

A Guide to Identifying Your Practice's Marketing Advantage.

Identifying your marketing advantage can be challenging. This guide, developed by the American Medical Association, focuses on helping private practice physicians and their care teams understand the marketing concepts of differentiation and positioning.

Often, a practice's best and most distinct advantage lies in the interests, personality, and style of its practitioners and office operations. For example, a practice that prides itself on listening carefully to patients and giving them more time has already inherently identified its unique marketing proposition. Additionally, a practice that focuses on wellness and preventive care has done the same.

This guide complements the Primer One webinar and is a stand-alone resource. It provides a guide to help physicians

identify their unique marketing advantage. Unlike physicians who are part of large hospitals or health systems, private practice doctors can create their own "brand" of medicine and patient care.

Using this assessment as a starting point, physicians and their care teams can discuss their practice, the needs of their patients and community, and the competitive environment—all designed to

uncover the unique brand story most relevant to the people they need to reach.

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STEP I: Identifying Your Strengths and Unique Attributes

Your Personal Assessment

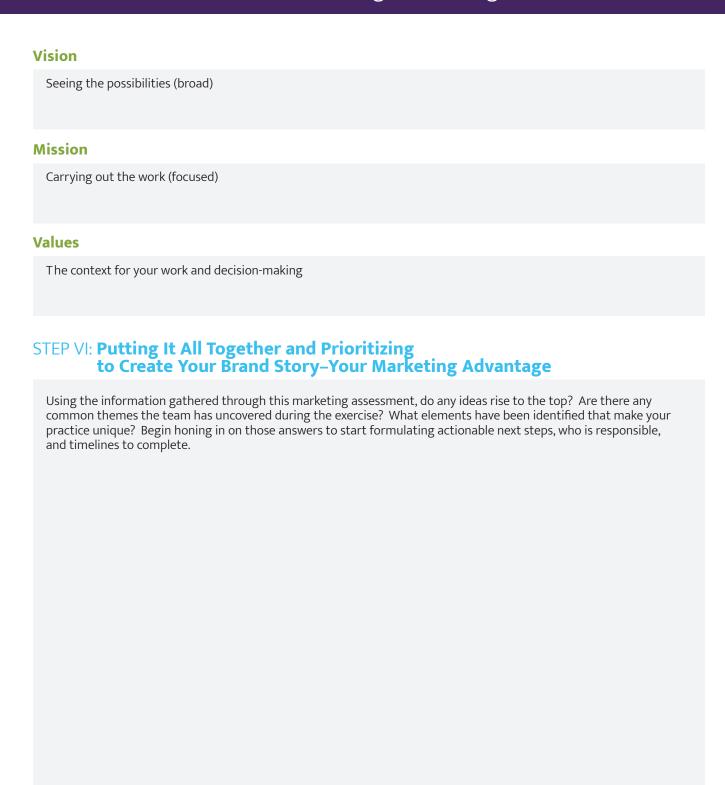
Each team member should complete this individually as a thought starter to help determine the core strengths of your practice.

Why did you become a physician/provide	r?
What do you like to do most?	
What inspires you every day?	
Your Practice and Expertise Conduct this portion of the exercise as well	as Steps II through VI with all members of the practice.
What special areas of interest or expertis	se do team members offer?
What do you do best?	
Do you specialize in providing any of these	services?
☐ Preventive and wellness advice/visits	☐ Mental health
☐ Routine physicals	☐ Geriatrics
☐ Sports-related care ☐ Other (specify)	☐ Pediatrics and/or family medicine
Would you like to focus more on any of the	he above areas or other specializations?
What do you believe sets you apart from	other providers in the area?
What makes you a better choice? Do you o	ffer any of these unique programs/services?
☐ Virtual appointments	☐ Lab tests in office
☐ Special diagnostic equipment	☐ Shorter wait times
Other (specify)	

STEP II: Understanding Your Patients and Community

	ur current patient population. Consider: Age, gender, lifestyle, employment, special e to your area or population, retirees, new movers.
Are there patient populations you • Which groups?	u would like to reach or add to your practice?
• Are they going elsewhere for o	care?
• How can you address their issu	ues and attract these groups?
Are there other community-relat	ed factors that may affect health?
• Jobs or industries in the area:	
• Hobbies, activities unique to r	egion:
STEP III: Assessing You Hours of operation	r Business/Operations
Do you offer extended or weeken	d hours?
Appointment capacity	
Do you offer same-day or next-da	y appointments, or is there a long wait time for appointments?
Online presence Ensure your practice is easy to find of Does your online presence offer:	on the web and offers practical information to patients and referral sources.
Location(s) and Hours	☐ Online Appointment Scheduling
Access Numbers	☐ Photos and Bios of Your Physicians and Providers
	ew or third-party sites such as Google Business and/or directories such as Zocdoc, e: These review sites as well as social media will be discussed in greater detail in the

Ability to respond to patient appointment requests and/or inquiries quickly		
Does your practice include:		
☐ Nurses, NPs, or PAs	☐ An answering service	
☐ Medical Office Assistants	☐ The effective use of a patient app (i.e., MyChart or other similar option)	
Office environment		
How do the following factors a	affect your patients?	
• Location?		
• Ease of access and parking		
• Ambience?		
STEP IV: The Compet	ition	
Who are your primary compet	itors?	
Do these competitors offer so	mething different or better than you do?	
Do they advertise or otherwis	e engage with the community? If so, what are their primary messages?	
STEP V: Your Vision, N	lission and Values & Internal Engagement	
Does your practice have a vision	on, mission and values statement?	
If no, what words or phrases have begun to emerge through this discussion that could be built into a vision, mission and values statement?		



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