

## What's your situation?

- 1) I want to learn how to introduce and market aesthetic treatments at my practice.
- 2) There are too many empty slots in my schedule. How do I fill it up?
- 3) How do I convert more of my consults so they become patients?
- 4) I'm overwhelmed everyday being the doctor and office manager. I want my staff to work smarter so I can just focus on being a healthcare provider.
- 5) My monthly overhead costs are so high. How can I fix this?
- 6) Members of my group practice are resistant to marketing. How do I implement a plan that makes everyone happy?



"Americans spent nearly \$11 billion on cosmetic procedures in 2010. 83% of total procedures were non-surgical."

"The growth of cosmetic injectables is increasing as products continue to evolve and new players enter the market."

"Aesthetic Medicine has seen a dramatic increase in the diversity of the patients treated over the past decade and this trend is expected to continue to grow stronger than ever, with applications that cater to all people."

"78% of women in the U.S. use the internet for product info before making a purchase."

"The Baby Boomer Generation has more money, leisure time, and technology than any other generation in history."

**Relationships will drive patient loyalty and sales**



## Forecasting Patient Loyalty

### Customer Service

Forecasting Patient Loyalty	Customer Service		
	Displeased with Customer Service	Content with Customer Service	Impressed with Customer Service
Patient Experience Did Not Meet Expectation	Gone	Searching	NO Commitment
Patient Experience Met Expectation	Searching	NO Commitment	Loyal
Patient Experience Exceeded Expectation	NO Commitment	Loyal	Advocate

Patient Experience

MD Profit Solutions specializes in helping private practices with strategic and creative marketing to promote elective, cash procedures.

- Cosmetic Dermatology
- Injectable Fillers & Volumizers
- Laser Treatments
- Plastic Surgery
- Hair Restoration
- Infertility/Fertility Preservation
- Cosmetic Dentistry

Knowing how to educate and entertain patients with information about your expanded services means more calls and consultations. Knowing how to correctly and compassionately treat patients means repeat business and referrals. All of this equates to more revenue and profit for your business.

What's the health of your practice?



**MDProfitSolutions.com**  
Danica Tran, MBA  
1401 Lavender Lane, Suite 1  
Laguna Beach, CA 92651

Direct (714) 420-2424  
Fax (866) 263-6375

## Inspiration, Insight & Ideas

### How can a fresh and new marketing approach...

- get you more patients?
- grow your private practice?
- increase your revenue stream?
- expand your elective, cash procedures?



**Creative Marketing:** Delivering impressionable and exciting communication

**Responsive Marketing:** Creating interest and value while engaging patients with knowledge and must-haves

**Relationship Marketing:** Building a connection and servicing your valued patients

**Value Marketing:** Budgeting and eliminating wasteful spending



Experience, Education, Expertise

Simply Smarter,  
More Creative Marketing Know-how

Creative, strategic, and effective  
medical practice marketing

**MD Profit Solutions** will improve your appeal, get your message noticed, and consistently get more clients in the door. Patients will be more educated, fully aware of what YOU can do for them, and be more impressed with your attention to their "need to know". With our personal and hands-on approach, we devise and implement a competitive strategy for the success of your practice.

## Common Practice Pitfalls

**Undereducated staff**—What your staff doesn't know and doesn't say could be costing you more profit than anything else.

**Unimpressive Patient Experience**—Are your patients RAVING about you and your practice or are they RAGING about their experience? How can you find out?

**Poor Cost Controls**—What's your biggest profit maker? Your biggest profit eater? If you don't know, you may as well hand out hundred dollar bills on the street.

**Lack of Marketing Plan**—What's your strategy to combat increasing competition and declining reimbursements? No written goals mean you're willing to waddle through and play victim to the economy and competitors.

## List of Services

### Persuasive E-videos

Immediately capture your audience's attention with interesting, informative, and inspirational e-videos about your practice and treatments embedded right onto your website. Get your message noticed and distinguish your practice from competitors.



### High-impact Visuals for Office Monitors

Keep your patients entertained and educated with media imagery. A flat screen television monitor displaying educational slides, procedure highlights, and videos of your treatments and services is such a valuable marketing tool. Have a monitor in the waiting room and every exam room. Keep your patients entertained and educated!

### Turnkey Website Content & Redesign + Mobile Website

Revise and update that poorly designed website of yours! Outdated colors, poor navigation, and lack of education and content on your site won't make patients call to book an appointment. We work with a programmer to give your website a complete makeover including a mobile web design.

### Impressable Blogging

The blogosphere is your chance to introduce new and exciting treatments and events at your office. Best of all, blogging does wonders for search engine optimization for your website.

## Engaging E-newsletters

The fastest and easiest communication with your patients can be achieved with E-newsletters. It's a great opportunity to get repeated interaction with your existing patients as well as gaining potential new patients. We design a template that is uniquely yours. Capture interest about a new procedure. Inform and be the reliable source of info for new technology. Announce specials, educate with videos, and provide links to your website for increased web traffic and sales.



## Captivating Print Marketing Visuals

Dull print marketing materials not capturing patients' interest? We specialize in the aesthetic market and we understand the mindset of the aesthetic consumer. We handle all graphic design artwork and copy layout for effective communication and sales.

## Profit Driving Quarterly Print Newsletters

Educate your patients about new, must-have procedures and treatments with a well-designed, informative print newsletter. Promote that new laser in your office. Teach patients about the latest filler injectable on the market. These print newsletters are great for in-office distribution and can be used as mailers to your target patients.

## Advantageous Press Releases

Stay ahead of the curve with valuable press releases that can be incorporated onto your website and e-newsletters. You provide the content and we take care of the edits, optimized keyword phrasing for internet searches and handle the online press release production and distribution.

*"Danica has limitless ideas, a great creative mind and technical knowledge that provide immediate impact for in-office marketing. She's money-smart, intelligent, determined and highly educated."* -Jennifer Park, CEO Dermatologist News

*"What a beautiful newsletter! I passed it around and everyone is so impressed with the quality of your writing plus the story itself."* -D. Diaz, MD

*"I love the flyer! It presents information in a dynamic way and it's very educational. Nicely done!"* -Z. Rapoport, MD



**Danica Tran, MBA owns and operates MD Profit Solutions.**

**BA degree** -Economics with minor in Photography at UC San Diego (Revelle College)

**MBA degree** -Marketing & Entrepreneurship at Cal State Polytechnic University, Pomona

## Advantages

### Industry Experience with Proven Results

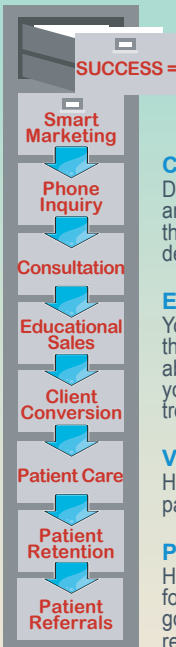
Understanding consumer behavior and the right marketing pitch that comes across as warm and educational rather than pressured and pesky is extremely important. Before starting my business, I managed a thriving cosmetic and medical dermatology practice in Southern California. My patient care outreach, business acumen, effective staff management, and creative marketing skills attributed to record breaking industry revenue and profit for that office.

### MBA degree

My business background can help solve your operational and organizational challenges so your private practice can run smoothly and successfully.

### Graphic Designer with a Creative Perspective

Through creative marketing and exceptional patient care, I can help you build up your client base and make more money. I handle all strategic content placement plus creative design layout for overall marketing success.



*"Danica introduced the flat screen in my waiting room which has proven to be very valuable. She was focused on patient care and service and she was dedicated to running an efficient office."* -N. Pilest, MD

## Compelling Consult Conversions

Do you understand the consumer mentality and mindset and how to trigger their purchasing power? Do you have the proper body language and tone of voice to better deliver your message?

## Effective Sales/Skills Coaching

Your staff actually spends more time with your patients than you do. Is your staff informed and knowledgeable about proper patient care and all available treatments that you perform? Are they confident about explaining treatments that you offer?

## Valuable Relationship Building

How do you create and cultivate relationships with your patients to get repeat business and referrals?

## Preferred Loyalty Program

How do you make sure your patients come back to you for future treatments? How do you prevent patients from going to your competitors? Learn steps to establish a rewarding program for your patients.

## Customized Treatment Binders

Why allow patients to flip through miscellaneous magazines in the waiting room when they can be educated about all of the services that you offer. Included are detailed descriptions of treatments and procedures, before and after pictures, news articles, tips and advice, and print publications. Everything is organized in an easy-to-read binder that can be easily updated.



## Interactive Treatment Brochure Magazine

Distinguish yourself by providing an all-inclusive 8, 12, or 16 page keepsake brochure magazine of ALL your services. Detailed explanations with plenty of before and after pictures are major selling points. The timeline worksheet addition gets patients to take immediate action towards their rejuvenation process.

## Promotional Visual Merchandising

Big department stores spend millions of dollars to strategically merchandise products to raise interest and get consumers to BUY, BUY, BUY. Is your office doing all that it can to promote awareness of all your services?

## New Medical Office Start-up

Learn and implement the proper marketing strategies from the very beginning so that you don't have to spend time, energy, and money down the road to rebuild an effective marketing system.

## Money Saving Costs Control

## Social Media Boost

## Turnkey Brochures & Postcards

