stimulates the mind and fosters advancement at many levels.

Of course, creating this text was a significant effort that involved all members of our firm. Over the past year we interfaced with numerous outside private and public companies - as well as the internet blogosphere - to discuss its contents. And, although impossible to list every person or company that played a role in its production, there are several other people we wish to thank for their support and encouragement: Kristine Mednansky - Senior Editor Business Improvement [Healthcare Management], Karen Sober - Editorial Assistant, Kari Budyk - Senior Project Coordinator and Richard O'Hanley - CRC Press [A Taylor & Francis Group].

Finally, we acknowledge this text would not have been possible without the support of our families whose daily advocacy encouraged all of us to completion. It is also dedicated to our clients, and the contributing authors and peer-reviewers who crashed the development life cycle in order to produce time-sensitive material in an expedient manner. The satisfaction we enjoyed from working with them is immeasurable.

Any accolades are because of them All defects are my own.

Dr. David Edward Marcinko; MBA, CMP™
Norcross, Georgia, USA

EDITOR-IN-CHIEF



David Edward Marcinko

Dr. David Edward Marcinko is a next generation apostle of Nobel Laureate Kenneth Joseph Arrow PhD as a healthcare economist, insurance advisor, risk manager and board certified surgeon from Temple University in Philadelphia. In the past, he edited eight practice-management books, three medical textbooks and manuals in four languages, five financial planning year-books, dozens of interactive CD-ROMs, and three comprehensive healthcare administration dictionaries. Internationally recognized for his clinical work, he is an honorary distinguished visiting professor of surgery at the Marien Hospital - Aachen Germany - who provides litigation support and expert witness testimony in State and Federal Court, with medical publications archived in the Library of Congress and the Library of Medicine at the National Institute of Health [NIH]. His thought leadership essays have been cited in journals like: *Managed Care Executives*, *Healthcare Informatics*, *Medical Interface*, *Plastic Surgery Products*, *Teaching and Learning in Medicine*, *Orthodontics Today*, *Chiropractic Products*, *Journal of the American Medical Association*, *Podiatry Today*, *Investment Advisor Magazine*, *Registered Representative*, *Financial Advisor Magazine*, *CFP™ Biz (Journal of Financial Planning)*, *Journal of the American Medical Association* (JAMA.ama-assn.org), *The Business Journal for Physicians*, and *Physician's Money Digest*; by companies and professional organizations like the Medical Group Management Association (MGMA), American College of Medical Practice Executives (ACMPE), American College of Physician Executives (ACPE), American College of Emergency Room Physicians (ACEP), Health Care Management Associates (HMA), and PhysiciansPractice.com; and by academic institutions like the UCLA School of Medicine, Northern University College of Business, Creighton University, Medical College of Wisconsin, University of North Texas Health Science Center, Washington University School of Medicine, Emory University School of Medicine, and the Goizueta School of Business at Emory University, University of Pennsylvania Medical and Dental Libraries, Southern Illinois College of Medicine, University at Buffalo Health Sciences Library, University of Michigan Dental Library, and the University of Medicine and Dentistry of New Jersey, among many others. Dr. Marcinko also has numerous primary and secondary editorial and reviewing roles to his credit.

Dr. Marcinko received his undergraduate degree from Loyola University Maryland, completed his internship and residency at the Atlanta Hospital and Medical Center, is a Fellow of the American College of Foot and Ankle Surgeons, earned his business degree from the Keller Graduate School of Management (Chicago), and his financial planning diploma from Oglethorpe University (Atlanta). He was a licensee of the CERTIFIED FINANCIAL PLANNER® Board of Standards for a decade, and holds the Certified Medical Planner™ designation (CMP™). He earned Series #7 (general securities), Series #63 (uniform securities state law), and Series #65 (investment advisory) licenses from the National Association of Securities Dealers (NASD) and Financial Industry Regulatory Authority (FINRA), and was a life, health, disability, variable annuity, and property-casualty license from the State of Georgia. Dr. Marcinko was also co-founder of an ambulatory surgery center that was sold to a public company, and has been a Certified Physician in Healthcare Quality (CPHQ); a certified American Board of Quality Assurance and Utilization Review Physician (ABQAURP); a medical-staff vice president of a general acute care hospital; an assistant residency director; a founder of a computer-based testing firm for doctors; and president of a regional physician practice-management corporation in the Midwest. He was a member of the American Health Information Management Association (AHIMA) and the Healthcare Information and Management Systems Society (HIMSS); a member of the Microsoft Professional Accountant's Network (MPAN); website engineer and beta tester for Microsoft Office Live Essentials program, and Microsoft Health User's Group (MS-HUG) member; and a registered member of the US Microsoft Partners Program (MPP). And, as president of a privately held physician practice management corporation in 1999, he consolidated 95 solo medical practices with \$150 million in revenues for a pre-IPO listing. In 2011, he joined the Physician Nexus Medical Advisory Board.

Currently, Dr. Marcinko is Chief Executive Officer for the Institute of Medical Business Advisors, Inc. The firm is headquartered in Atlanta and works with a diverse list of individual and corporate clients. It sponsors the professional Certified Medical Planner™ charter designation program and counsels maverick physicians transitioning into alternate careers. As a nationally recognized educational resource center and referral alliance, iMBA and its network of independent professionals provide solutions and managerial peace-of-mind to physicians, healthcare organizations and their consulting business advisors. He also helped developed medical, business, graduate and undergraduate school curriculum content for the American College of Physician Executives [ACPE], Medical Group Management Association [MGMA] and the American College of Healthcare Executives [ACHE]. A favorite on the lecture circuit, Dr. Marcinko is often quoted in the media, and frequently speaks on related topics throughout this country and Europe in an entertaining and witty fashion. He is a popular authority on transformational business strategies across a pantheon of related industries. He is also a social media pioneer and publisher of the *Medical Executive Post*, an influential syndicated Health 2.0 interactive blog forum.

As an award-winning journalist, media broadcaster, speaker, public health ambassador, financial planning and economics consultant, Dr. Marcinko is available to colleagues, clients and the press at his corporate office in Atlanta. GA.

MANAGING EDITOR



Hope Rachel Hetico

Hope Rachel Hetico received her bachelor's degree in nursing (BSN) from Valpariso University, and her Master of Science in Healthcare Administration (MHA) from the University of St. Francis, in Joliet, Illinois. She is author's editor of a dozen major textbooks and is a nationally known expert in managed medical care, medical reimbursement, case management, health insurance, utilization review, National Association of Healthcare Quality (NAHQ), Health Education Data Information Set (HEDIS), and The Joint Commission (TJC) Clinical Quality Measures [CQMs] and regulations.

Prior to joining the Institute of Medical Business Advisors as Chief Operating Officer, Ms. Hetico was a hospital executive, financial advisor, licensed insurance agent, Certified Professional in Healthcare Quality (CPHQ), and distinguished visiting assistant professor of healthcare administration for the University of Phoenix, Graduate School of Business and Management in Atlanta. She was also national corporate Director for Medical Quality Improvement at Abbey, and then Apria Healthcare, a public company in Costa Mesa, California.

A devotee of health information technology and heutagogy, Ms. Hetico is responsible for leading the website: www.CertifiedMedicalPlanner.org to the top of the exploding adult educational marketplace, expanding the online and on-ground CMP™ charter designation program, and nurturing the company's rapidly growing list of medical colleagues and financial services industry clients.

Professor Hetico recently completed successful consulting engagements as ACO clinical integration coordinator for Resurrection Health Care Preferred in Chicago; and performance improvement manager for Emory University and Saint Joseph's Hospital in Atlanta. She is currently on assignment for Presence Health Partners, the largest Catholic health system in Illinois.

PROJECT MANAGER

Mackenzie Hope Marcinko

Mackenzie H. Marcinko is a linguistics and business management intern from the

University of Pittsburgh. Founded in 1787, the university is a healthcare informatics and technology pioneer, and one of the nation's most distinguished members of the Association of American Universities. It perennially ranks as one of the top public universities in total sponsored research funding and is among the top ten recipients of funding from the National Institutes of Health [NIH].

EXECUTIVE-DIRECTOR

Ann Marie Miller; RN, MHA

For the Institute of Medical Business Advisors Inc., and the Certified Medical Planner™ online professional education and certification designation program, Norcross, GA.

ACADEMIC DEAN

Eugene Schmuckler; PhD, M.Ed, MBA, CTS

For the Institute of Medical Business Advisors, Inc and the Certified Medical Planner™ online professional education and certification designation program, Norcross, GA.

NORTH AMERICAN AMBASSADOR

Rachel Pentin-Maki; RN, MHA

Former Intensive Care Unit [ICU] and Telemetry Unit [TU] manager, nursing school instructor, and Finnish Rest Home BOD member, Lantana, FLA

ABOUT THE BOOK COVER

A colorful vector-graphic silhouette depicting Janus, the Roman god of beginnings and transitions, for those doctors and healthcare entities seeking risk management advice from informed consultants!

FOREWORD

About the Institute of Medical Business Advisors, Inc

iMBA Inc is a leading physician executive, medical practice, hospital and healthcare institutional educator; risk management and insurance advisor; economics and medical valuation consulting firm, and focused provider of textbooks, CD-ROMs, handbooks, templates, tools, dictionaries and on-site and distance learning for the health care space. iMBA Inc leverages opportunity, seeks change and helps clients maximize revenue, increase profits, reduce risks and protect assets. Projects are completed under Non-Disclosure or Non-Circumvention Agreements. We protect the confidentiality of clients, their projects, our recommendations and their future ongoing plans.

Recently, iMBA Inc released **three** major organizational textbooks under the CRC Press [Productivity Press] imprimatur:

- *“Hospitals and Healthcare Organizations”* [Management Strategies, Operational Techniques, Tools, Templates and Case Studies]
- *“Financial Management Strategies for Hospitals and Healthcare Organizations”*

[Tools, Techniques, Checklists and Case Studies]

- *Comprehensive Financial Planning Strategies for Doctors and Advisors* [Best Practices from Leading Consultants and Certified Medical Planners™]

So, this text represents the next iMBA initiative into the personal and corporate risk management arena for all healthcare professionals. The firm serves as a national resource center and referral alliance providing managerial peace-of-mind to struggling physician clients. As competition increases, iMBA Inc is positioned to meet the collaborative needs of medical colleagues and clients; today and well into the perilous participatory ecosystem of the future.

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and security planning space is evolving rapidly and all information should be considered-time sensitive. If advice or other assistance is required, the services of a competent professional should be sought.

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Acknowledgements

Creating this interpretive text was a significant effort that involved all members of our firm. Over the past year we interfaced with various public resources such as state governments, the federal government, Federal Register (FR), the Centers for Medicare and Medicaid Services (CMS) and the U.S. Department of Health and Human Services (DHHS), as well as numerous private firms, professionals and our internet blog readers to discuss its contents.

MEDICAL PRACTICE MARKETING MANAGEMENT, ADVERTISING, SALES, COMMUNICATION AND SOCIAL MEDIA SKILLS [New-Wave Success Strategies for Savvy Doctors] and helping make it a success!

**David Edward Marcinko
Hope Rachel Hetico
Mackenzie Hope Marcinko
Ann Marie Miller**



**Institute of Medical Business
Advisors, Inc— Corporate
Headquarters**
Peachtree Plantation – West
Suite # 5901 Wilbanks Drive
Norcross, Georgia, USA 30092-1141
770.448.0769 (phone)
Email: MarcinkoAdvisors@msn.com
Email: AdviceForDoctors@Outlook.com
Internet: www.MedicalExecutivePost.com

CONTRIBUTING AUTHORS

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EPILOGUE

In his dictionary, Webster defines the word visionary as, “one who is able to see into the future”. Unlike some pundits, prescience is not a quality we claim to possess. To the purveyors of economic gloom and doom however, the future for physicians is a bleak *fait accompli*. If you were of this same philosophical ilk prior to reading this book, we hope that you now realize the bulk of medical risk management, asset protection, financial and insurance advisory activity may take place at the physician-executive level, as doctors take back their rightful place as leaders of their own fate.

For this self migration to occur, doctors and their consulting advisors will need to consider the example of our contributing authors to re-engineer their personal situations and medical practices with the tools of the new millennium. Hopefully, will prove useful in this regard; and serve as a valuable resource for all involved in the often chaotic modern ecosystem of the healthcare industrial.

Do not be complacent, for as onerous as it seems, we may not survive autonomously as a profession without utilizing this sort of information. A new level of practice, danger surveillance and risk management has been reached. Although, many will still need professional advice on an as needed basis, some believe that astute physicians and medical providers will look back on this book and recognize it as the turning point in the current risk management imbroglio as this growing sea-change becomes transparent to all concerned.

Therefore, please realize that our contributing authors face many of the same issues as you. And, although the multi-degreed experts of this book may have a particular expertise, all consultants should never lose sight of the fact that, *above all else*, advice should be delivered in an informed manner; with client interest, rather than self-interest, as a guiding standard.

Omnia pro medicus-clientis; or "all for the doctor-client"

Fraternally,

David Edward Marcinko
Hope Rachel Hetico
Mackenzie Hope Marcinko
Ann Marie Miller
Contributing Authors

THE END