Advanced Technology Pricing and Promotion: What does success look like?

Facilitator: Maureen Waddle, BSM Consulting
Speakers: Cindy Haskell, Cindy Haskell Consulting, Crissy Justice, Director of Operations, Kerry D. Solomon, MD

We have the following financial interests or relationships to disclose:

Maureen Waddle
A principal and senior consultant at BSM Consulting. BSM Consulting provides consulting services to ophthalmology practices and ambulatory surgery centers.

Cindy Haskell
After decades as a practice administrator, Cindy currently runs her own consulting firm, Cindy Haskell Consulting. She is also an account executive at Matt Jensen Marketing.

Crissy Justice
Crissy is Director of Operations for ophthalmologist Dr. Kerry Solomon in Charleston, SC.

Introductions & Financial Disclosure

Understanding how to develop a compliant and effective pricing strategy
Steps for successful integration
Understand the importance of staff training and learning training techniques
Explore marketing messages and advertising strategies that others have used successfully

Objectives

1. Learn the variety of Advanced Technology Services (beyond IOLs)
2. Understand how to develop a compliant and effective pricing strategy
3. Steps for successful integration
4. Understand the importance of staff training and learning training techniques
5. Explore marketing messages and advertising strategies that others have used successfully
Agenda

A few minutes to share some tools

Go through key questions about the different topic areas

Question and answer session (throughout)

Financial Considerations & Pricing Strategy

Q: What do you consider Advanced Technology Services?

Q: What do you call them (ATL; Premium)? Recommend others call them?
Financial Analysis

Breakeven Analysis
Fixed Lasers Only, FY 2013

1. Per Case Margin Analysis

- Per case revenue: $782
- Per case disposable: $317
- Per case margin: $465

2. Fixed Costs

- Laser equipment: $422,063
- Service total years 2-5: $168,000
- Total 5 years fixed cost: $590,063

3. Breakeven Analysis

- Total Laser Cases to Breakeven: 1,269
- Laser Cases Per Year Over 5 Years: 254
- Total Cataract Cases Per Year at 30% Laser Penetration: 845
- Number of Laser Cataract Cases Per Month: 21

Q: What pricing strategy do you use?
Q: What process did you go through to establish your strategy?
Q: What do you think is most commonly used?
Q: What cautions do you give others?
Steps to Success

Q: Thinking back to when you started your programs:
   1. What are three things you feel you did right?
   2. What is the one thing you wish you could do over?

Q: How do you measure success?

Q: Realistic benchmarks for services?

Staff Training & Internal Processes
Q: What is most common method you use for training staff?

Q: What resources are available for staff training?

Q: Where, in your process, is the majority of patient education done?

Q: Do you have some general rules for scripting?

Q: What do you think is the biggest challenge?
Q: What type of marketing seems to be most effective?
Q: Do you do much “on-line” for the senior population?
Q: How do you measure your marketing efforts?
Q: How do you suggest practices get started?
Q: Do you set a marketing budget? How?
What We’ve Learned Since 2005

Best Practices:
1. Have a champion
2. Create clear and compliant pricing
3. Prepare financial analysis
4. Use an implementation team
5. Consider the patient's perspective
6. Create image to match offering
7. Have systems for continuous improvement
8. Promote the services

Contact Information

Cindy Haskell  
chaskell@cindyhaskellconsulting.com  
(760) 815-1255

Crissy Justice  
Crissy.smillie@carolinaeyecare.com  
(843) 881-3937

Maureen Waddle  
Mwaddle@bsmconsulting.com  
(916) 687-6135

Thank You!