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MARKETING REGENERATIVE MEDICINE

It's the art of identifying the patients' needs and then understanding the regenerative treatment solutions and genuinely communicating these solutions through strategic marketing activities.



ABOUT ME

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*KT: Look for these throughout the presentation
for my persons tips. Take note!.*

KAHO'S TIPS

FIRST THINGS FIRST

Be clear about your priorities before acting on them.

- You need to **BELIVE** in the science
 - Just like any service you offer you need to believe these treatment options will provide your patients positive outcomes
- **UNDERSTAND** the regenerative medicine industry and your part in it
 - This is cutting edge medicine with new developments being made daily. Before you begin marketing regenerative medicine, know what treatments you'll be offering and how they'll fit into your practice.
- **CREATE** a plan
 - Your success starts with a well thought out plan. Your plan should consist of 3 things:
 - 1. **Who?**– Who will you assign the responsibility of implementing your marketing strategies?
 - 2. **What?** – What marketing strategies will you use?
 - 3. **How Much?** - Define a budget. Stick to it. Track dollars spent to results.

WHAT ABOUT THE REST?

Why? When? Where?

CREATE a plan (continued)

- **Why?** – Why are you marketing regenerative medicine?
 - You are wanting to grow your patient base for regenerative medicine
 - Provide another great viable option to your patients
- **When?** – When should I begin marketing?
 - Once you've got systems in place
 - After you've educated your staff on the regenerative treatment options you're offering
- **Where?** - Where should I begin marketing?
 - **ONLINE!!**



WHY MARKETING ONLINE IS THE BEST PLACE TO START

If these stats don't convince you, I don't know what will

81% of patients consider a practice with an **active online presence** to be more “cutting-edge”

55% of **medical searches** are about a **specific disease/condition**, **43%** are related to medical treatments

80% of all **internet users** search online for **healthcare topics**

90% of people are 18-24 said they would **trust health information** they found on **social media**

8 million Americans are **looking for medical information** on the internet every single day

The background is an abstract, textured surface with a variety of colors including red, orange, yellow, green, blue, and purple. The texture appears to be like cracked paint or a marbled effect. A dark, semi-transparent rectangular overlay covers the bottom right portion of the image, providing a space for text.

ONLINE MARKETING

With over 85% of searches for products and services happening online, it's just a "duh" at this point

-Jenny Servis (2015)

ONLINE MARKETING STRATEGIES

Here's how you get found

- **Search Engine Optimization (SEO)**
 - SEO: The process of maximizing the number of visitors to your website by ensuring that the site appears high on the list of results returned by a search engine.
- **WHAT SEARCH ENGINES FIND VALUABLE**
 - Amount of **TIME** a visitor spends on your website
 - Number of web **PAGES** visited per session
 - New **VISITORS** to your website
 - The number and quality of **INBOUND** links
 - Website structure
 - **EASY TO NAVIGATE**
 - **LOADING SPEED**
 - **MOBILE FRIENDLY**
 - **RELEVANT CONTENT...**



ONLINE MARKETING STRATEGIES

Here's how you get found

- **Search Engine Optimization (SEO)** (*continued*)

...CONTENT

- \$ - Be sure your website has valuable information (content) about the services you want to be found online for.
 - KT: Full page of content for the treatment you want to promote.
 - More content on a particular service is viewed as more relevant to a person's online search query and so search engines will push your website to, if not on, the first page of search results.
- \$\$\$ - There are several strategies to get your website on the first page of search engines. To increase your website ranking, consider partnering with a marketing company who can do the technical work for you.



ONLINE MARKETING STRATEGIES

Here's how you get found *(continued)*

- **Pay Per Click Advertising (PCC)**
 - PPC: Internet advertising model used to direct traffic to your websites, in which you pay a publisher (Google, Bing, Yahoo) when the ad is clicked.
 - Search Engine Marketing (SEM): These are ads that look like a search result and is placed on search engine results
 - Display Ads: These are banner ads that appear on other websites
- \$\$ - This is an effective way to promote your website and services immediately.
 - KT: Because of the complexity, it's best to partner with a marketing company who can build out this strategy, track the results, and adjust PPC campaigns accordingly



MAKE YOUR **WEBSITE** YOUR WORK FOR YOU, NOT AGAINST YOU

Store windows are like landing pages on the website. - Angela Ahrendts

Online advertising will be a waste of time and money if you're website is ineffective.

DON'Ts

- DON'T confuse website visitors with too much information
- DON'T let a website visitor leave without asking them to take action
- DON'T lose their attention with too much text on one single page.
 - Limit paragraphs to 3-5 sentences max.

good website example:
www.wellnessonememphis.com

DOs

- DO use effective images and videos to better explain your services.
 - Show a testimonial video promoting a specific treatment
- DO build your website on a easy-to-use platform
 - This allows you to make updates quickly and easily.
- DO update your website frequently with great content

SOCIAL MEDIA

5 Simple ways social media can compliment your website and practice.

1. It gives your business/practice personality
 - You can share the things that are important to you. We live in a day and age where consumers not only care about the quality of a product or service, but what the business stands for.
2. Encourages engagement
 - Social media platforms have free chat and messaging systems that allow patients to communicate with your office.
3. It's simple to use
 - **KT: Tips on creating a strong social media presence**
 - Post regularly. 2x a month is sufficient enough for a healthcare practice. USE VIDEOS
 - Engage with your followers. Ask questions, reply to comments, etc.
4. Advertising on Social Media can be pretty cost effective
 - Whether you're spending \$100 a month or \$1000 a month you can promote your practice and treatments.
5. You grow your presence online
 - The more places you are online the easier it is for someone to find you.



PRINT MEDIA

*There's still value in great print advertising via
through traditional channels*



INTERNAL PRINT MARKETING

- Have brochures and other forms of print material about these services in your reception area.

DIRECT MAILERS` – Postcards

- Use oversized postcard mailers with the length at or over 8in. This prevents it from getting lost with other junk mail.
- Have a clear call to action and better yet offer them something of value. With regenerative medicine being cash pay you can do discounts, specials offers, free consultations, etc.

NEWSPAPER

- Size – Quarter Page Ads (or larger), Color, run on Sunday. Place your ad the section that makes most sense for your particular audience.

KT: Use a tracking number for every advertising channel



FDA REGULATIONS

*Be clear about the treatments
you provide and what the
possible outcomes are*

Our overall goal is **patient care**

FDA releases a guidance in November 2017

***Regulatory Considerations for Human Cells, Tissues,
and Cellular and Tissue Based Products: Minimal
Manipulation and Homologous Use***

FDA REGULATIONS

*Be clear about the treatments
you provide and what the
possible outcomes are*

TIPS ON MARKETING:

- **Don't overpromise** what the treatment can do for a patient
- **Refrain** (be cautious) from using words such as **heal and cure**
- **Be upfront** about this in your marketing

KT: TAKE AWAYS

- Determine a **BUDGET**
- **DEVELOP** a plan and strategy
- **WORK** on optimizing your website
- Get **SOCIAL**
- Incorporate **PRINT** material
- Don't **OVERPROMISE**



THANK YOU

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