



## What Makes Healthcare Marketing Different - Matthew.mp3

This was transcribed by Artificial Intelligence. Please excuse the Typos!

[00:00:10] Hello, everyone, and thank you so much for joining me for another amazing episode of the patient podcast. Today is a very exciting episode. I have my guest host, my partner in crime, my partner in business and my partner in life. Just a nod and an awesome guest with me today, Matthew Scott from the agency.

[00:00:34] Say you, Matthew, thank you so much. I appreciate the opportunity to just be a part of your show.

[00:00:41] Absolutely. Tell us a little bit about who you are and what you do, and then I'm going to talk a little bit about why we are doing this together today.

[00:00:51] Yeah, I mean, I'll give you the short version. So, first of all, I'm a husband and father. I am a business and agency owner. My background, from the time that I was in the military academic training wise and to present, has been in health care branding. And so in 2011, I started a agency that we call Feed the Agency. We have locations in Las Vegas, San Diego and from our office in which I'm speaking to you from which is in northwest Arkansas. And the short version is, is that we help doctors to build trust, amplify their reputation and ultimately attract more ideal patients, which makes him a perfect guest for the Patient Convert podcast.

[00:01:35] So this is a health care marketing podcast. We created this podcast together, Justin and I, to educate physicians and health care organizations on strategic marketing initiatives that they can apply questions to ask. And I actually connected with Matthew on LinkedIn, I don't know, maybe a few months ago. And I started because I was in this search for other individuals in the health care marketing space. There's a lot of people in health care and a lot of people in marketing, but not a ton in health care marketing, at least not a ton that really know what they're doing, like my agency does.

[00:02:14] And I started noticing Mathew's content in his agency and the value they were creating for their physicians. And I think I mean, correct me if I'm wrong, Matthew, but we connected pretty much right away on each other's post and content.

[00:02:28] Yeah, we did. I mean, once I began to see the value that you guys were sharing, I would then notify our doctors because it's so important. And just to talk about what you just said is so important. If you and I were patients and and we had a heart problem, we would not go see a plastic surgeon. Right. So why should it be any different that if doctors want to learn how to compliantly and creatively grow their practice, build referrals and to build that trust with patients, why would they not go to a health care marketing agency that specializes in that?

[00:03:06] I could not agree more. Beautifully said. Yeah, and that's been I think it's been interesting to see there's been such a rise to in this kind of coin term of the health care marketing agency. But I still think and we were talking a little bit even before we started the show, that there's still a lot, I think, a misconception of the true expertise that lies with a good health care marketing agency that understands kind of what what is evolving and what's what's broken right now in the health care space and the need for more of a patient centric approach. And I'd love to hear your thoughts kind of because you've been doing this for 15 or more years now of what you've seen and really why the health care agency, a good one that gets set and is invested in the continuing education of being an expert, why it matters so much, comparatively, it's important to understand that.

[00:04:05] I think intuitively we would agree that there's a difference between being a patient and being a consumer. One hundred percent. And so what happens is that we would think of generalized marketing in terms of a consumer. But for us as patients and

for people that are providers, it should be intuitive that we should treat real people like patients. It's a different language. It's a different understanding. It's a different set of compassion. It's a different set of experiences. So what I say to doctors is the most practical thing that we could be doing is as health care marketers is to mirror what you do every day, which is diagnose a problem and offer a prognosis to solve that problem. And so what your group in our group is doing is we're helping health care providers diagnose the problem and then we produce a prognosis that is a solution that is related.

[00:05:09] Solving a patient's problem that rings so true and that's what's so unique, I think about our space is when we are in that kind of problem solving phase. We had a client, for instance, on the agency side that I was talking to that's in the women's health space and with a health care marketing agency compared to an ecommerce or brick and mortar style store. We were talking about the going through menopause, what that emotional journey is like and how you need to communicate that at such a different level. When you're talking to a patient that's been unable to sleep, they're going crazy. It's affecting their marriage and you're trying to get them through the door. Obviously, there's revenue that's involved, but from the physician side, it's about their Hippocratic oath and making a patient feel better and get better in that patient journey to get to a full recovery and feel a lot better. So does it have such a different feel to it than a traditional B2C? Yeah, definitely.

[00:06:09] It's well said. Something to touch on is that we talk about this money pit of traditional marketing that doctors need to avoid. To put it, the first money pit is that doctors are being sold. If you're just in a particular medium, i.e. if you just embrace social media, if you embrace digital marketing to do this. And that's not a solution. That is just simply these are mediums which are available, but they're not a solution. Then the second one is that surgeons or doctors or dentists or other health care providers have bought into is the story that we cannot create content that adds value, that helps patients understand what's next because of hip. And and so they bought into the story that when in doubt, just don't say anything, just that they're completely brick and mortar sign that says Dr. Smith, our doctor. Scratch and sniff patients will come. You know, doctors scratch and sniff, right? Do you guys know who that is? I don't know. Tell us more. Tell us. That's right. That's right.

[00:07:23] And you bring up such a good point.

[00:07:24] And part of why Matthew and I connected so much and on LinkedIn was we started talking about I think not only did we recognize value in each other's content, but personally as an agency, we've run in with a lot of physicians and health care organizations that have been burned by what you say, this money that they work with, marketing programs or agencies that say they can do health care because they understand marketing. But the truth is the difference between a health care marketing agency and a traditional marketing agency is vast. And I want to learn a little bit about how you take your approach to health care and storytelling.

[00:08:01] And like Justin said, we try to focus on that patient experience and patient centric experience and help those physicians feel more comfortable when they're hiring us as an agency that we know what we're doing. So how do you deal with those positions that are nervous, maybe have hesitations or challenges as far as working with another agency?

[00:08:23] Historically, the way that I've answered that is that our unique health care background since nineteen ninety four, we've been working with doctors in some capacity, working with doctors. So that's an experienced component. But if you fast forward to today, the way that I phrase it to doctors is. I give them our belief, our methodology, which goes like this, hey, doctors, we believe that the key to your patient marketing communications is that it's built on trust and trust is your real currency. One hundred percent. And if you believe that trust is your real currency, then why would you not take marketing and branding and clothe your patient experience around trust? And if you form enough trust and what will happen is, is that your brand will go from awareness to building authentic authority. And when you reach authentic authority, i.e. your reputation is something that others are sharing on your behalf, you will not only attract more ideal patients, but you will ultimately spend less money in traditional marketing.

[00:09:40] Well said, boom. That's exactly what we talk about.

[00:09:44] And that and what you said to is I think because of the hip, a compliance and the the overwhelming feeling doctors can have about thinking about getting into storytelling and content creation and sharing, creating their own voice in their own digital

footprint to carve out it can seem so daunting and overwhelming. They stay away from it without realizing. I think doctors are inherently teachers. I mean, if you sit down and talk about a lot, a lot in the physician referral space is if you get them, if you start asking them questions and getting them going, the amount of knowledge that they can share that they just have sitting right there because they're talking to patients all day long, just that. Right. They're turning that into really good stories and really good content patients will just eat it up because we've seen over the last 10 years with the rise of WebMD and all of these things, that patients have become empowered to take their own health care journey back. And so they want to learn about those technical things. They want to learn about what the doctors do. They want to develop trust before walking in. And so it creates it's created such a massive opportunity for practices willing to invest and get their doctors in. And they can have a lot of fun doing it. The ones that really do it go the right way and listen to us and us as an agency in the storytelling process. They really end up just having a blast doing it, too.

[00:11:16] Yeah, yes, yes. Well said. What you said right there just is really impactful in that. Doctors are providers, their practitioners, they are trained to share. And so one of the things that we help doctors to understand is developing stories that patients want to hear and will learn from simply means that you share well and you don't. And you can interchange sharing from selling. And I think doctors need to hear that. They need to understand that, hey, we're not trying to convince you that you need to sell your ideas. We're just taking your natural communication giftedness and helping you to share what matters to your patients.

[00:12:05] Definitely walk through. Walk me through a little bit because I think they'll find this very valuable. I'm a firm believer and kind of, I guess, for lack of a better term, out of the horse's mouth. If you can get a patient to tell their story. I think it's so much more impactful than almost anything else that you can do. Going back to what we were talking about, the women's health example is having a woman that's fifty five years old and has gone through this journey and is out on the other side as a brand new person, having them as an ambassador for you. But obviously, as you referenced earlier, there are hip factors in there with everything. What have you been doing as you're getting practices on board and in that storytelling as far as getting the patients involved and doing it the right way? So they're protected. The practice is protected, but you're able to leverage their story to get that content out.

[00:13:02] Will you use the key word? Onboarding? Onboarding is the coolest word that most of us never knew that we were supposed to use. And the reason why onboarding is so powerful is because it's suggestive that you start with step one and there's a step two, three, four or five. It's part of a process. And what we tell doctors is the same way that you have a surgical checklist. It's a part of a process. And what patients are craving is they are craving to understand where are they in that particular process. So as it relates to reviews, a long time. We abolish the word testimonial internally and externally, we said pay a testimonial is a scripted response, but if you flip the megaphone and it's never been easier for us, I know you guys help doctors to amplify their reputation, to repurpose three five star reviews. We do the same thing. And what I learned was that I share with doctors. We've just taken technology and we've closed that patient experience and technology. And she has a megaphone. And if you give her a megaphone, she will share her story in a way that other patients will find themselves within her story.

[00:14:29] They can and in their shoes.

[00:14:31] Absolutely. And everything relates to physician referral marketing. I teach physician liaison and consulting. And what you just said to is it's about connecting that patient experience and bringing back to that point of patient referral. Is your just being back in the room reminding them of those conversations and experiences? It really is a connection. It's less of sales and more of just like how does this relate to others experiences and how are we going to communicate that without telling them we're going to have them remember, remind them to feel it? Oh, for sure.

[00:15:03] Part of it and part of the complexity is, is that we have to help doctors understand and we've learned this. We've been helping doctors to understand patient feedback, interpret it to be able to create some benchmark best practices with them based on that feedback and then also to generate reviews which ultimately amplify their reputation. And what I tell doctors is that you have to understand that you may think that patients are solely focused on surgical outcome and pathology. It could not be further from the truth. Patients are focused on perspective, process and protocol, and they want to understand how they fit within from finding them online to picking up the phone to being told with a caring and compassion voice. You're going to be just fine. We're

going to help you get back to life and they want to understand where they are in that. So if you and I help doctors understand that for literally a nominal investment, that patients can speak their truth and share their story and it will help them turn that megaphone to their patients and not them, they'll have more referral patients they know what to do with.

[00:16:23] Oh, I could not agree more. And as you said, and leveraging that technology and then letting the patients do the heavy lifting for you, because it's just I mean, it's a fact and it's growing every day. I think when we back five years ago, it was like 60 percent and 70 percent, 80 percent. I've seen some statistics. Ninety ninety one percent or more of patients are going online and doing research, even if it's to what Kelly works so hard to do. We talk to Liaison's about this and why it's so important is they can do the most tela job of getting past the front desk, generating that referral and even the doctor on the other side can hand the patient the car and is like, you need to go see Dr. Smith just where the patient is going to do when they get home. They're going to go check out what Dr. Smith is all about and what to what you said the patient experience is going to be like at doctor's office.

[00:17:13] It is. And your agency and our agency can create an onboarding protocol that just like a proper checklist, whether you're a fighter pilot or whether you're a surgeon, there's a checklist. And if you can check the the next step in defining on day one, what does a great patient experience look like, sound like and feel like? And if the is listening to this just took that into consideration and then wrapped it in a patient onboarding system, if you will, they are so much further ahead.

[00:17:47] Yeah, absolutely. Absolutely. We're going to have to quote that you shouldn't you should quote that that was a great line. So we've talked a lot a little bit about understanding the patient experience, what is separates us both as agencies and health care marketing experts. You are a branding expert. I've seen a lot of your material, what you put out there for physicians. Obviously, you're walking them through these processes, procedures and steps.

[00:18:11] But what would you say branding is reverse marketing. And why do you think that's so important to have that difference communicated for physicians?

[00:18:21] So branding for the modern day health care provider is doctor who you say you are, who your patients say you are and who Google says you are. That's the executive summary of a modern definition of branding for a doctor or a dentist or a physician. And so what we say to doctors. Is while there's a brand identity component, which is highly visual, which can be highly aesthetic, the strategic component of branding at the end of the day is your reputation and what we learned as a brand agency coming from a big agency background, coming from big agency budgets and highly creative think tanks is at the end of the day when we use the word branding. Doctors could give a rip about the word branding. OK. And so what we had to learn was, is we have to internally ask ourselves if the right word is not branding, what is it? And we had to provide a definition of why branding is important and relevant and practical to every doctor. So when we say doctor, branding is who you say you are, who your patients say you are and who Google says you are, we no longer get lost in the jargon of the word brand. They instantly understand it. And then what we say to them is, is that if you can start off with a strategic understanding of how to authentically differentiate yourself in the mindset of patients, you will learn to attract more ideal patients.

[00:20:02] Because what I say to doctors is the key about branding is allowing yourself to be differentiated in the mindset of your ideal patient. And the goal is to attract more ideal patients for less money. Right. And so that's how I would define a blue collar practical version of branding that over the years has gone from, hey, we can create fancy graphics, we can design fancy websites. And oh, by the way, we've got one hundred thousand dollar cameras. We took the emphasis off of those components, which we do every day, and put it on the blue collar boilerplate. Are you interested in differentiating or communicating your authentic, unique perspective moving forward? And doctors always say yes. And if they say no, then respectfully, it's just I mean this respectfully. If you're a doctor listening, you're no longer relevant. You take yourself out of the situation. And if we can clear up the elephant in the room, if we can believe that patients have more control over which provider that they're seeing, then you must understand that you must have an understanding and a practical application for building that trust. And if you don't have a formula or if you don't have a proven methodology, then you're going to throw money at trying to get attention. And in the long run, you don't have enough time and you don't have enough money to keep up with the Joneses.

[00:21:38] Yeah, I'm still couldn't agree more, and especially in the self referral environment that's that's growing and becoming ever present is if you're not doing something. Yeah. You're going to you're going to really struggle to get footing and going back to what you're just saying with the branding, I think what again, going back to getting a good health care marketer that gets it is unlike most other spaces, is whether it's the storytelling and the branding side, the reputation side, the search growth side. It's there's a dual approach in the health care that doesn't exist in most other spaces because you have the doctor level focus, but you also have the practice level focus because it's kind of two living, breathing entities. When a patients are looking at their brand, they're looking at Dr. Smith as well as the brand of the practice as a whole. And so there's really two elements to worry about there that I think is very unique in the health care space. When you're building out reviews you need when they're searching for dermatology practice near me, they're going to find the dermatology practice. But they could also be searching for the provider level, too. So there's kind of two elements that have to be addressed.

[00:22:47] Yeah, it's well said. And one of the things for us to discuss very briefly is to point out that part of the traditional money pit of marketing is the story that doctors have bought into, which is I need to spend a lot of time and a lot of money on being found. Oh, gosh, that's so true. And so what we've said to doctors is this is going to sound counterintuitive, Doctor, but you need to spend less money and less time on being found and less money and more time on being heard.

[00:23:19] Oh, yes, that's a great point. I agree, because these physicians and organisations that we work with have such unique approaches to their unique patient journeys and information that patients are thirsty to hear. And that's really that's a really good point. I did a post about health care marketing and and I said this is about giving physicians a voice, not being found, but giving them a voice. And like you said, that does not mean hours of work for them. In fact, it should be super seamless and easy when you work with an agency like ours and yours. Is that that's why we've mastered this. This is about the physician. It is always about the physician. And it's the same way with Physician liaison marketing it.

[00:24:04] And just a shameless plug for you guys. Kelly, one of the reasons why your content resonates so well is that what makes a great story. And storytelling is no longer

a mystery. We could go back to Joseph Campbell's *The Hero's Odyssey*. We could look at Donald Miller and his latest book, *Story Brand*. The elements of great storytelling are no longer a mystery health care narrative. One of the things that you do a great job of on your post, and I think it's one of the reasons why you guys resonate so well with doctors is that you've made doctors the hero in the narrative, not just on the narrative. And the truth of the matter is, is that doctors can learn from that. If we make the patients the focus of the storytelling narrative, if the marketing dollars and the marketing time and attention goes towards making this about the patient instead of the doctor, they're going to have the opportunity to help patients understand that and appreciate that.

[00:25:09] Absolutely. And I appreciate that. We definitely can relate in that aspect. I think both of us and we put our content out there that is something different. We're not just saying like we can get you on the first page of Google and and we can do twenty five leads in a month. What is a lead anyways? How do people even define that? I think a lot of what you post as well as here's some information, this is how we're going to show you. This is how it's done.

[00:25:32] Do you want to be there or not? And like you said, if they don't, they don't believe in it. They don't buy into it. That means they could be a bad fit, which kind of leads me into a subject that I know you can relate to, that I think some of our listeners could find a lot of value in and this is for my physicians out there when considering investing in marketing again. Don't be your own worst enemy sometimes, and I know our agency dealt with that, I guarantee your agency has to if you're uncomfortable with an investment in marketing or not completely bought in or feel like you need to micromanage, you're not a good fit. So what are ways that you both think that doctors could ask the right questions to make sure that this is the process they need to be doing because we choose our clients now? And you definitely choose your clients as well. And I'd hate for physicians to get in their own way. So what do you think is the good questions physicians should be asking you when considering working with you?

[00:26:33] I think this podcast is part of that first step, which is awareness, awareness that just because you see in parentheses the word agency does not mean that all agencies are focused on the same thing. All right. I mean, very different, that is for sure. Yeah. And just like you guys, I mean, I went to I went to graduate school to get a master's degree in health care management. I've been working. And so in parentheses

is for whatever reason, we've been involved in people with MD and at the end of their name. So I think it's important it goes back to that original point that you and I had heart problems. We would not go see a liver disease. Yeah. So awareness is the first step. I think the second step is that I think that doctors need to take the emphasis off of. What marketing medium they feel like they should be and they should focus on what is the message that we can communicate that shows how we are authentically differentiated, how we have a unique perspective, what problems we're solving, what procedures that we offer in the context of those problems. And I think that doctors have an opportunity and this is going to scare many doctors to identify their ideal patient. And here's what we've learned.

[00:28:06] We've learned that the goal for most doctors should be to become the specialist within their specialty in the mindset of their ideal patients. There is not a patient in America that awakens this morning and goes, I need to find a full service doctor. Right. Yeah, we are as patients and as health care providers, we need to be cognizant that this is not one stop shopping. This is I've got a particular problem and I want a specialist to weigh in on that. And being a specialist scares the heck out of doctors. And the reason why it scares doctors is because they feel like they're leaving procedures on the table. When the truth of the matter is, is that when doctors call us and when they call you and they say, I need more patients in four minutes and 12 seconds into the discussion, they go, no, you're right. I really want to serve more ideal patients that which makes me unique in my training and all that. And once we teach doctors that the emphasis needs to be taken away from what they do and rather put on how they do what they do and why they do what they do, patients will appreciate it and their communication will cut through.

[00:29:29] The clutter of this commodity becomes a laser focused at that point. Absolutely, because it even goes back to marketing and agency when you have all of these different verticals. When we're in health care, we know exactly what our mission is and and who we service. And it's the same thing goes for a specialty physician. If they can narrow down their focus to who their ideal patient is and what they want to focus on, then everything else can align very quickly what content they're producing, where they're producing it, how they're distributing it, all that kind of stuff.

[00:30:00] I said this tongue in cheek the other day on a LinkedIn post. I was talking about becoming the specialist in the specialty, and it was kind of a pejorative comment. And Kelly, you're the smart girl from Alabama, so you're the only one knows what pejorative means. But I kind of threw it out there to be a bit cheeky. And I said, hey, our goal is to one day serve lefthanded orthopedic surgeons with one eyebrow. And I in part, I mean that to be true. I'm not even kidding because for agencies like us, we know that doctors, once they become aware that we're out there. That in the position that you're in is that we have an opportunity to make sure that we're the right fit for doctors. Absolutely. And what I feel is being a good steward and being authentic is up front, having the ability to say, doctor, here's what we fundamentally believe should be most important to you. Here are the list of doctors that we've served, but more importantly, the namedropping. It's because they came to us with a common set of frustration and a common goal, and we focused in on what that is. And if that is important to you, then it may be a fit that we should work together.

[00:31:22] Well said. And it goes back to even when my grandfather started, it was like seventy five years ago he was in internal medicine and then went into orthopedic medicine. And that's a totally different world than today because he stole everything in order because he was the orthopedic physician. He even treated, of course, some internal medicine because he was double board certified. But then when his son, my uncle, went into orthopedics, he kind of specialized in spine. And that even is a different health care. And now my brother is an orthopedic surgeon, but he's an orthopedic musculoskeletal ecology surgeon. So we're getting so specialized, just like you said, if you see that evolution, even in my own family and the seventy five years between the orthopedic surgeons is how just like you said, left handed, one eyebrow gets it's really getting special, specialized for sure.

[00:32:12] And it's improving patient outcomes because they it is they're doing that and they're doing that better than anyone else in the world. And that's what's making a huge difference.

[00:32:21] Can I share with you guys one recent trend that we're seeing that that we've seen? So this is going to be pretty particular, but I think you guys will appreciate this. So we traditionally have have served surgeons and doctors as of recent. We've begun to work with tons of dentists. And here's the common theme. So if you're a dentist listening

to this, I think you'll appreciate it. We found a frustration. If you're a dentist and you've been trained to insert one dental implant into the anterior portion of the mouth, and you're frustrated because the oral surgeon and the periodontist are stealing your lunch money. We have found a thread. We have touched a chord, and we now have general dentists there. Like I know how to put in a dental implant, single tooth A.. I know how to do that. Why why should I keep forwarding that on to quote unquote, the oral surgeon? The periodontist is it's an example of how you plant a seed of focus tied in with abilities, but you have to draw a difference. And even in that general dentistry dentistry field we are preaching. Don't you want to become the specialist within the specialty in the mindset of your ideal patients? And so that's been fun for us to see general dentist kind of get spunky and go. I can totally do that.

[00:33:52] I don't mind sending this out. Yeah, yeah.

[00:33:55] That's the last question on my side. And it's kind of been alluded to three out throughout the kind of questions that need to be asking. I think a commonality that we find. And it's again, as you become even more selective with your clients and figuring out the right questions to ask to know if they're ready, but. Are you when you're going out to seek an agency and you have to be very careful with who you land on, but are you ready for a partnership as far as just like I'm not going to I'm not I would never tell you how to do surgery. Will you buy into what our process is? And and and can we create a long term partnership here built on trust that we are fiduciary of what you're investing with us, but as well as the long term goals of getting more patients to the door, getting them, getting them healthier, and obviously increasing the bottom line in that process. But making sure that you're ready, because if you don't buy into the process, you end up micromanaging or you drag things along. It just never a good fit. So I think that's something that's kind of a self reflection. When you go out on a journey of, like, I'm ready to grow my practice. I need an agency that I think make sure that you're ready if you find somebody good, that you're ready to really buy in and be a believer in the process and invest in it, because otherwise it's just you're not going to get the full maximum potential and the returns on the investments that you're going to make.

[00:35:25] If you don't, just then you bring up a great point. Terminology becomes really important. There's already confusion over what the word agency means to a doctor anyway. Oh, yeah, Hello doctors have heard coach doctors have heard consultant

agency is a newer word for them. So it's really important that we clarify to them the difference between coaching, consulting in an agency. And the way that I summarize that is respectfully, I tell doctors we're not here to coach you. We're not here to teach you. We're here to do it with you. Yeah, we are here to be a practice multiplier. We are, by default, an extension of your practice. And so what we've landed on is we have a mandatory upfront what we call a Brandauer workshop. And I'll and I'm speaking if there's a doctor listening to us right now, the reason why we landed on that brand, our workshop is low financial commitment, high return, our ability to fly in, come to your practice, spend two days and you walk away with a defined and differentiated brand strategy. You walk away with clear messaging and a core value proposition that you can use. And so for little money and little time investment, we want to show our value on the front end. We find that if a doctor says no, I'd rather you guys just build a website. They're not a fit for us but on the front end when we do that. So I think it's really critical that we as agencies practice what we preach and communicate clearly what it is that we do and why it matters to doctors. And therein lies part of the complexity of the black guy of marketing agency in Duluth, Minnesota, who the doctor knows what I hired somebody quote unquote, like you guys and I got burned.

[00:37:31] Yeah. And it it breaks your heart. And the reason. I mean. Exactly, exactly.

[00:37:37] And it breaks your heart to fall if you go through a trust building exercise.

[00:37:41] Yeah. So I think that for I think that for doctors listening to this, what I would say is the greatest measurement of trust is go to Kelley Knott on LinkedIn. And look, I'm serious. I mean, this go to I'm not saying this is a shameless plug and I'll validate it. Go to Kelley Knott online and you will find somebody that is sharing wisdom that for free, if you never hire your agency, if you never hire agency, you can take what information that is out there and it will benefit you. And we try to follow what you guys are doing that my goal is for is for me, if it's not a fit for a doctor or if a doctor says, you know, I've been burned, I need to develop trust with pride, I say, do me a favor. Go to them to read every post, don't you don't have to worry about calling us up, implemented and get value. And you know what? If we use agencies or if we as people that are involved in health care, if we can add so much value for free that six months down the road, the doctor goes, man, you guys were giving away such great value, I can only imagine how much better it will be if we partnered together.

[00:39:03] Exactly. I love hearing that and I really appreciate the kind words about that. It's my goal. It's your goal. It's Justin's goal. When we create value as an agency, like you said, it is truly to create value. And one of the feedbacks we learn from our clients early on is you make such a big commitment to marketing. You invest a lot of time and a lot of money. And when you share your information for free and you create value for people, they are all about buying into your process. And that's why I tell my liaison's out there, other marketers listening. I share my information for free because I have a whole lot more that I can offer, wants to work with me.

[00:39:45] And I really want people that work with Intrepy and that work with feed is that we're trying to show you guys these are the easy steps you can take. It is just the beginning. This is what we can bring to the table. I mean, don't we?

[00:39:59] Oh yeah. We we practice what we preach. I mean, everything that I say about whether it's on page optimization or funnel visualization or or patient centered marketing, we're we're doing internally for ourselves. And yeah. And we I believe and firmly that it works as I watched it work for the growth and visibility of our agency, whether it's the storytelling and content side or it's the search creation search optimization side, all of this stuff is it's out there and readily available and it's just kind of putting it in the language the doctors can understand. And and and that's what I think we're and it builds so much trust. That's what I like the most, is somebody that comes in because they've been watching yours or are LinkedIn videos. There's a kind of almost like a relationship that's already been watching your videos like that. Hopefully you get a little bit that that we practice what we preach and we know what we're talking about and we want to.

[00:40:53] This is a perfect segue way, just as a shout out to our other agency members that are out there. This is a brief but perfect segue way, which is we were talking about this pre show is that we had a pre show. Show is just as good as the show. We need to record that. But but if you're a Pathfinder, meaning you're you're out there and you're leading a movement. And to be honest with you, I feel like we're a part of that Pathfinder movement in health care marketing Pathfinder. It is important that all of us are open and accessible to our peer group. The notion of it's my idea feed or your idea or your idea, such and such agency, the notion that it's your idea, my or my idea is garbage. Our

ability to collaborate and raise the standard of health care marketing agencies is good for all of us. And the right thing to do as part of being, for lack of a better term, a good steward is that if our goal is truly to help our clients, then there's a point in a time where somebody does something better than the next person. And it's my responsibility to be a professional for this doctor to say you need to go see X, Y and Z. They can help you out. And so for those I mean, you get contacted by agencies. I do, too. I find that there's still this cloistered, closed minded society, which is like I'm afraid to get ideas.

[00:42:36] And I want to kind of piggyback on that. And and for everyone listening. That is why Matthew and I teamed up today. We respect each other's industries. We respect each other's agencies. But most importantly, we found value in each other's content and something I teach my liaison's and other health care marketers out there. And Justin will agree with me because he works with me. Matthew and I connected because we supported one another. We saw value not as competitors, but colleagues. And now we're building a friendship on that. I need Matthew and his agency and other health care marketing agency support. We need to work together and those who are afraid of working with other people, it just shows a bad side. It means something. You're not confident in what you're selling. You're not confident Matthew's agency is not worried about us stealing clients. We're not worried about him stealing clients. People want to work with you because they value and so for those listening, we've been talking about sharing your value for free. I have had my content stolen from a competitor. Once it happens, it will happen. But people still pick me to work with me and they'll pick him to work with him. So, Matthew, you agree for any health care marketing agencies out there? Connect with Matthew and I and Justin. We want to build strong relationships. Let's take this competition out of it and put colleagues and friends and support one another. So these physicians understand the value we bring as agencies and and get out of that fear mindset that what we have is only ours. And like you said, Matthew, we're not reinventing the wheel here. We're just perfecting it in our own different ways. And we're connecting as an industry. And I really appreciate us collaborating the three of us today. And and now look at this valuable because we came together.

[00:44:23] And I think the the space is still such in its infancy. We're closing in on 10 years since we've been around and we've seen this explode. I mean, like almost 10 acts and the number of health care agencies that are out there. And it's still kind of this murky space. And and I think that there's such an opportunity if we look directly in the

medical space that we're talking about today, orthopedic surgeons are advancing medicine every day with competing practice, doctors working together on how they're and I know it's an extreme example, because we're not we're not curing cancer here with it, but we are getting patients connected to doctors. But what I'm referring to is there so many verticals in health care, but across the B2B space and businesses that are collaborating and advancing their their space. And we're not doing it enough inside of the health care marketing. And there's people like yourself, agencies to behold that are crushing it and are more than happy to share. This is how we can advance to space. This is what's working. This is what we can do better for our clients and our partners. And so I think creating a better environment of collaboration is going to in the next three to five years, just take the Hello vertical show much further.

[00:45:40] I agree. Absolutely.

[00:45:42] So what are some of your final thoughts as we wrap up this episode? And to my listeners, we've already discussed with Matthew that this will be an ongoing podcast guest. We had a pre show before the show because we got along so well and we learned that Matthew Beard is detachable.

[00:45:58] I prefer to think of it as majestic for the record. And we haven't heard as British accent. Here is British accent.

[00:46:04] So obviously we'll have to have another part that's going to be a wonderful podcast, perhaps performed at the odd soul of the argument over, because that's what we will have Matthew on again.

[00:46:17] And we'll probably talk a lot more about storytelling and branding, because if you guys have not checked out Matthew's work on LinkedIn and feed the agency, some of the most incredible work in branding for health care organisations, so please check that out. But, Matthew, what are some of the final thoughts you want to leave with today's podcast, as well as how they can get connected with you and how they can connect with you and work with you?

[00:46:41] My final thoughts, which we covered briefly. Are you, Doctor, if if you put yourself in the position of a patient and you had a heart problem, you would not go to a

plastic surgeon. The same holds true that you would hire an agency that is a specialist. The second thing that I would say is that health care marketing doesn't have to be a departure from your ethics. It doesn't have to be something that is considered a foreign language. It is simply caring about patients enough to communicate your authentic and unique perspective in a way that allows patients to find themselves within your perspective, your process and your procedures. And that's the summarise, where finally trust is currency. And if you believe that trust is currency, then your reputation as your bank account.

[00:47:35] Absolutely. That's perfectly set. And just in, do you have any final thoughts to wrap up, Matthew?

[00:47:40] I just wanted to thank you again for taking the time to come on and share your years of experience in this space and make sure that you check him out on the feed the agency as well as on his LinkedIn. He's got a really big following something out, really great content. And yeah, I'm just really glad that we were able to cover a lot of these topics and look forward to have you back on.

[00:48:02] Yeah, I appreciate what you guys are doing. It's making a difference. I'm grateful to be a collaborator and and a colleague in that.

[00:48:11] Absolutely. Well, thank you guys so much for listening again. Thank you, Matthew. And to my listeners, he will be back on and we will talk more in-depth about different marketing strategies. But here's our last reminder in today's episode, the kind support one another and collaborate. It's more value when you grow your network. Is to my liaison's, my positions and my other health care marketers don't be afraid to connect.

[00:48:36] Thank you for listening. Today's latest episode of the Patient Convert podcast, don't forget to subscribe and review on your favorite podcast platform. We are on Apple, iTunes, Google, Stitcher and Spotify. Or you can sign up to receive the latest episode via email. Just check it out on my agency website or my personal website. And if you are looking for more amazing health care marketing information or just to engage, check us out at Intrepy dot com. And for any of my amazing physician liaison out there interested in growing their physician referrals or learning the strategies that it takes to

build highly engaged physician referral networks. Check out my website, kelley knott dot com, where I have free webinars, free downloads, and of course, my online physician liaison training course, Physician liaison University. And as always, I'm a huge believer in connecting, engaging and supporting one another. And the best way we can do that is networking. And I always, always connect with you guys on social media. And one of my biggest social media platforms is LinkedIn. So feel free to connect with me there on LinkedIn or Instagram or Twitter at Kelley knott. And thank you guys again for listening to the patient convert podcasts with your host, kelley knott.