

# How to get More of Your Doctors to More of Your Meetings

My Background in Avoiding Meetings and now Holding Meetings

Decision Time – To Attend or Not to Attend.....	1
Overview.....	2
How vs. Why.....	3
The “PROBLEM”.....	4
Exceptions to PROBLEMS.....	4
Psychology of “Solution Focused Brief Therapy”.....	5
Application of “solutions” to variety of “problems”.....	6
Radio WIFM; “What’s in-it for me?” Broadcast Network.....	7
Sales and Marketing 101.....	9
Everyone is in SALES.....	10
Sales BASICS.....	11
Marketing to SELL.....	11
Want vs. Need.....	13
Selling Compliance/HIM with “Resource Guide”.....	13
Process vs. Program.....	14
Sales Evolutionary Time.....	14
Before The “HOW To’s”.....	15
THE Meeting’s First Meetings.....	16
Teamwork to Artistically Blend Colors.....	17
Ideal Planning TEAM.....	18
Doctors as Salespeople.....	21
5 W’s and an H preliminaries.....	23
Physician Leadership.....	22
Hunting Buffalo without Horses – ID of Physician Leaders.....	24
“Connectors”.....	25
“Mavens”.....	26
“Salesmen”.....	26
Mixing Theories with the <i>Right Conditions</i> .....	27
“Broken Windows Theory of Crime”.....	28
Putting it all TOGETHER.....	29
Mind Map of Process.....	30

Real World Who/What/When/Why/Where's and a How.....	31
Who?.....	32
3.5 Target Market.....	32
Administration/CEO as Key Element.....	33
Ancillary Employees.....	35
Spouses.....	35
Children.....	36
Networked Hospital Affiliates.....	36
Rival Hospital.....	37
PR for Attracting Attending Physicians.....	37
What?.....	38
Non-Physician Meeting.....	38
Physician Office Staff.....	38
Ancillary Hospital Personnel.....	41
Hospital Administration Education.....	41
Hospital Board Opportunities.....	42
3.5 Target Market Group Meeting(s).....	43
Where?.....	45
Physician Meetings.....	45
Multiple Hospital Systems.....	46
Non-Physicians.....	48
When?.....	49
3.5 Target Market in Private Practice.....	49
(Garage Mechanic "Different" Wisdom).....	50
Early Morning.....	51
Lunchtime.....	52
Evening.....	53
3.5 Target Market in Employee setting.....	55
Incentivised vs. Non-incentivised.....	55
Non-Physicians.....	56
Office Manager Exception.....	57
Duration.....	57
Best Days of the Week.....	59
Checking the <i>REAL</i> Schedule.....	61
Non-Hospital Meeting Opportunities.....	62
Physician Meeting - Non-Hospital Healthcare Business....	62

HOW to Promote Full Houses.....	64
“Mandatory” Side Trip Leads to a Dead End.....	65
ASAP Items.....	68
Hospital Website.....	68
Hospital Newsletter.....	68
Hospital PR.....	69
Hospital Marketing Dept.....	69
Potential Sponsors.....	69
Getting THE Meeting for FREE—Trip to Sponsorville.....	70
Leveraging Sponsorship.....	71
Model Sponsorship Proposal.....	75
ROI for Multiple Department Budget Allocations.....	77
Powerful Marketing Words.....	78
The Dreaded “C” Word.....	78
The Other Dreaded “C” Word.....	79
Precision Target Marketing Letters.....	80
First Draft Memo.....	81
First Draft Memo with Comments.....	82
Transitioned First Draft Letter.....	84
Final Letter.....	86
Hollywood PROMOTION.....	88
Quality vs. Quantity.....	89
Registration Functions.....	90
Postcard Promotions.....	92
Getting to Know the Speaker.....	95
Testimonial Clip Letter Sells.....	95
Food (for Attendance, then Thought).....	96
Most coding seminar “door prizes” are the “Exits”.....	96
Continued Medical Education for Physicians.....	97
CEU’s for Non-Physicians.....	97
The FREE Book.....	98
Standard Four to Six Week Promotional Schedule.....	99
Day of THE Meeting.....	101
Registration /Attendance.....	102
Room Set – Technical Details.....	102
Seating.....	102
Lights and Sound Gremlin Repellent.....	104
Future Marketing with “Speaker Evaluation Forms”.....	106
My Request to YOU!.....	107

**Special Bonus Section**  
**Healthcare Value, Inc.**  
**Educational Philosophy for the**  
**Business of Healthcare**

Physician Education – Key to Success.....	109
“Business of Healthcare” .....	110
Documentation; Lifeblood of Healthcare Business.....	111
Coding Conundrum.....	112
E&M/DRG Reimbursement.....	113
DRG Pairs.....	114
Beyond Reimbursement; “Credit and Recognition”.....	116
Documentation affecting CMI.....	117
Documentation Improvement “Reasons” Unheeded by Physicians.....	118
It’s Always Sales!.....	119
“Not Another Coding Seminar!!!”.....	120
Physician Learning Model.....	121
You Get What You Decide to Get.....	123
Physician Education.....	124
Physician “Motivation”.....	126
Transactional vs. Transformational Education.....	128
Risk Based Coding™.....	132
Physician Education as Solution.....	134
Organizational Needs and Action Plans.....	135
Healthcare Value, Inc.’s Foundation.....	137
Healthcare Value, Inc.’s Passion.....	138