



# Rural Health Care

## Marketing & Education Consultancy

[www.Trizzie.com](http://www.Trizzie.com)

## Tips on how to advertise a rural health care practice:

### How to target your practice advertising for the best return and profitability is a science of marketing

**Every profession has its specialty** or “expertise” not to say any is out of touch with marketing, but...personally I would not perform or try to diagnose myself or family members if they were suffering.

Fact is If you were to ask a few 100 doctors what Procedure 'X' reimburses, more than 90% would be able to give an answer with 100% certainty. However, at least 80% of them would be 100% wrong. How can this be? They may have given the right answer but were not acquainted with the unfortunate truth is that most practitioners - regardless of the profession and specialty are unaware of the nitty-gritty details in rates, charges, margins, and other crucial money matters. **Rural health care practitioners on the other hand tend to have more insight as most are regularly part of the nitty-gritty details in rates, charges, margins, and other crucial money matters.**

**We understand that most practitioners are busy** and your business Manager, CEO and / or billing staffs are the detail types. **We also understand like most ethical practitioners you provide care based upon what is in the patient's best interest and not upon what reimburses well.** However, you also understand it is a business and to keep the doors open to continue to provide care you will need to actively promote to attract types of cases (those that reimburse well or are professionally fulfilling), understanding the economics effects of case size, profitability and other factors can make or break your facility.

The objective is to **attract more profitable cases** with your advertising dollars this will give your return-on-investment (RIO) the greatest effectiveness. Your selections of the services or procedures need to be the advertising focus. This should be done systematically and not disregarded. It more than putting a price on a procedure it is placing an investment into your marketing and future success.

### Helpful Tips

**Assume things change:** As you are aware the rules change all the time. What's common practice today may not be tomorrow. Most reimbursement allowances, for example, definitely go down, but some others go up.

**Losing a little on each case and expecting to make it up in volume will put you out of business.** With most businesses large cases are likely to be more profitable but you need to also factor in a realistic time tables form the appointment to the exit. What was the overall cost to you?

There is a saying “sell to the rich live with the poor, sell to the poor live with the rich.” **What we are saying is look at all patients that come through your door and don't exclude anyone or service as they all are investments into the success** of your business.

In other words as stated above the economics of smaller case sizes involves greater efficiency for your marketing dollars. **For every dollar spent it has to work harder in producing a measurable response** with each exposure. However, done well and done right the initial (RIO) will be positive. Over time your advertising efforts will not have to work as hard and will increase your profitability.

**Do it right the first time.** When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

**Trizzie** understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success. [www.trizzie.com](http://www.trizzie.com)