DEFDEVICE

KEEP YOUR PRACTICE IN BUSINESS DURING THE PANDEMIC

TAKE YOUR PRACTICE ONLINE

GOAL OF THIS PRESENTATION

Every crisis comes with opportunity.

In this presentation I will outline ideas that will help you to survive the pandemic crises, stay in business while it lasts, and grow when it's over.

CONTENT

- Current Situation
- The Big Picture
- Mastering The Challenge
  - Keep Your Practice Open
  - Home Visits
  - Telehealth
  - Chat Bots
  - Press Releases

WHO IS DANO FALK?

- Serial entrepreneur, designer and digital marketer
- Started online business 1996
- Founder of DefDevice and multiple other online businesses
- Worked with many international and local companies

EADS SIEMENS BOSCH Infineon

Malaysia Cosmetic Dentist glo SAHAMM KNOWledge GROUP OF COMPANIES

WHAT WE DO

We help doctors to have a ‘healthy’ online presence.

We ‘heal’ broken websites, fix ‘dislocated’ social media channels and set up functioning patient acquisition systems.

We adjust your online marketing
so you can grow your practice.

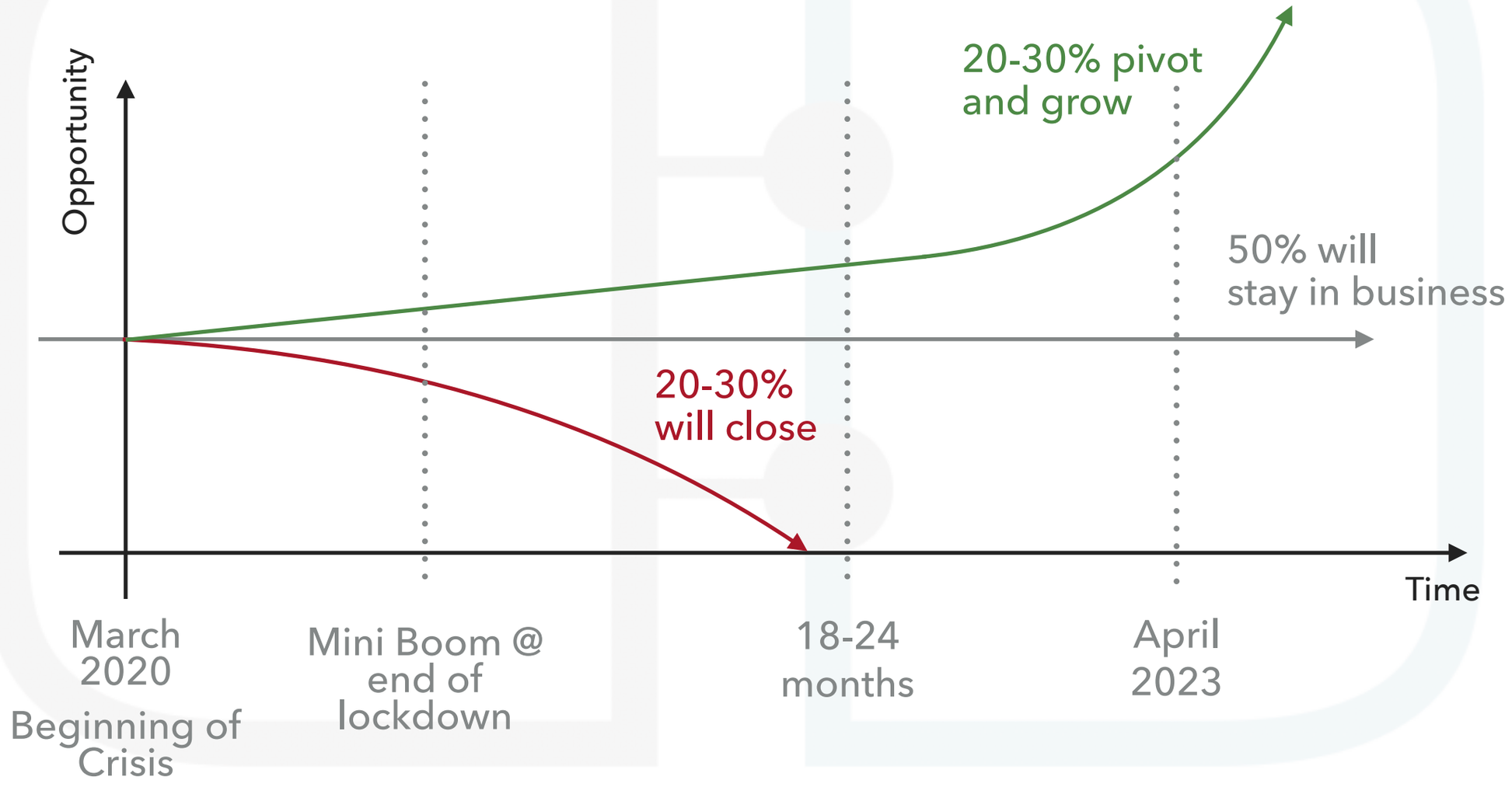
CURRENT SITUATION

Covid -19 Pandemic

- Global pandemic
- Businesses closing, employees loosing jobs
- Lockdown, Uncertainty
- What to do with your staff?
- Infection danger
- Treatment is challenging
- Business owners don't know what to do

THE BIG PICTURE

Projection: How will this crisis affect practices in the logn run?



Source: Simon Bowen / Todd Herman: Future pace modelling

THE BIG PICTURE

Projection: How will this crisis affect practices in the logn run?

The crisis will be followed by a **mini-boom**.

Clients who could not get a treatment during lockdown will flood the available practices. You want to be one of those still standing and benefiting from the boom. You want to be the practice people think of first when the situation goes back to normal.

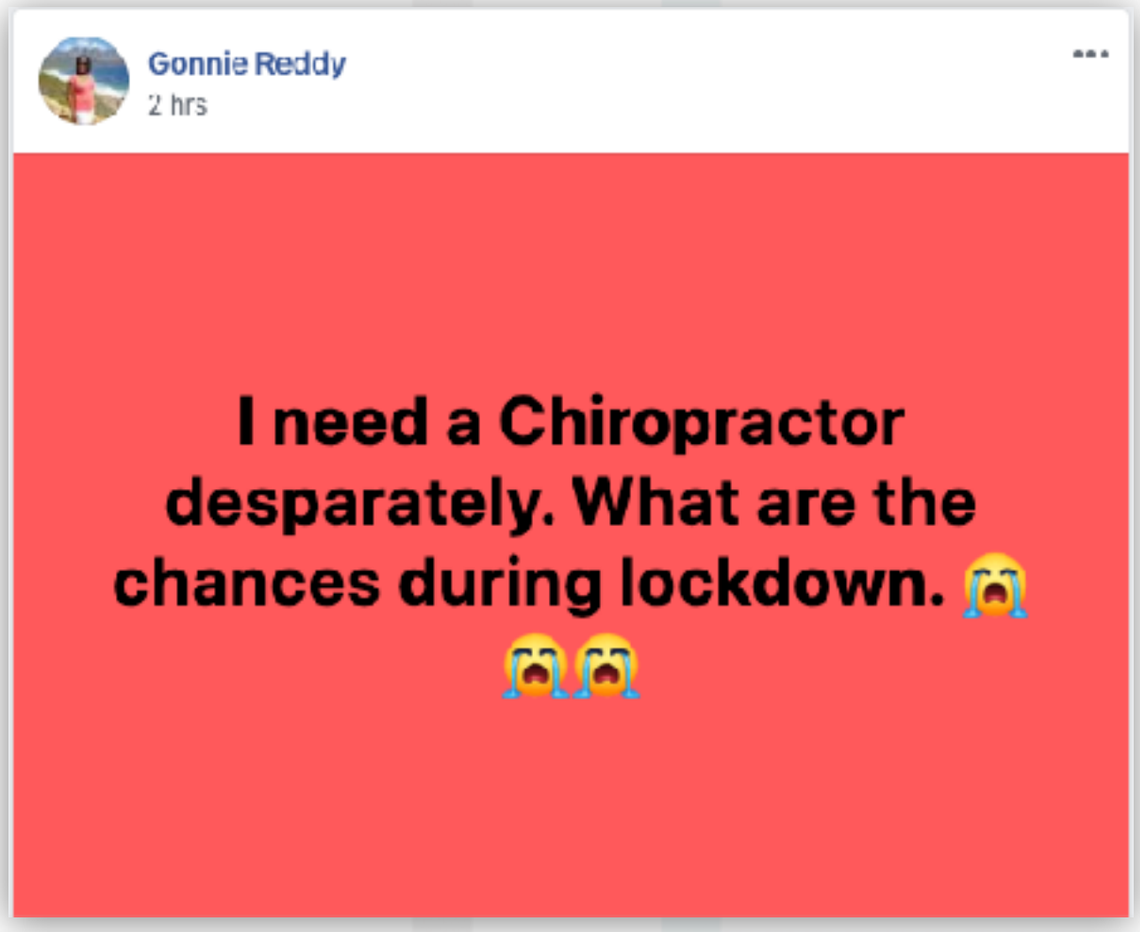
That’s why it’s important to
- Stay open
- Expand or pivot your scope of treatments
- Presell bookings for treatments after end of lockdown
- Use this opportunity to acquire new patients

THE BIG PICTURE

How Can You Be Part Of Those Who Pivot And Grow?

MASTERING THE CHALLENGE

1. Keep Your Practice Open



Your parients need you!

MASTERING THE CHALLENGE

1. Keep Your Practice Open

March 28th:

Department of Homeland Security Lists Doctors of Chiropractic as Essential.*

*Some states are in full lockdown - emergency treatment only

MASTERING THE CHALLENGE

1. Keep Your Practice Open

Make Your Practice Corona-Proof

Get gloves, masks and sanitizers so you can still perform treatments. Comply with CDC (Center For Disease Control And Prevention) disinfection guidelines:

https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html

MASTERING THE CHALLENGE

1. Keep Your Practice Open

In a crisis, communication is crutial.

MASTERING THE CHALLENGE

1. Keep Your Practice Open

In a crisis, communication is crutial.
Reach out to your patients and let them know that:

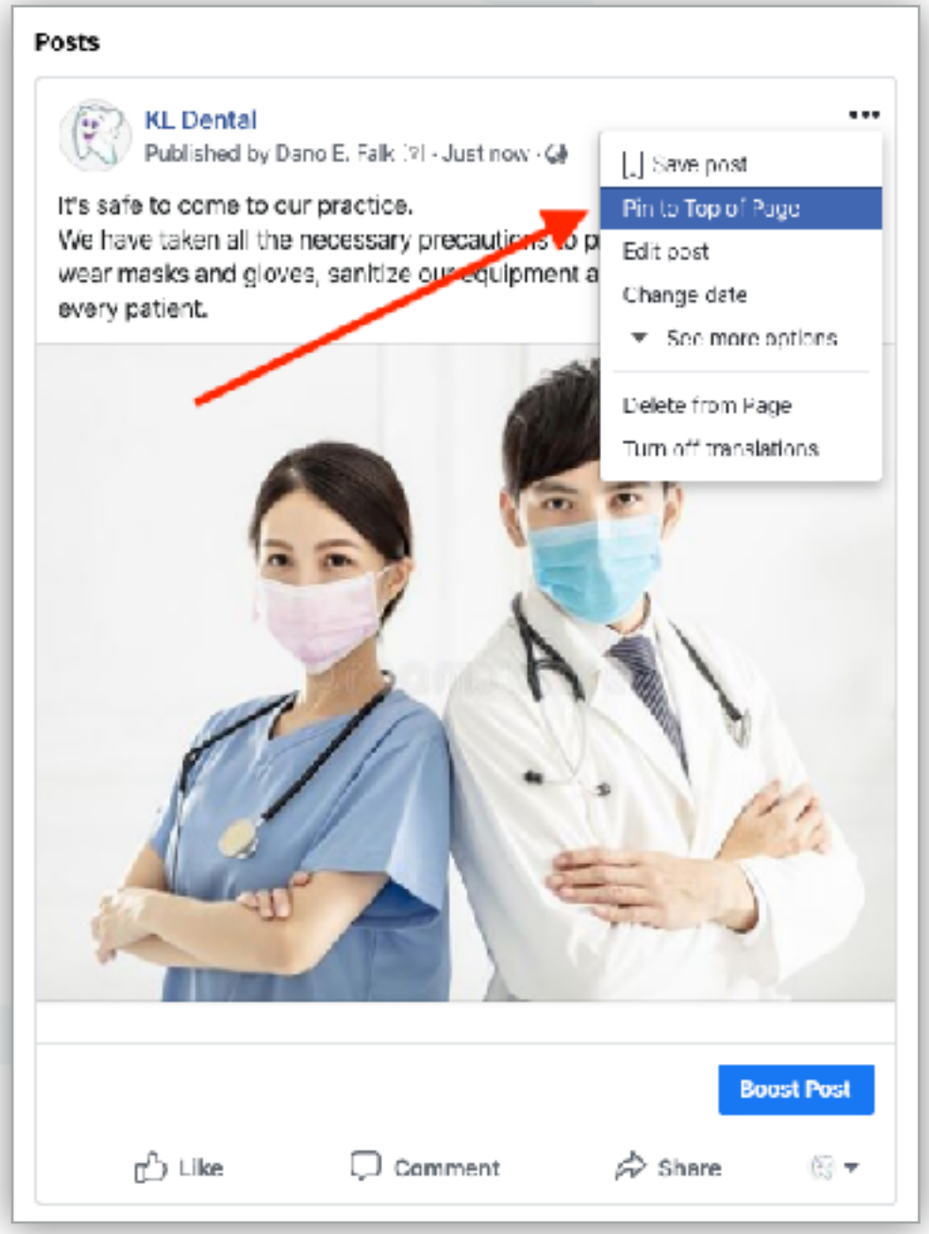
- You are open for business (home visits?)
- You understand the gravity of the situation and have taken all necessary precautions (masks, gloves, sanitzing equipment / treatment area after every patient)
- It is safe to come to your practice
- They can tell their friends (ask for referrals)

MASTERING THE CHALLENGE

1. Keep Your Practice Open

On your Facebook page, create a post like this and pin it to the top. Show a photo of yourself wearing a mask.

It's safe to come to our practice.
We have taken all the necessary precautions to protect our patients: we wear masks and gloves, sanitize our equipment and treatment area after every patient.



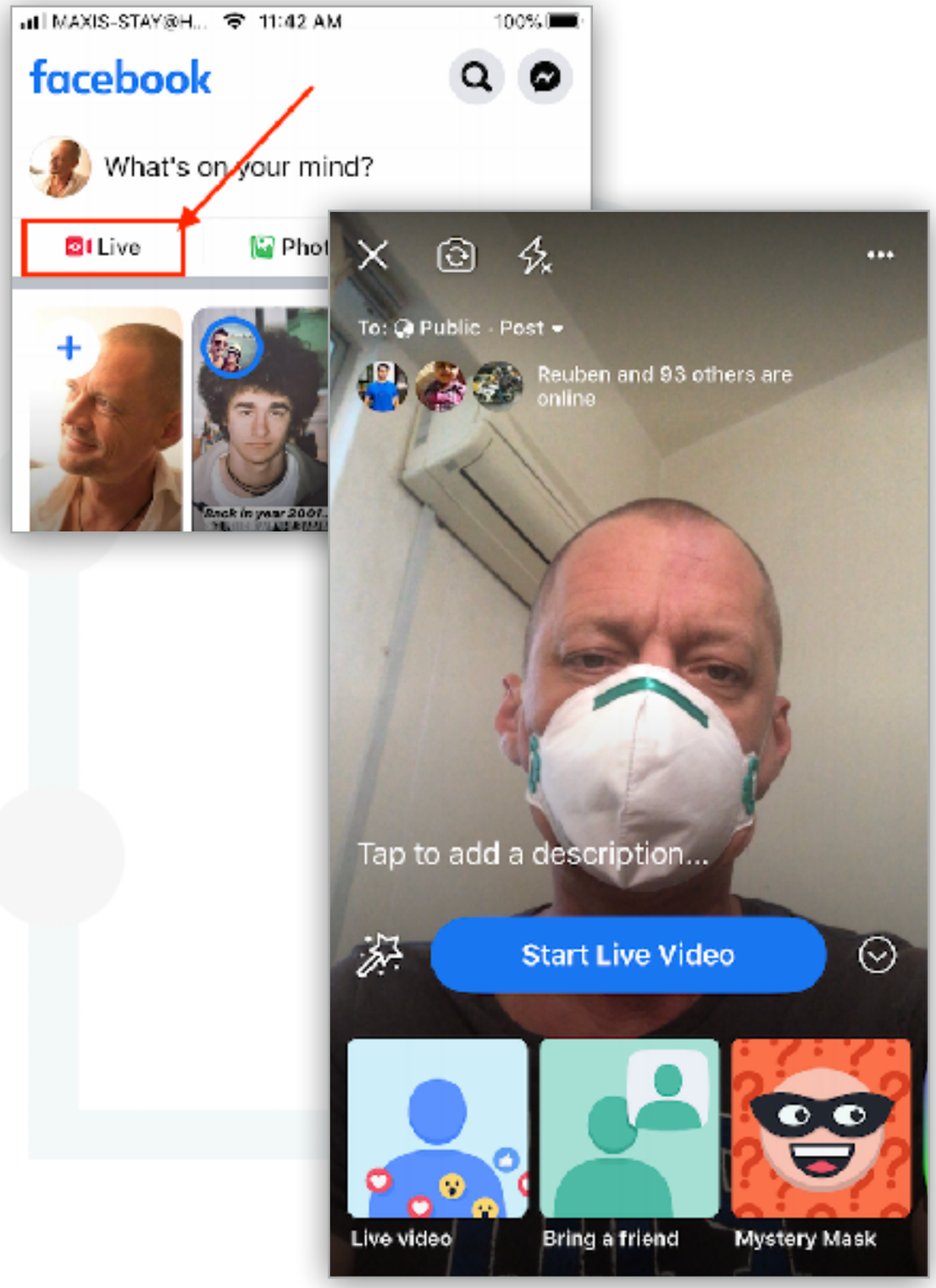
MASTERING THE CHALLENGE

1. Keep Your Practice Open

Do a short **Facebook Live video** showing how you are prepared to take on patients right now.

It’s easy, quick and very effective to convey the message that

- You are open for business
- You are dealing with the situation appropriately



MASTERING THE CHALLENGE

2. Home Visits

Consider offering home visits

MASTERING THE CHALLENGE

2. Home Visits

Identify how you will handle the following aspects:

- Equipment – What equipment will you need (e.g., treatment table, electronic stimulation, traction, ice and heat)?
- Privacy – Is there a private room away from other family members to ensure doctor/patient confidentiality during chiropractic care?
- Imaging – How will X-rays and other diagnostic studies be obtained?
- Documentation – How will contemporaneous notes be taken during treatment and transferred to the office's paper or electronic recordkeeping system?

MASTERING THE CHALLENGE

2. Home Visits

If you offer home visits - let people know!

MASTERING THE CHALLENGE

3. Telehealth

MASTERING THE CHALLENGE

3. Telehealth Facts

Treating your patients remotely is a huge opportunity. Especially right now during the pandemic. Once established, it can also become an ongoing additional revenue stream for your practice.

Due to the pandemic, **restrictions are being removed rapidly:**

Announcement form CMS:

> *"In response to the COVID-19 pandemic, CMS (Centers for Medicare & Medicaid Services) announced relaxation of a variety of guidelines the way, physicians and occupational therapists can do their jobs, expanding earlier easing to let clinicians to practice at the top of their license and across state lines, including for telehealth."*

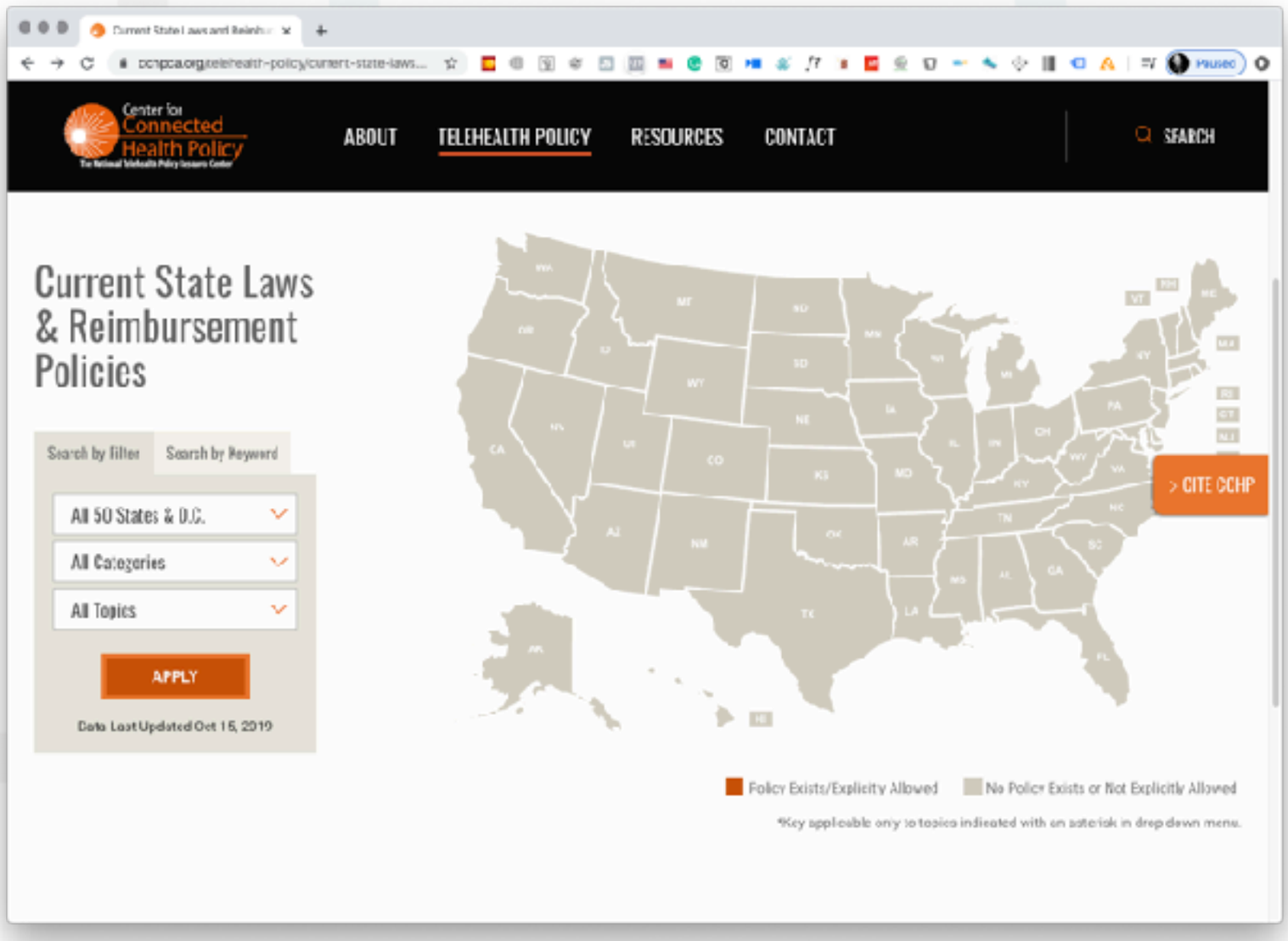
MASTERING THE CHALLENGE

3. Telehealth Facts

State Laws & Reimbursement Policies are constantly changing.

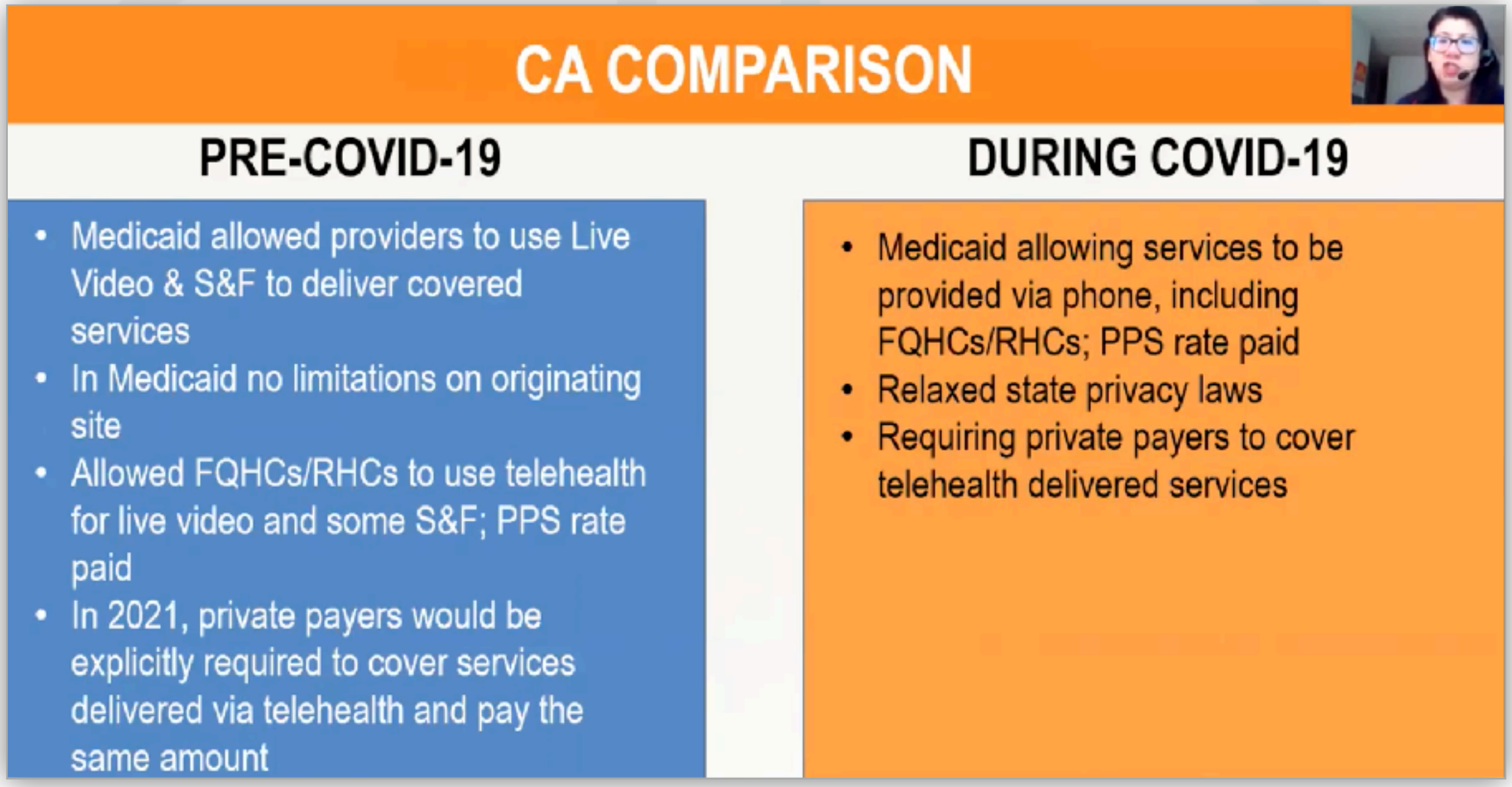
Get the latest updates from this website:

https://www.cchpca.org/telehealth-policy/current-state-laws-and-reimbursement-policies



MASTERING THE CHALLENGE

3. Telehealth Facts - Example: California



MASTERING THE CHALLENGE

3. Telehealth - Getting Started

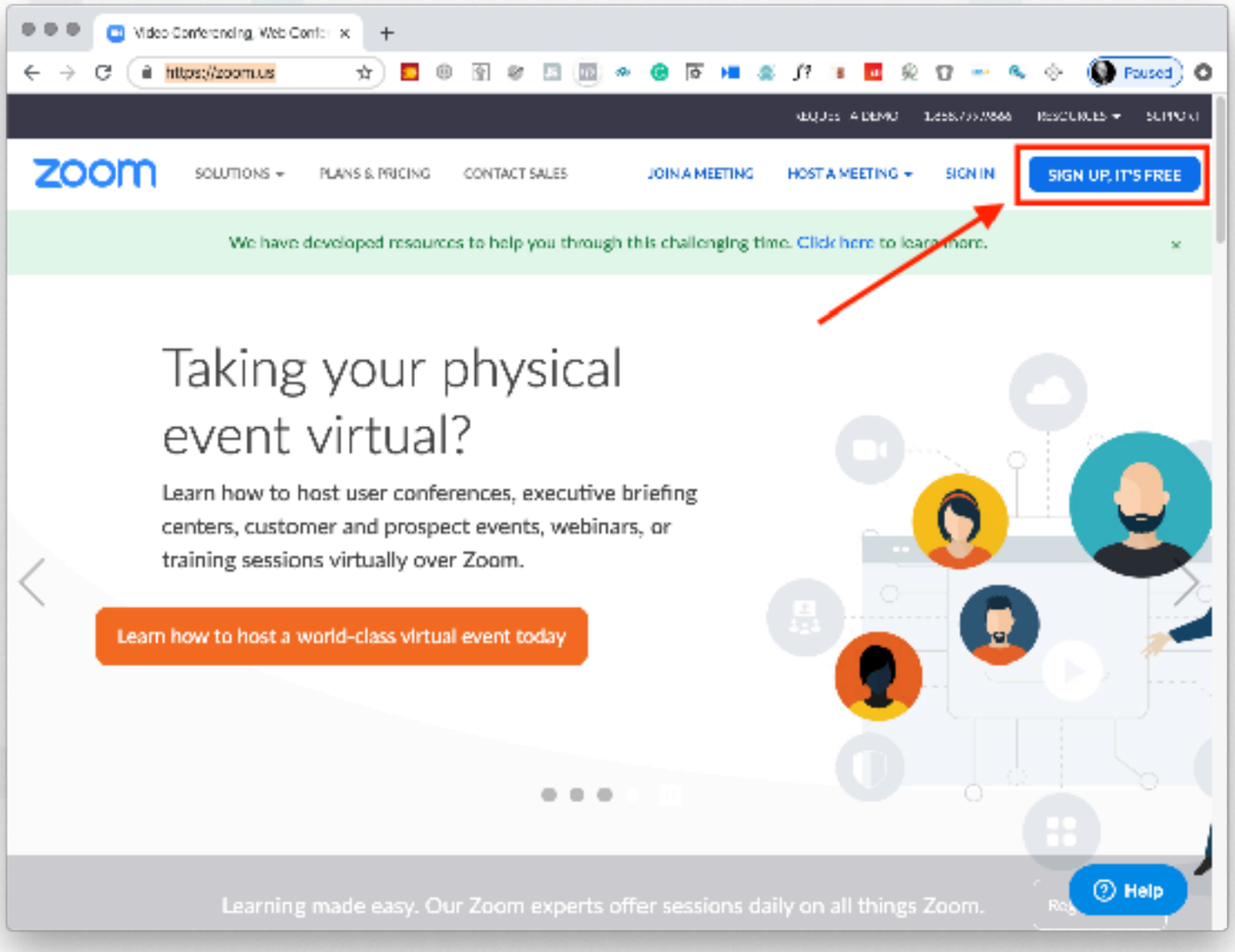
1. Gather all relevant information on treatments you can get paid for in your area.
2. Get ready to receive online appointments and payments using services like square.com or doxy.me
3. Set up you video conference software (zoom.com)
4. Let people know about it!
   Tell your existing patients, promote your service on your website & social media platforms

MASTERING THE CHALLENGE

3. Telehealth - Set Up Your First Video Conference

With zoom, you can hop on your first video call treatment within minutes!

1. Go to zoom.com and sign up

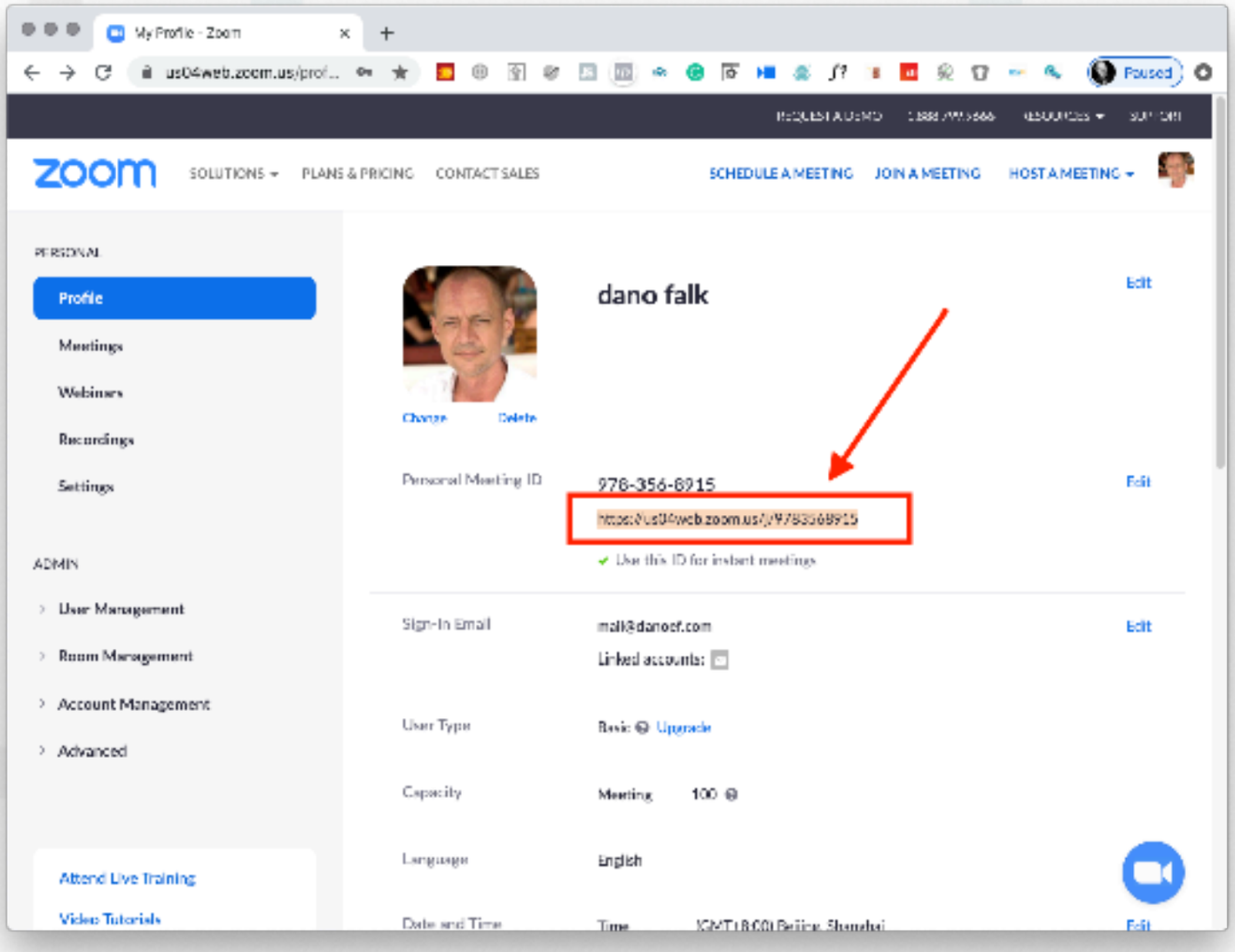


MASTERING THE CHALLENGE

3. Telehealth - Set Up Your First Video Conference

With zoom, you can hop on your first video call treatment within minutes!

2. Go to your profile, copy your meeting link and send it to your patient

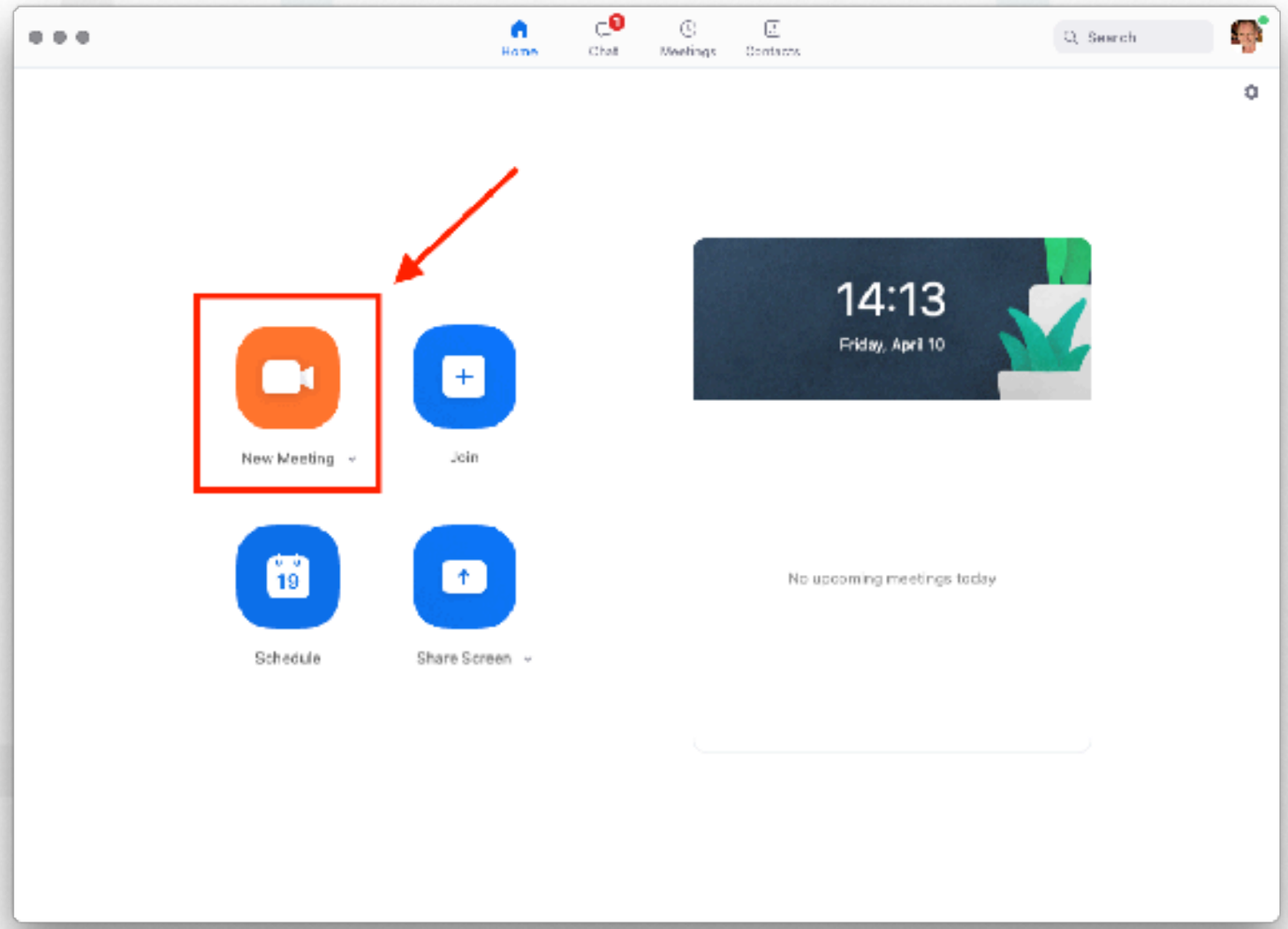


MASTERING THE CHALLENGE

3. Telehealth - Set Up Your First Video Conference

With zoom, you can hop on your first video call treatment within minutes!

3. To start the meeting at the scheduled time, open the desktop App and click ‘New Meeting’.



MASTERING THE CHALLENGE

3. Telehealth - Set Up Your First Video Conference

With zoom, you can hop on your first video call treatment within minutes!

4. All your patient has to do is click the link you sent them. You are now holding your first **Telehealth treatment**.

Concider offering your first telehealth treatments for existing patients for free!

MASTERING THE CHALLENGE

3. Telehealth - Let People Know

You’re ready to run your first Telehealth session.

But nobody knows 🤔

Here are some ways to change that 🙂

MASTERING THE CHALLENGE

3. Telehealth - Let People Know

Grab the link to your appointment setting system and include it in your email campaign:

Dear John. Hope you are well!

Just to let you know - my team and I are now also available for sessions via video call. So it's much easier for you to connect and get a consultation from the comfort of your home.

Here is the link to book your next appointment with us:
www.square.com/drbobspractice

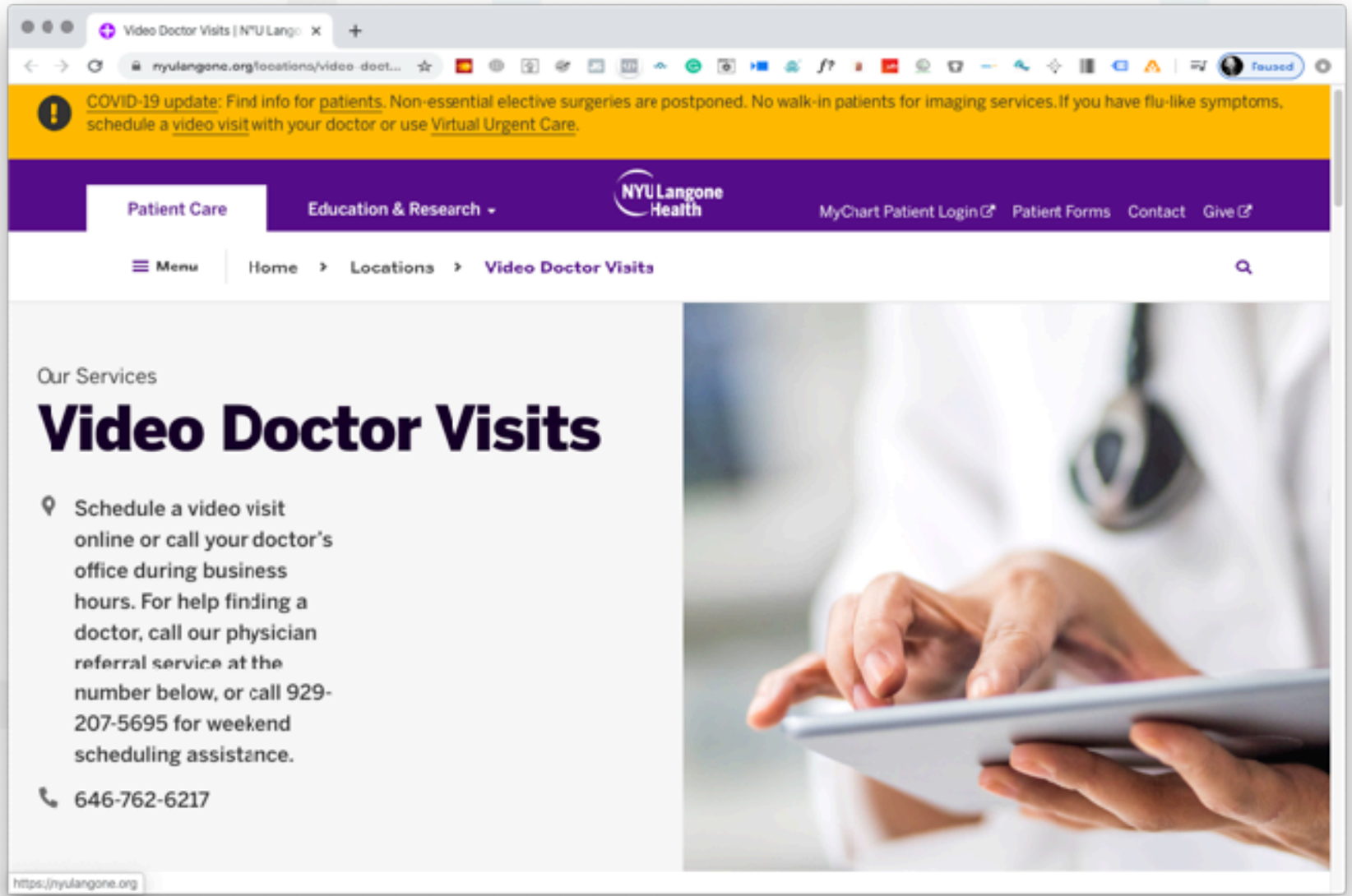
Talk soon!
Dr. Bob.

MASTERING THE CHALLENGE

3. Telehealth - Let People Know

Dedicate a page on your website to your telehealth service (landing page)

Sidenote: this example page was really hard to find -> lots of opportunity for you to enter the market.

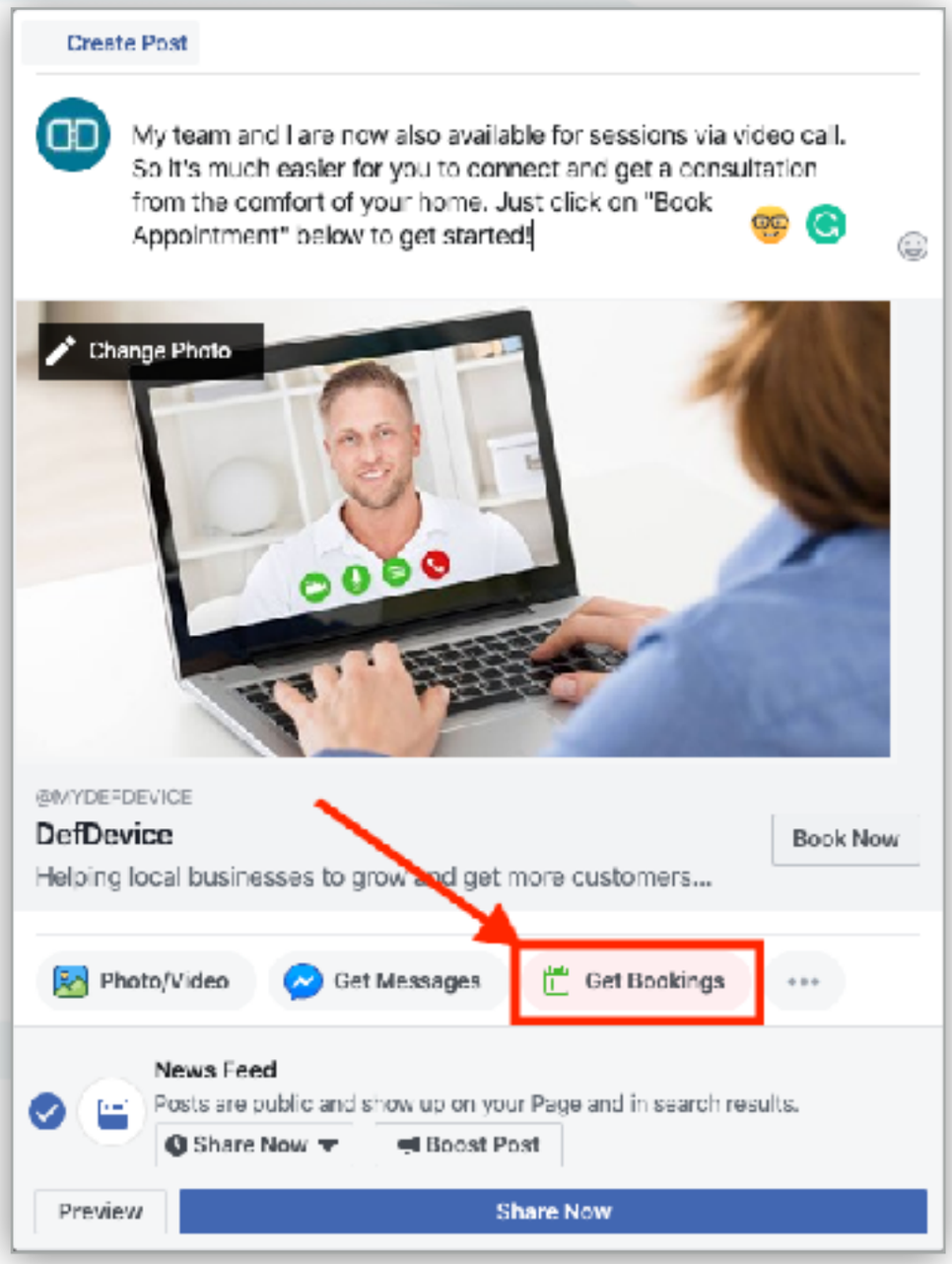


MASTERING THE CHALLENGE

3. Telehealth - Let People Know

Set up a Facebook campaign:

1. Create a post about your Telehealth service. Choose ‘Get Bookings’ as a post format.

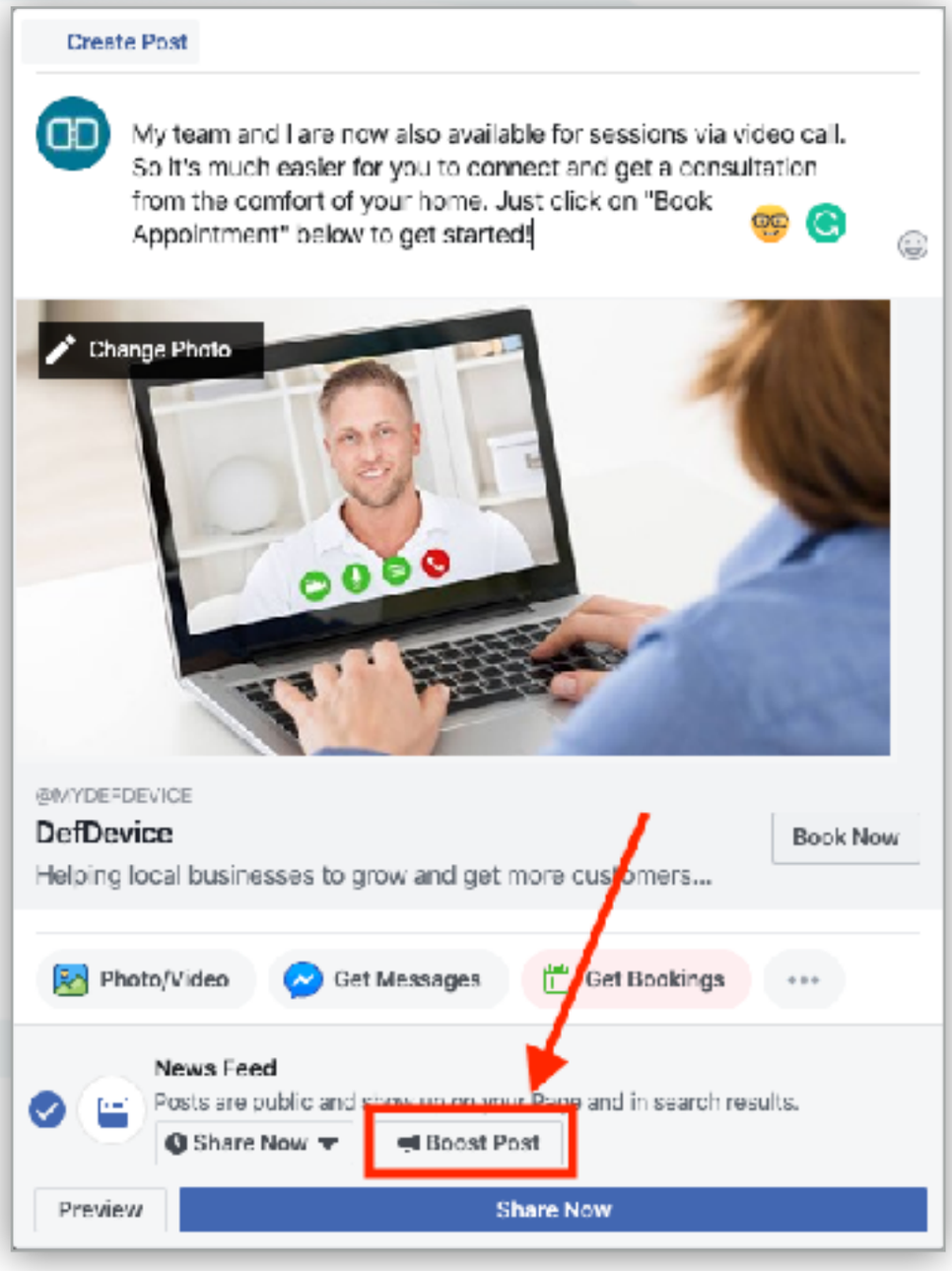


MASTERING THE CHALLENGE

3. Telehealth - Let People Know

Set up a Facebook campaign:

2. Boost your post

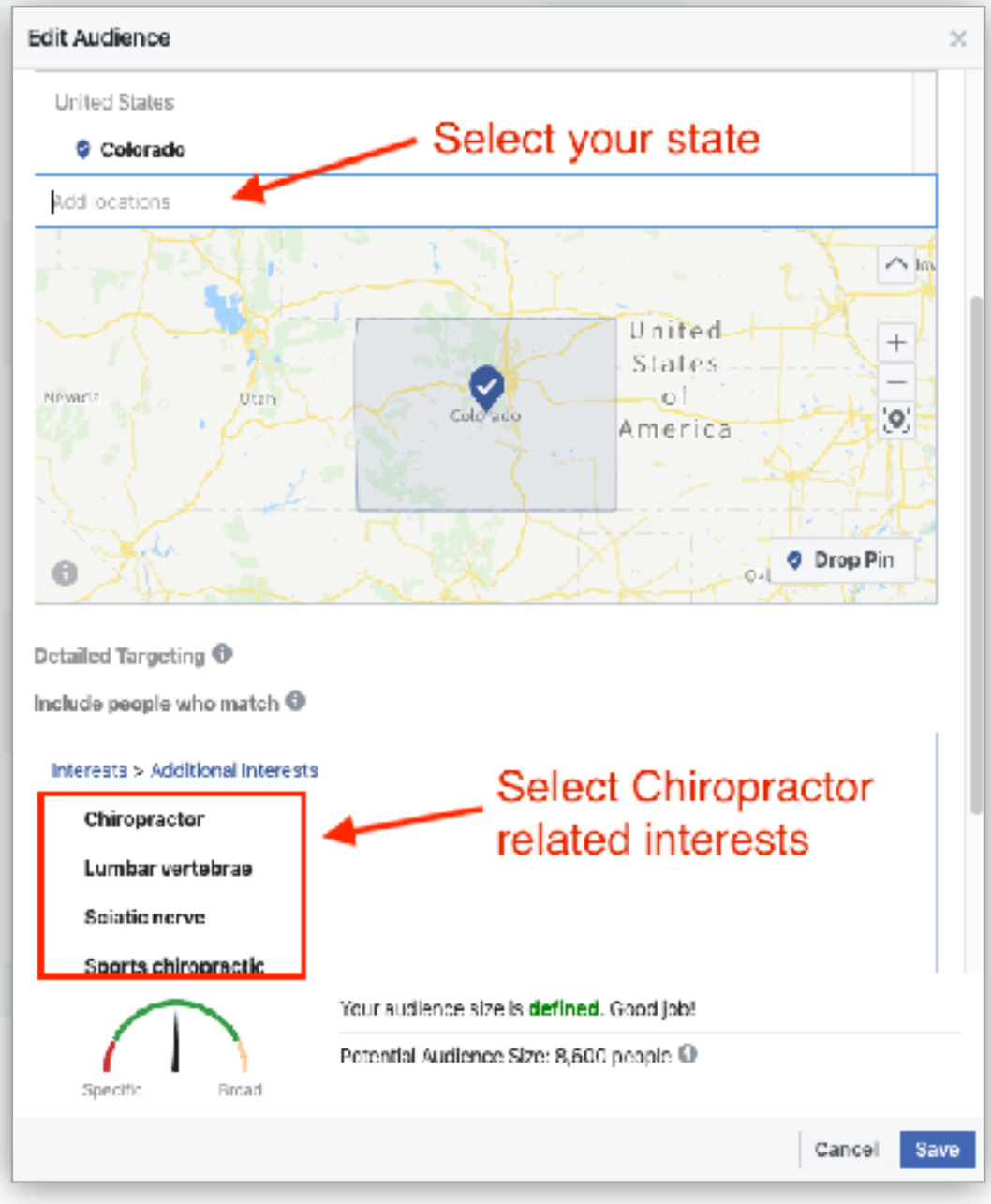


MASTERING THE CHALLENGE

3. Telehealth - Let People Know

Set up a Facebook campaign:

3. Select location and interests



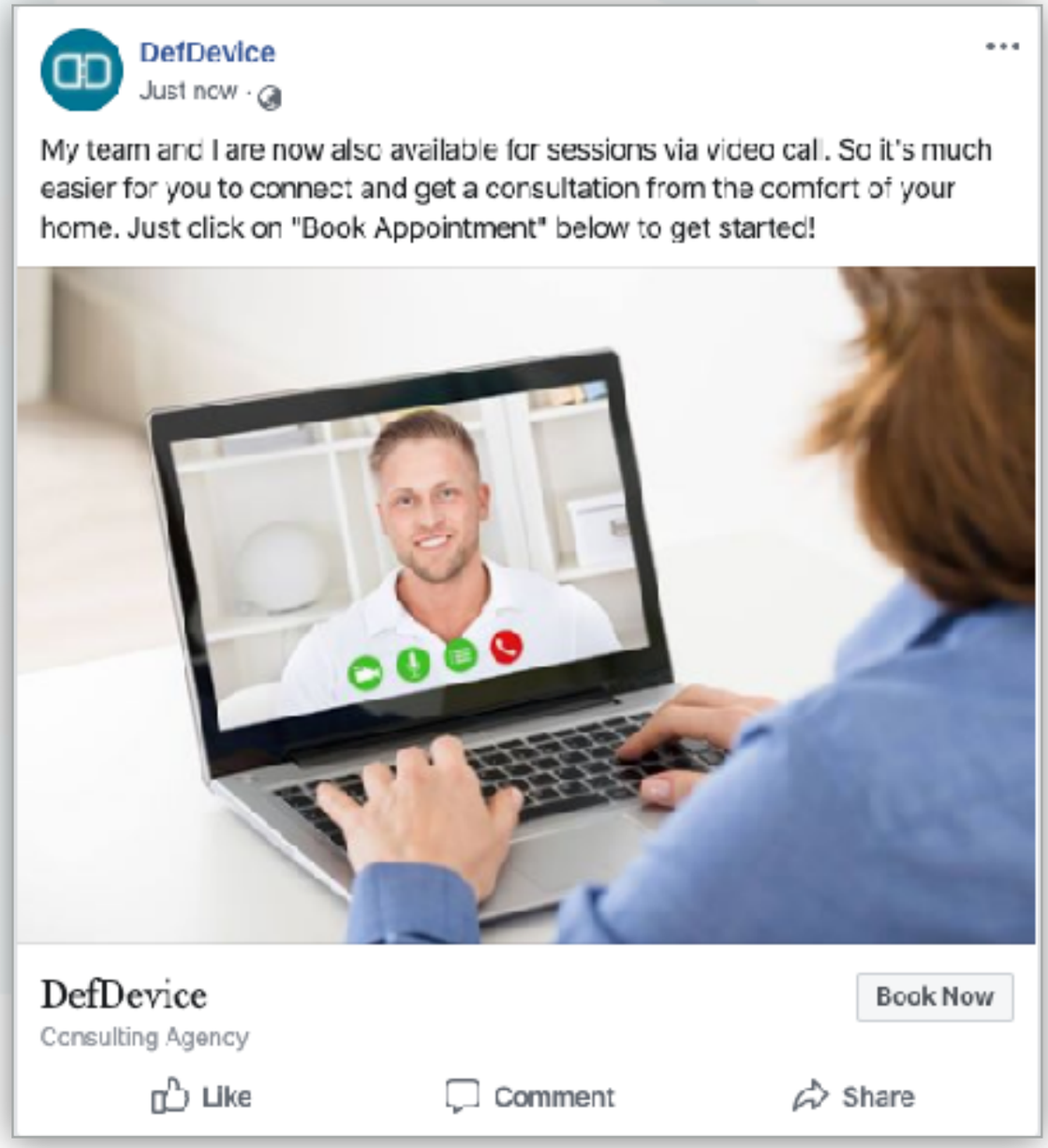
MASTERING THE CHALLENGE

3. Telehealth - Let People Know

Set up a Facebook campaign:

4. You're set!
People who see your ad can click on 'Book Now' and set appointments with you.

You can get much more sophisticated with Facebook ads but this is a good start!



MASTERING THE CHALLENGE

4. ChatBots

Messenger with its 1.5 Billion users is an established chat platform that allows practices to **engage and instantly interact** with existing and new patients.

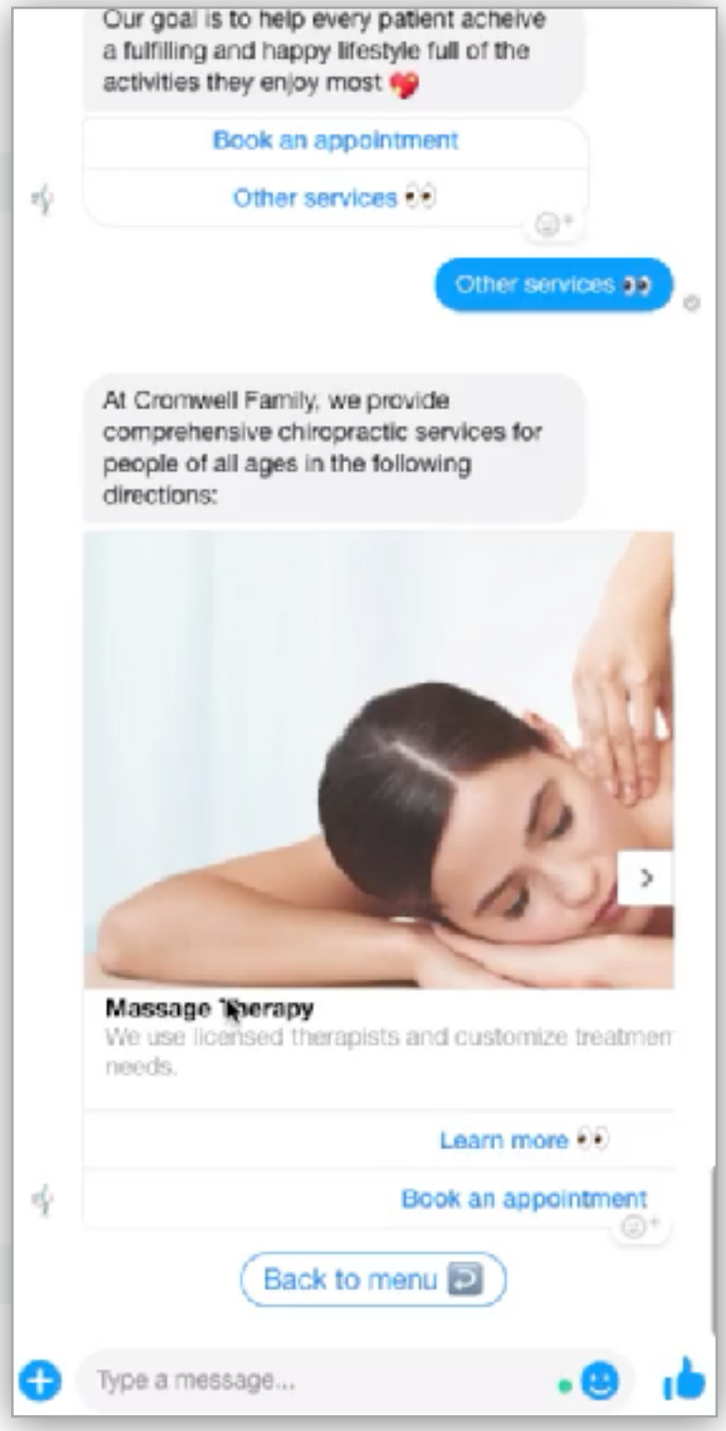
It’s free (part of a Facebook page) and adds a new channel of interaction, especially with younger people who prefer chatting over calling and writing emails.

MASTERING THE CHALLENGE

4. ChatBots

Using a Messenger Bot adds automation to Messenger.

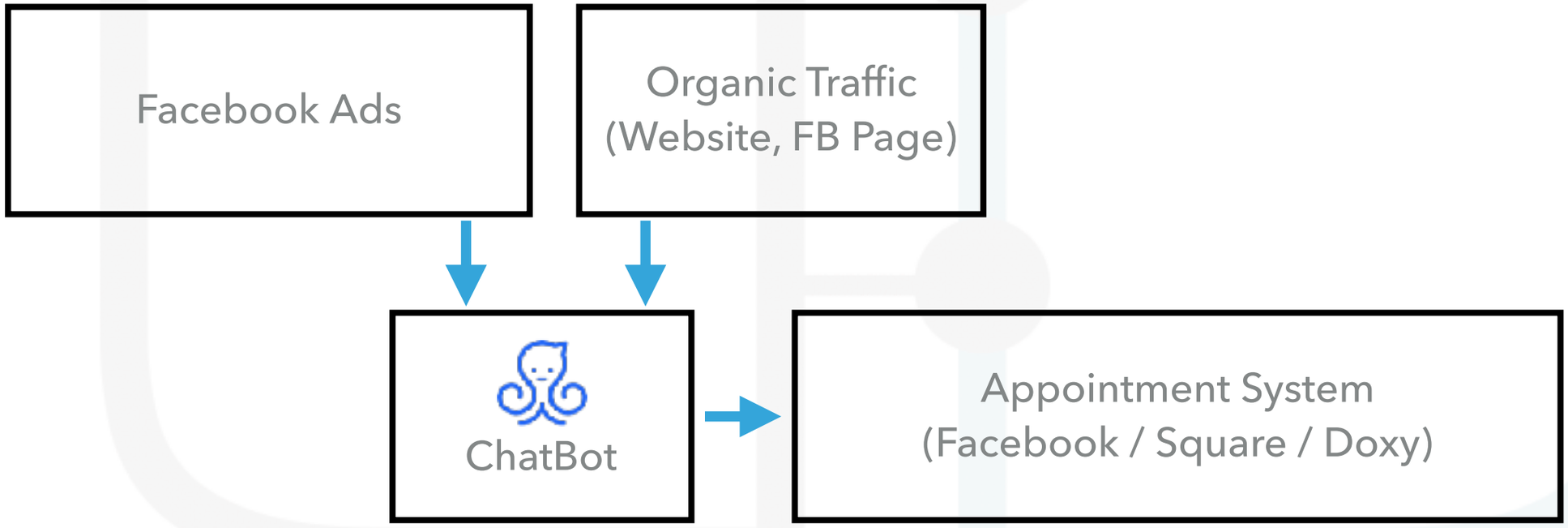
A ChatBot is your **digital assistant** who doesn't sleep or take breaks. He listens to people who send you a message on Facebook Messenger and replies right away - even at 3am.
He can introduce your services, collect phone numbers and email addresses and book appointments.



MASTERING THE CHALLENGE

4. ChatBots

With a ChatBot in place, you can set up an automated lead generation system that looks like this:



MASTERING THE CHALLENGE

5. Press Releases

Create exposure for your practice on hundreds of news outlets around the world

- Get published on global news networks
- Get ranked on Google News, Bing and other search engines
- Gather hundreds of backlinks to your website with each PR
- Boost your exposure and reputation (“as seen on abc News…”)

21 WFMJ

NEWS WEATHER LOCALTV SPORTS VIDEO

PRESS RELEASE

Fulham Osteopathic Treatment Chiropractic Care For Auto Accident Injury Launched

Photo from PressCable Marco Pasolini Heath Clinic based in Fulham, London, announced the launch of new osteopathic care services for victims of a sports injury or a car accident injury as well as to patients suffering from...

Wednesday, February 19th 2020, 7:21 AM EST

Marco Pasolini Heath Clinic, based in Fulham, London, announced the launch of new osteopathic care services for victims of a sports injury or a car accident injury as well as to patients suffering from other musculoskeletal conditions. Marco Pasolini Health Clinic is a walk-in clinic that offers same-day appointments to patients from Fulham, Kensington, Covent Garden, Chelsea, Hammersmith and the neighboring residential areas in London.

For more information about the physiotherapy services in Fulham and the price for the osteopath treatment procedures, visit https://mphealthclinic.com/pricing or contact the physicians at (02) 03449011

Dr. Pasolini is a renowned physio expert who has years of experience building chiropractic treatment plans for auto injury victims, athletes, pregnant women, younger and older people who are interested in regaining their health and mobility

The professional auto accident chiropractor says, "Our team strives to make the entire physiotherapy process as comfortable and pleasant as possible. We treat a variety of injuries caused by sports and auto accidents. Together with our patients, we develop custom treatment plans to meet their specific needs."

The physicians at Marco Pasolini Health Clinic take pride in providing affordable customized, corrective health care plans and chiropractic adjustments and excellent patient experience

The osteopathic care services at Marco Pasolini Health Clinic are designed to enable patients to relieve pain and better their lives after a car accident injury or sports injury has occurred.

MASTERING THE CHALLENGE

Summary - This is what you can do to thrive right now:

- Stay in business
- Offer **home visits**
- Implement **online bookings and payments**
- Offer **Telehealth** treatments
- Tell people about it on **Facebook**
- Tell people about it on **your website**
- Run **Facebook ads**
- Install a **ChatBot** on your Facebook page
- Submit **Press Releases**

MASTERING THE CHALLENGE

This is what we can do for you:

- Run a 'health check' on your online presence
- Update / optimise your website
- Implement online bookings and payments
- Take care of your Facebook posts
- Run your Facebook Ads
- Build your ChatBot
- Write and submit your Press Releases
- Be your Digital Marketing Partner and Consultant

GET IN TOUCH

If you'd like to **get in touch** and discuss how we can help you, book an appointment with me here:

calendly.com/danoef

or email me at: dano@defdevice.com

More about us: defdevice.com

ANY QUESTIONS?