



Growing Physician Referrals During COVID.mp3

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[00:00:05] Hello,
everyone, and welcome
back to the Patient
Convert podcast, I'm
joined by our co-host,

Justin, not hey, everybody. Hey. So today I am talking about Physician liaison marketing again. So this is how to grow your physician referrals during covid-19.

[00:00:24] I know it is a great topic. I know you had a lot of people ask questions and yeah, for sure. And a good way. I mean, people are looking to you as a resource, so I'm excited to hear what you have to say about how they can keep growing using their online presence and as well as when they can slowly the been able to start getting back out in the field.

[00:00:41] Definitely. So today I want to talk about sometimes it's hard for me to wrap my head around this. I could just list off ways Physician liaison are working during covid 19 to grow referrals. But some of it has some underlying important things that I want other listeners to understand. During this time. I've always been a physician liaison who's embraced the world of marketing. In fact, it was health care marketing that I think helped me become so successful as a physician liaison it was really understanding and growing my network and the world of marketing on top of the traditional physician liaison marketing services, and especially with my partner Justin joining me today. A lot of what

we do is combining those two worlds to create overall success for our clients. But Physician liaison marketing is about growing physician referrals, building relationships and connecting physicians, bridging that gap of communication and creating authentic physician referral relationships that last throughout the year. So where does that leave you in a world that no longer wants you walking through the door now? I think it all goes back to even the beginning of something that I say a lot. And it's physicians generally don't like interruptions because they feel like they're being sold to and not served. This quote means a lot to me. And it's actually something a physician said to me once when I was doing an interview about referral marketing and how they feel. And and it was a really great insight. And it's something I used to teach my students. And this all goes back to the fact that they don't want interruptions because they're busy.

[00:02:22] And frankly, they don't always trust that the person interrupting them again is there to serve, but that they're capable of making any situation better for them or correcting anything or going to provide value. So as a liaison, I want that to release again in this overall podcast episode is that covid or not covid working remote or working in person? This is about the fact that a physician trusts you can create actual value for them, can serve them, connect them and help them. So Liaison's right now are forced to think outside the box. So I've always kind of combined my marketing strategies with online strategies, digital strategies as well as traditional. So one of the ways I know physician liaison are doing that is creating care packages and dropping them off. And if that works for you guys, I love it. I personally am not really big on care packages and I talk about this and my students just because I feel like it's a bribe and it really can make a relationship difficult to build authentically as far as do they trust that you are a credible, knowledgeable and qualified individual to talk about patient care services? You know, these medical conditions and referrals are build these relationships between physicians, or do they think that you're kind of just in there with candies and treats to try to grab and bribe time with them? So when it comes to care packages and working remote with covid, I think it's important to show that support and show that you care.

[00:03:55] But I would be really strategic with it. I only bring care packages to relationships that I already have, and that's because I know them so very well. In fact, we enjoy each other's company and it's just kind of enhancing the relationship, not relationships that I'm trying to get in front of or just somebody that I would usually have to do a spiel on services or conditions or physicians. This is somebody I've worked with

for years. We already existing referral relationships. This is to enhance a relationship and support them, someone that I can even have maybe their cell phone number. That's how close I am with this individual. And that's a great way to show support. So just be really strategic with your care packages. You don't want to be put in a category where what you do is so simple that anybody could do it or you don't need the physician's time to be in front of them. They need to trust that you're qualified, that you're qualified, credible and knowledgeable to get in front of the physician. But here's another way Physician liaison are helping their doctors in. This came to me. Just give me some of these ideas when we were marketing in the field as far as creating content for Liaison's Liaison's. And invest in creating content to help elevate their physicians and practices and help their physicians elevate their brand, become thought leaders. So what is some content that, liaisons. can help with Justin that help on a marketing level for their physicians?

[00:05:21] Well, I think it's a lot of the content strategies that we actually just talked about in a recent podcast episode. But I think encouraging their physicians to participate and helpful video resources that can aid in some of the common effort. Cuz we talk a lot about kind of patient focused content like the B2C. So your practice marketing to patients. But there's also and what we're talking about today, this is practices, marketing practices. So creating a lot of video that can talk about what the referral flows look like from a physician to a physician standpoint, giving them confidence that they'll get their notes back, that they'll get their patient back, those kind of things. And putting that in type into videos, creating brochures can be an important thing. But I think that we've even seen it with one of our physicians that has a really large blog that he writes is when we were going out and we were doing physician liaison marketing on his behalf, focused on the infectious disease stuff and chronic sinusitis stuff, is being able to point them to thought leadership style articles that we don't even have to sell as far as the buzzwords they need to be looking for, as far as the chronic infections that their patients may be suffering from and their sinuses. But we can hand them some content that they can go and read on their website. So I think blogs and video, both that, liaisons. creating it as well as eating the physicians participating in it are really important. But I'd also like to kind of pick your brain a little bit more on something you hinted at earlier, because you've been doing this five, six years ago.

[00:06:54] I can remember even when you were training me on liaison things, I have one kind of story in particular that I think hits on this that I think has been lost and now people are scrambling to figure it out, is leveraging LinkedIn and leveraging social media to connect and build your network, connect with other liaison's and connect with the physicians. And one of them was a physician, a pain specialist in Atlanta that we had been trying to get this doctor. I was just talking about this infectious disease doctor in front of. And you had reached out to him on LinkedIn, direct message to him, built a relationship and gotten his cell phone number before we ever walked through the door. And that was really simple. I mean, it just was a relationship building exercise that you went through by just reaching out to him on LinkedIn. So there was a relationship that was already established before we brought the provider through the door to meet them. And I think that that is more important than ever. So I'd like to hear kind of some tips and your process on how you're leveraging. You can call it social selling, but it's really relationship building because people can't walk through the door even if they want to deliver a care package right now. So how can they use LinkedIn or other social media platforms to connect with physicians? That, liaisons..

[00:08:11] Yeah, so LinkedIn is something I have used before covid and Justin just gave an example. I love it. I think it's an amazing platform. It's built for social networking, just like if you were to attend an association or anything in your at a networking event, it's all about who are you, what do you do and how can we connect? And that's why I love LinkedIn, because unlike Facebook or Instagram, it's not as easy to filter, to search, to connect and relate to other colleagues in your area.

[00:08:39] So one of the things I teach my students and again, this is pretty covid as well, is your value is your network as a physician liaison if you're a physician liaison who is not investing and growing their network with other physician liaison other physicians, colleagues and health care professionals, you're going to find yourself in a really small pool and struggle with opening doors. And when covid hit, I think it became really apparent on how difficult it can be to get those doors open or get in front of people. If you don't have a vast network of individuals, you've started to build a relationship with that you can contact in other ways.

[00:09:22] And LinkedIn is a great platform to really invest in, to grow your network because you can connect with competitors even or liaison's doctors practices, health

care professionals in your space, maybe even just in a different territory to relate, connect, engage, share and grow. But as a physician liaison, I've used LinkedIn even in direct messaging, like Justin gave that example to get in front of physicians. They can see my title where I work, and I can get straight to the point right away. Dr. Smith, you know, I wanted to see if I could grab your time and sometimes I'll use something like Vinyard. And that's a tip from my friend Cathy Scott, which is a video. Beijing platform you can send and sometimes video messages tend to be opened more and responded to more, so that's a great way to do it as well. And they're really personable. And you can use LinkedIn to do voice or video or just direct messaging. And you can say, Dr. Smith, I'm really interested in connecting with you. Dr. Jones is with me and he has this passion for X, Y and Z. We want to build a referral relationship. What does your week look like? If I can connect you to and you're talking to the doctor directly, you're getting to the point and you're talking about building a physician referral relationship.

[00:10:38] And you would be surprised at how successful LinkedIn can be for these connections, these meetings in this network. You can also engage in build support around your practice, your programming, your physicians, or you can support your referring physicians through LinkedIn, engage and support them. And you know what? They're going to become more familiar with you if they keep seeing you liking their post and commenting on their content. So by the time you go to reach out, they know who you are and are familiar with you. And that's a really great way to get your feet wet even before you may send a direct message. So utilize platforms like LinkedIn. You can also use other social media platforms for direct messaging, sharing content, supporting and engaging with others. Physician liaison are also creating content around systems and webinars, interviewing their doctors and creating videos for their doctors. This is about investing in the marketing overall and handling some of the big heavy tech. But they're using their vast network through their health care system and social media platforms like LinkedIn to promote these seminars, these webinars and collaborations. Another way, Physician liaison are working to build these physician referrals and physicians. They're collaborating through content like podcasts and these webinars. And it's a great way to connect with the referring physician to talk about a certain condition, symptom or treatment that your patients are looking for. So that's another great way to reach out virtually and say we're doing a 30 minute webinar on chronic back pain and we really could use your opinion on this subject.

[00:12:13] And when a patient should see a specialist and it's a great way to start building that relationship, there's something in it for them. And you're getting these physicians together other ways is these things are helping with telehealth marketing as well as helping with telehealth tech chat bots. And of course, you're still meeting in person in some scenarios. So keep that in mind. Video messaging tends to be really successful. I mentioned Vinyard, but video messages tend to be open more. They're responded to more. And it's also really personal. Of course, you have your Tsou messages and meetings. Here's my advice. I do not want to sit in a Zoom lunch to you, Justin. No, I don't want to do it. I think it's a bad idea. I'm not a fan of it. I don't want to be a hater for any of you guys out there. Make your physician sit through a Xoom lunch. I think there could be nothing worse. I think you'd be better off doing a video or a phone call for ten minutes and then maybe sending them lunch as a thank you. But don't make them sit there for some lunch. LESNES also can use this time. This is big guys to research, learn and grow.

[00:13:22] Yeah, I was about to bring that up. I was like, this is a good opportunity to learn more about your specialty. Right. And learn more about the opportunities for maybe missed referrals as far as other subjects. A good point.

[00:13:32] Yeah, absolutely. So when covid hit, I definitely took the opportunity. I had to learn more about what I can change, what's working and how we can build that trust that I talked about the beginning of this podcast, a lot of lessons. I had no fault of their own. Have less information than they should about their referring marketing network, and that means that they really don't have precise information about what their physicians really need and want or how their role fits into that to create value. Again, we're not medical doctors and physicians. And when we walk through that door, if we're not the specialists, what value do we have for that physician? And that's what you have to really dig deep and identify. We have plenty of value. Let me tell you. But it comes from doing your homework and a lot of lessons can use this time to go through data and referrals and interviews and really get to understand what that referring physician needs and wants to overcome those hurdles, objections and hesitations. So what I do is I decided, look, covid is crazy for everyone right now. And these physicians are on the front lines. They're working with their own patients in their own problems. So spend this time on learning what your physicians want.

[00:14:50] Instead of reaching out to talk about your services, sales or physicians, maybe try reaching out using platforms like Clevedon and other social media platforms, email marketing, to ask them questions as far as just letting them know what are ways we can help with your patients, talk to them about the types of patients they refer, common symptoms and conditions, how you could get in touch with them, what would provide the most value, what would improve the referral process? Who do you currently refer to? Start thinking about how you could collect data, because when you work with a large organization and you come in and bring to the table all these answers to this questions of here's our local referring physician community. These are some of the five most common objections and hesitations they had to referring to either our specialty, our practice or hospital or program that's going to provide huge value for your program and help you as eles on better create a message of service and provide better value for your physician. So to wrap everything up, utilize platforms like LinkedIn and social media to promote your content, your physicians, your thought leadership, connect and grow your network actively. Every single day. You can engage with your referring physicians, colleagues, other liaisons, join groups like Facebook groups and LinkedIn groups and of course, attend these webinars and CMS.

[00:16:14] What's a great way to connect with the referring physician when they're on these webinars and CVS get to know them? You never get that time in front of a physician so you can attend and you can host. It's a great way for your physicians to connect with patients as well. Help them in their marketing and building their content. Don't forget to actively grow your network, reach out and do your homework. Research now how things have changed since covid-19. What do they need from you now as a physician liaison? It's probably not cookies and treats. It's going to be a little bit more specific. And one of the biggest values you can bring is your network. Sometimes they just need to know who's open, who's referring, how they can connect and collaborate. So as a liaison, work on growing your network during covid-19 work on being the resource, when they see you walk through the door, they know that you are somebody connected in the local health care community that can get them in front of whatever physician they need to be in front of.

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