

Marketing Meeting

The marketing meeting has three segments:

- Statistical
- Administrative
- Plans

Statistical Segment

During the statistical segment, take a look at the marketing numbers you're tracking (e.g., new patients) and the numbers you want to start tracking (e.g., monthly number of active referral sources, monthly number of your visits to offices, monthly number of doctor contacts with other doctors, etc.).

Once the stats are in place and are kept up-to-date, it's just a matter of quickly reviewing the graphs and taking action based on the trends. It's important to reinforce actions that led to increases and immediately implement fixes needed for decreases.

Administrative Segment

During the administrative segment, take a look at the systems you need to implement, refine, and monitor to keep your marketing efforts organized and effective. This should include the file and/or report for tracking active offices, the offices you wish to activate, what contact has been made, what results have been achieved, the volume from individual offices, etc. It will take a few meetings to determine which data sets you need to gather and how you want to organize it. However, after that, it should just be a matter of reviewing the files to stimulate ideas and sequences of actions.

Plans Segment

The plans segment is mostly dictated by the marketing calendar. This is where all community and other events, campaigns (e.g., your visits to offices), doctor meetings, and anything other methods to ensure high-quality outreach is occurring routinely and is planned for the next 18 months. Also, if an event is upcoming, detailed plans for its execution would be discussed in this segment.

You will likely find that it is a good approach is to address the above areas first, then quickly go over any carry over subjects from the last meeting and determine what you'll commit to completing before the next meeting.