

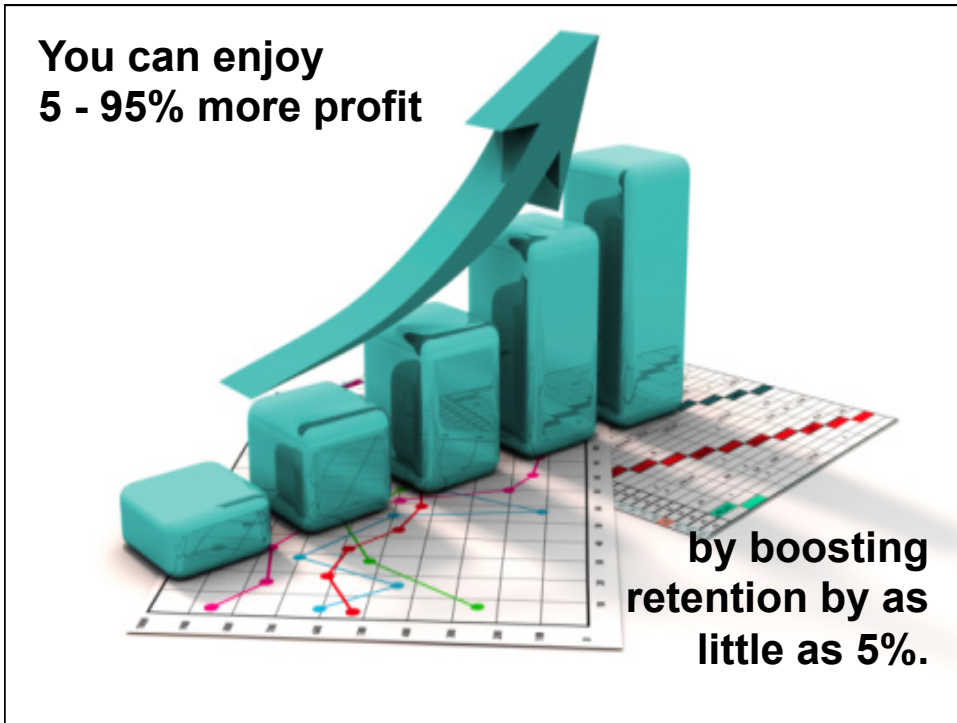
**Creating a
love affair
with your
patients**



Drew McLellan
McLellan Marketing Group

**It is 6 – 7 times more costly to acquire a new
patient than it is to keep an existing one.**









It's scary!



In the beloved and prosperous companies:

Leaders blend who they are as people with how they lead.

Business decisions combine purpose and passion.

Leaders give employees behaviors to model and permission to be “real.”

Relationships are between people who share the same values.



3 key lessons to the art of woo

An element of surprise... it's all about them

The more personal the better

You have to know who they are to woo well



An element of surprise... it's all about them

Can't be a bait and switch

Can't be insincere

Doesn't have to be big



Bonus Bucks





contact sitemap

THE FLASH STORE
Flash & Digital Memory Store

GO **A 10¢ lollipop?**

WELCOME! The newest, most innovative Flash Storage Devices store on the internet.

Your Account
Welcome, Log in
Cart: (empty)

HOME ABOUT PRODUCTS CONTACT

ABOUT US
Theflashstore is one of the newest online retailers offering flash cards, card readers, USB flash drives, MP3 players, CD/DVD media, DDR modules, USB hubs USB cables, Batteries/Chargers, Camera Accessories, Camera Kits, and more.

Stylish USB Flash Drives at amazingly Low prices

LIVE CHAT SUPPORT
offline
LEAVE A MESSAGE

CATEGORIES

- Flash Card
- USB Flash Drives
- MP3 Players
- Flash Card Reader
- CD/DVD Media
- DDR Modules

COMPARE AND SAVE

Adata 32GB SDHC Class 6 Card	Adata 16GB SDHC Class 6	Transcend 4GB SD Card	MaximalPower LP-E6 Battery
\$69.95	\$29.75	\$13.93	\$26.75
amazon.com \$78.93	\$32.49	\$32.49	\$33.93

VIEW CART
(empty)

TOP SELLERS

Transcend 1GB 80X SD Secure Digital Cards



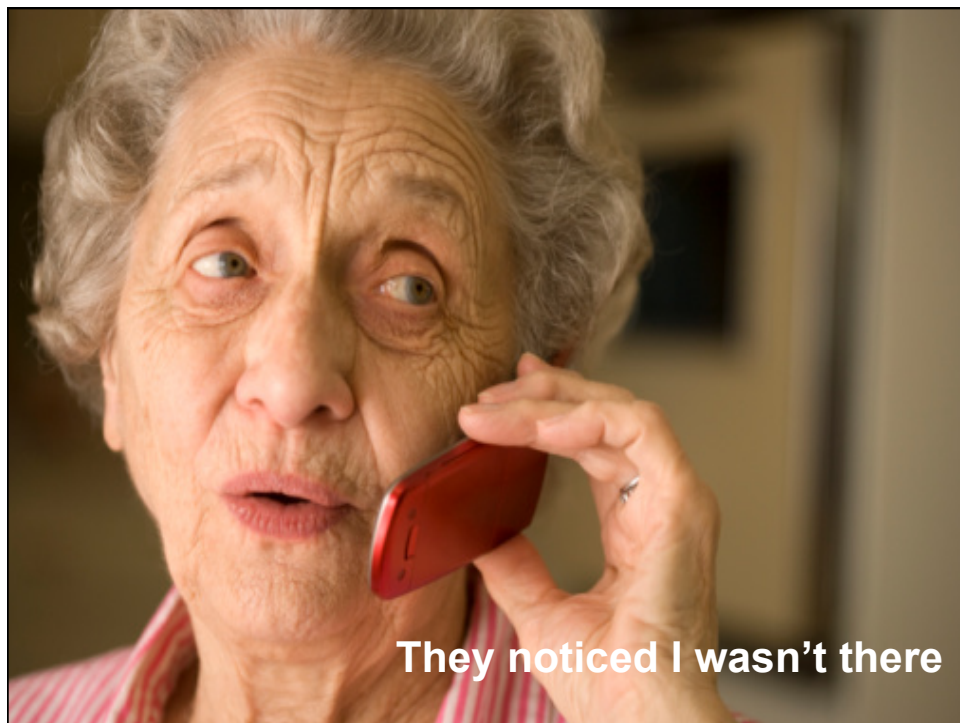
**The more personal
the better**

Isn't about having their name
mail merged into a letter

Takes a village to pull this off

Will create staggering WOM!





Mandatory intro lunches... on marketing's dime



**You have to know who
they are to woo well**

It has to matter to them

It makes it a real relationship

A misstep will get noticed and
talked about







Walk a mile in their flak jackets!



What about online?

What does it look like?

An element of surprise -- it's all about them – it's okay to go off topic, no one talks about their health all the time

The more personal the better – it's not about you.

You have to know who they are to woo well – talk to real people, get them to talk back to you.

You have to know who they are to woo well – talk to real people, get them to talk back to you.



Create personas



Know them like they're your friends



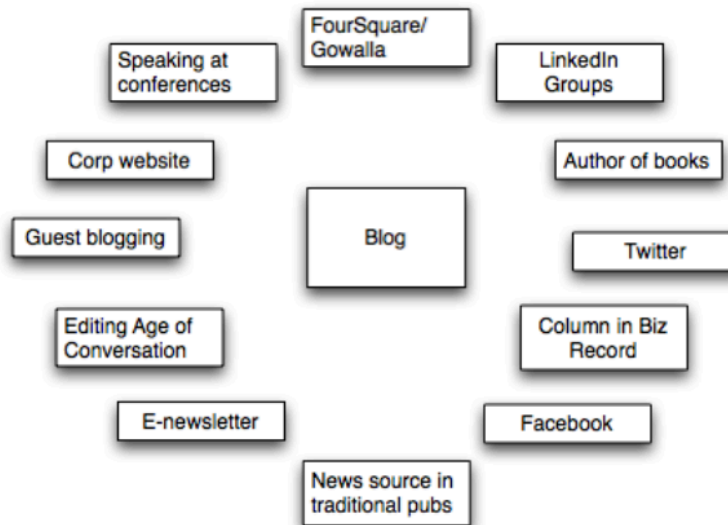
The more personal the better – it's not about you.



Remember the cocktail party rule

An element of surprise -- it's all about them – it's okay to go off topic, no one talks about their health all the time

What's your strategy?



facebook Search Home Export friends! Profile Account

Physicians Immediate Care Like
Hospital/Clinic · Loves Park, Illinois

Wall Physicians Immediate Care · Top Posts

Physicians Immediate Care
<http://www.wrex.com/Global/story.asp?S=14882941>
Doctors urge men to get a check-up this month - WREX.com - Rockford's News Leader
www.wrex.com
ROCKFORD (WREX) - Rockford area doctors work together to try to get men to make appointments. June is National Men's Health Month. Physicians Immediate Care hopes men will take the time to get in,
June 11 at 3:52pm · Share

Travis Silberstorf
Hello, I had a question. I am a male 29 in good health and active, eat great, etc. I have had for the past 6 months my left nipple itching me and that's it. Like I said I had a physical in Feb 2011 and blood work was perfect. Any thoughts...
June 8 at 9:26am

Sparky Kent Powell likes this.

Physicians Immediate Care Travis, you should consult with a doctor if it concerns you. You are welcome to come into any of our walk-in clinics and consult with our doctors. You don't need an appointment, just walk right in. We have extended hours.
June 8 at 3:49pm

Travis Silberstorf Do you need insurance?
June 8 at 4:29pm

Physicians Immediate Care No, and we offer discounts for cash paying patients. We accept most major insurance plans and here's a list <http://www.physiciansimmediatecare.com/insurance/group.php>
June 11 at 3:53pm

You and Physicians Immediate Care
Mark J Carter and David Griff Griffith like this.

Event Invitations See All

Social Media is a Party!
Thursday, July 14
RSVP: Yes - No - Maybe

Music in the Park - Bob Dorr and...
Sunday, July 17
RSVP: Yes - No - Maybe

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Advertise on Amazon
amazonservices.com

amazon Product Ads
Ads for your products reach millions of Amazon shoppers. Get started with \$75 in FREE clicks from Amazon.com to your website!

Dealing with dementia?
dementiacare101.com
Is someone you love beginning to show the signs of dementia? Not sure what to do next? Our free e-book will help.

Entrepreneurs Wanted!
appsumo.com

Chat (0)

facebook Search Home Export friends! Profile Account

Physicians Immediate Care Like
Hospital/Clinic · Loves Park, Illinois

Wall Physicians Immediate Care · Top Posts

Physicians Immediate Care
<http://www.wrex.com/Global/story.asp?S=14882941>
Doctors urge men to get a check-up this month - WREX.com - Rockford's News Leader
www.wrex.com
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Ads for your products reach millions of Amazon shoppers. Get started with \$75 in FREE clicks from Amazon.com to your website!

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Is someone you love beginning to show the signs of dementia? Not sure what to do next? Our free e-book will help.

Entrepreneurs Wanted!
appsumo.com

Chat (0)

013-230-2200

<http://wwwnc.cdc.gov/travel/content/vaccl...nations.aspx>
<http://wwwnc.cdc.gov/travel/content/vaccl...nations.aspx>
wwwnc.cdc.gov

January 26 at 3:18am - Share

Sparky Kent Powell likes this.

 **Travis Silberstorf**
Hello I live in Sw burbs of Chicago and my location would be Orland Park,IL. I wanted to get a Physical for a man with blood work, and urine work. I am going into a Masters degree program and need it for that, and the results. I have insurance.....what can you tell me would this be fine?> thx

January 6 at 9:36am

2 people like this.

 **Physicians Immediate Care** Yes Travis. You can get your Physical and blood work done at the Orland Park location or at any of our locations.
January 9 at 10:40pm

 **Physicians Immediate Care**
Merry Christmas everyone and have a Happy New Year!
December 24, 2010 at 4:57pm

3 people like this.

 **Tony Peterson**
The Dodgeball was energizing!
November 26, 2010 at 10:29am

Sparky Kent Powell likes this.

 **Physicians Immediate Care**
On behalf of Physicians Immediate Care, have a grateful and Happy Thanksgiving. Enjoy your families and give thanks for all you have and for all you share with others.
November 23, 2010 at 7:21pm

Sparky Kent Powell likes this.

 **Physicians Immediate Care**
The PIC team took 6th place at the Ben Gordon Center Foundation Annual Charity Event held in Sycamore, IL last Saturday. There were over 800 players and over a 1000 spectators.

Chat (0)

013-230-2200

<http://wwwnc.cdc.gov/travel/content/vaccl...nations.aspx>
<http://wwwnc.cdc.gov/travel/content/vaccl...nations.aspx>
wwwnc.cdc.gov

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Chat (0)

facebook Search Home Export friends! Profile

Lafayette Community Health Care Clinic

Non-Profit Organization · Lafayette, Louisiana

Wall Lafayette Community Health... · Top Posts

- Lafayette Community Health Care Clinic**
Tuesday Night's Clinic is sponsored by Industrial Hand & Rehabilitation. The Volunteer Food Provider is Chick Fil A. Fresh fruit from our friends at St. Barnabas will keep us a little healthier as well. Thanks to all that help us keep our community healthy.
10 hours ago
Elsie Simon likes this.
- Lafayette Community Health Care Clinic**
<http://www.theadvertiser.com/apps/pbcs.dll/article?AID=2011107080303>
Friday at 2:48pm
2 people like this.
- Lafayette Community Health Care Clinic Congratulations**
Dr. Broussard from all of your "fans" at Lafayette Community Health Care Clinic.
Friday at 2:49pm · 1 person
- Tricia Gereighy Hunt Congrats Dr. Broussard!!**
Friday at 9:46pm
- Lafayette Community Health Care Clinic**
Another hot Louisiana summer weekend is here. Spend yours drinking plenty of water and eating some garden fresh veggies. Head to the local Farmer's Markets for some lovely seasonal selections. HAVE A HEALTHY WEEKEND!!
Friday at 10:29am
3 people like this.

People You May Know
Christine Perkett 68 mutual friends Add Friend

Birthdays
Suhel Khan It's his birthday. Say Happy Birth

Sponsored
Advertise on Amazon
amazon.com
Product Ads
Ads for you reach millions of Amazon shoppers and receive \$75 in free clicks to your website. Learn how to get started today.

Fan Page Admin?
Only a few people can make changes to this page. Make this change by clicking on the link below.

Aspiring Entrepreneur?
appsumo.com
"This book should be required reading for any entrepreneur contemplating a web startup..." -Dave

Like 596 people like this

Info Wall Info Photos Discussions Events

About
Providing free healthcare to the working uninsured of Lafayette Parish

Louisiana Association of Nurse
BBR Creative

facebook Search Home Profile Account

Lafayette Community Health Care Clinic

Non-Profit Organization · Lafayette, Louisiana

Wall Lafayette Community Health... · Most Recent

- Lafayette Community Health Care Clinic**
Tuesday Night's Clinic is sponsored by Industrial Hand & Rehabilitation. The Volunteer Food Provider is Chick Fil A. Fresh fruit from our friends at St. Barnabas will keep us a little healthier as well. Thanks to all that help us keep our community healthy.
21 hours ago
Elsie Simon likes this.
- Lafayette Community Health Care Clinic**
<http://www.theadvertiser.com/apps/pbcs.dll/article?AID=2011107080303>
July 8 at 2:48pm
2 people like this.
- Lafayette Community Health Care Clinic Congratulations**
Dr. Broussard from all of your "fans" at Lafayette Community Health Care Clinic.
July 8 at 2:49pm · 1 person
- Tricia Gereighy Hunt Congrats Dr. Broussard!!**
July 8 at 9:46pm
- Lafayette Community Health Care Clinic**
Another hot Louisiana summer weekend is here. Spend yours drinking plenty of water and eating some garden fresh veggies. Head to the local Farmer's Markets for some lovely seasonal selections. HAVE A HEALTHY WEEKEND!!
July 8 at 10:29am

Event Invitations See All

- HOUSE SHOW! River Monks, Holdfast...**
Friday, July 22
RSVP: Yes - No - Maybe
- Social Media is a Party!**
Thursday, July 14
RSVP: Yes - No - Maybe

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Amazon \$75 in FREE Clicks
amazon.com
Reach millions of Amazon.com shoppers and receive \$75 in free clicks to your website. Learn how to get started today.

Aspiring Entrepreneur?
appsumo.com
"This book should be required reading for any entrepreneur contemplating a web startup..." -Dave

Like 596 people like this

Info Wall Info Photos Discussions Events

About
Providing free healthcare to the working uninsured of Lafayette Parish

Right Angle

The screenshot shows a Facebook page for 'Convenient Care Clinic' in Cookeville, Tennessee. The page has 17 likes and 4 check-ins. The main content area shows three posts from the clinic, including one about a physical exam and another about a CDC document. The right sidebar features birthday notifications for Hartley B Singer and John Campbell, sponsored ads for Amazon Product Ads and White Collar, and a '144 logo caps \$2.99 each' ad. A blue overlay at the bottom of the page contains the following text:

Have plenty of content when you launch (15 items or more)
Get 25 friends so you can create a vanity URL (www.Facebook.com/McLellanMarketing)
Lots of visuals – bright colors, imagery versus senior photo style

This screenshot is identical to the one above, showing the Facebook page for 'Convenient Care Clinic'. The blue overlay at the bottom of the page contains the following text:

Ask questions
Contests/giveaways
Community partner – talk about the events your personas will care about
Comments – “what if someone says something bad?”
Patient question of the week: Same information, better packaging
What would they share at the dinner table?

Billings Clinic
@BillingsClinic Billings, Montana
Health care organization serving residents of Montana, Wyoming, North and South Dakota. Billings Clinic consists of a 272 bed hospital, 160+ physician clinic
<http://www.billingsclinic.com>

300 Tweets 120 Following 419 Followers 29 Listed

BillingsClinic Billings Clinic
@billingsgazette video Relay for Life event kicks off at West High track <http://bit.ly/oKPNW8>
9 Jul

BillingsClinic Billings Clinic
Rain, wind can't stop Relay for Life <http://bit.ly/qS1fng>
9 Jul

BillingsClinic Billings Clinic
Total raised at Yellowstone #RelayforLife! Way to go!!!
<http://twitpic.com/5njpl9>
9 Jul

BillingsClinic Billings Clinic
Last of the walkers #relayforlife <http://twitpic.com/5njkk8>
9 Jul

BillingsClinic Billings Clinic
Good morning #RelayforLife! <http://twitpic.com/5nj6mk>
9 Jul

BillingsClinic Billings Clinic

Similar to @BillingsClinic - view all

- MeritCare MeritCare · Follow
MeritCare Health System is a not-for-profit integrat...
- ACPE ACPE · Follow
American College of Physician Executives: The Home...
- Carle.org Carle · Follow
As one of the largest medical groups in the nation, Ca...

Following · view all

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BillingsClinic Billings Clinic
Last picture b4 I signed off for the night. 10 pm shift Billings Clinic HR team gets ready to start their turn <http://twitpic.com/5ni5eo>
9 Jul

BillingsClinic Billings Clinic
Prepping for luminaria ceremony at #RelayforLife
<http://twitpic.com/5ni4io>
9 Jul

BillingsClinic Billings Clinic
A beautiful sunset a #RelayforLife! <http://twitpic.com/5ni42m>
9 Jul

BillingsClinic Billings Clinic
Lined up to eat at #RelayforLife <http://twitpic.com/5ni3mt>
9 Jul

BillingsClinic Billings Clinic
Will be headed bak to #RelayforLife, but have more pictures to share from last night. We had some great food!
<http://twitpic.com/5ni37j>
9 Jul

BillingsClinic Billings Clinic
I'm signing off for the night but will return in the morning #relayforlife
8 Jul

BillingsClinic Billings Clinic
Luminary ceremony about to start. Over 7000 luminaries lit around the track. #relayforlife
8 Jul

BillingsClinic Billings Clinic
Taking my first lap #relayforlife
8 Jul

BillingsClinic Billings Clinic

Billings Clinic Here is the story of one of the many kids who receive care for cancer at Billings Clinic <http://bit.ly/o3lwzx>
8 Jul

Billings Clinic Billings Clinic It's a great day for a walk! Join us at Dehler Park each work day this summer! <http://twitpic.com/5jn4a0>
1 Jul

Billings Clinic Billings Clinic We'll be live tweeting from the Yellowstone #relayforlife July 8 & 9. Also follow @ClinicCareers for more tweets from the event!
1 Jul


Billings Clinic Billings Clinic Big Timber's Pioneer Medical Center secures funding for expansion <http://bit.ly/fjHlJv>
30 Jun

Billings Clinic Billings Clinic Reduced MRSA rates at Billings Clinic means a safer environment for patients <http://bit.ly/iClGK>
30 Jun

Billings Clinic Billings Clinic Recovering from neurosurgery, Kathy and her husband have strength and hope and they prepare for what lies ahead <http://bit.ly/ljTNCy>
29 Jun

Billings Clinic Billings Clinic Here is a story of a young man with CF with hopes for a lung transplant youtube.com/watch?v=LNHMqf... via @youtube
29 Jun

Billings Clinic Billings Clinic Set up your hammock and take a little snooze. Research shows hammock naps are the best on.msnbc.com/kFFCOy

 **QuestCare Urgent**
@QuestCareUrgent Dallas, TX (Park Cities)
We are a full-service urgent care clinic providing minor emergency care for adults & children in the Park Cities, TX, area.
<http://www.questcareurgent.com>

Follow

Tweets Favorites Following Followers Lists

QuestCareUrgent QuestCare Urgent Wishing you a happy and safe 4th of July weekend! - clinic will be open Saturday, Sunday AND Monday from 10am-6pm.
1 Jul

QuestCareUrgent QuestCare Urgent Use your smart phone and check in for appointments at Questcare Urgent Care! <http://fb.me/Q6CRZ9Yv>
29 Jun

QuestCareUrgent QuestCare Urgent Tell your friends to like us on Facebook - We're going to be giving away free visits and camp/school physicals to... <http://fb.me/QyTS8Sz8>
29 Jun

QuestCareUrgent QuestCare Urgent Keeping Cool while it is Blazing Hot outside! <http://fb.me/KxJ53s0B>
19 Jun

QuestCareUrgent QuestCare Urgent Primatene mist is being pulled from the store shelves because it currently contains environmentally harmful... <http://fb.me/vl993PQT>









About @QuestCareUrgent
1,337 Tweets 684 Following 340 Followers 15 Listed

You and @QuestCareUrgent
You follow accounts that follow @QuestCareUrgent · view

Similar to @QuestCareUrgent · view all
ZachKillian Zach Killian · Follow
Lead Recruiter @ the greatest agency on the planet-T...
QuarterJap QuarterJap · Follow
tresahardt Tresa Hardt · Follow
Sr. communications & marketing pro with Lovell Pub...

Following · view all

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 QuestCareUrgent QuestCare Urgent Primatene mist is being pulled from the store shelves because it currently contains environmentally harmful... http://fb.me/vI993PQT 16 Jun	
 QuestCareUrgent QuestCare Urgent Wishing you and your family a safe Memorial Day. We will be open Sunday and Monday from 10-6. 29 May	
 QuestCareUrgent QuestCare Urgent Are your allergies going crazy? Check your local pollen count here. http://fb.me/YcVOjcwP 24 May	
 QuestCareUrgent QuestCare Urgent There is no such thing as guaranteed safety inside a tornado. Freak accidents happen; and the most violent... http://fb.me/NiINnddI 23 May	
 QuestCareUrgent QuestCare Urgent Can you get sunburned faster on a cloudy day than on a sunny day? Tanning Myths exposed. http://fb.me/YLR3NwQi 7 May	
 QuestCareUrgent QuestCare Urgent Hope you had a happy and safe Easter weekend. http://fb.me/10wY4wIoU 25 Apr	
 QuestCareUrgent QuestCare Urgent Summer is quickly approaching, learn how to protect yourself from harmful rays! http://fb.me/ODshd9Zt 14 Apr	
 QuestCareUrgent QuestCare Urgent If you have an medical emergency that is not an urgent care medical need and you want to find the closest hospital...	



Irvine Urgent Care

@irvinemedical Irvine, CA
Irvine urgent care is a walk-in medical clinic, pediatrician & family practice located at 15435 Jeffrey Road Suite 127, Irvine, CA 92618
<http://www.irvine-urgent-care.com>

[Follow](#)

Tweets Favorites Following Followers Lists

 **irvinemedical** Irvine Urgent Care
Irvine Urgent Care is currently offering a 15 min. doctor's visit for \$50.00. Pre-existing conditions accepted. Please see site for details.
30 Jul

 **irvinemedical** Irvine Urgent Care
Report: Students abusing prescription drugs. Video Link: <http://tinyurl.com/2f6qecd>
4 Jun 10

 **irvinemedical** Irvine Urgent Care
Don't relax. Swine flu not over yet. H1N1 virus remains a threat to some vulnerable people, are you one of them?
<http://tinyurl.com/269etu>
3 Jun 10

 **irvinemedical** Irvine Urgent Care
50 no-sweat ways to burn calories: Sleeping, chewing gum, fidgeting, can help you lose weight <http://tinyurl.com/2eraxbo>
3 Jun 10

 **irvinemedical** Irvine Urgent Care

About @irvinemedical

20 Tweets 1,633 Following 609 Followers 24 Listed

You and @irvinemedical
You follow accounts that follow @irvinemedical - view

Similar to @irvinemedical - view all

-  **NewportCA** Newport Beach - Follow
All Newport Beach, All The Time.
-  **cheapirvine** Albert - Follow
Coupons For Irvine, By Irvine.. Over 100+ stores wit...
-  **Antology** Anthony Ng - Follow
UCI Alumnus Activist/Community Leader. Knowledg...

Following - view all

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irvinemedical Irvine Urgent Care
This nifty service runs an in-browser test on your Facebook privacy settings to show you what your showing the world.
www.reclaimprivacy.org
28 May 10

irvinemedical Irvine Urgent Care
15 best age-erasing superfoods... Are you eating them?
<http://tinyurl.com/2wt72yf>
28 May 10

irvinemedical Irvine Urgent Care
UCI STUDENTS: Stay Healthy During Finals
<http://helloworldbeautiful.com/fitness-health/hello-beautiful-staff/how-to-stay-healthy-during-finals/>
27 May 10

irvinemedical Irvine Urgent Care
@ShannonNoel Chj có khoẻ không?? hahaha just kidding. =)
27 May 10

irvinemedical Irvine Urgent Care
Unnamed eating disorders may go untreated. Anorexia and bulimia the most familiar, but not the most common
<http://tinyurl.com/39o5tzg>
27 May 10

irvinemedical Irvine Urgent Care
How To Stay Healthy During Finals <http://helloworldbeautiful.com/fitness-health/hello-beautiful-staff/how-to-stay-healthy-during-finals/>
27 May 10

irvinemedical Irvine Urgent Care
Remember we are a Medical Clinic located a few doors down from SUSHILICIOUS off Jeffrey Rd. in Irvine & remember, no appointment necessary.
24 May 10

You Tube Search | Browse | Movies | Upload | dremwcllellan1221 | Sign Out

The Longstreet Clinic, P.C. | TheLongstreetClinic's Channel | **Subscribe** | **Uploads**

Jerrell "Jerry" Pless
Gainesville Resident
Anterior Approach Hip Replacement Patient

0:02 / 2:58 | 240p

Pless2-H.264 800Kbps Streaming.mov
From: TheLongstreetClinic | Jun 22, 2011 | 3 views
Jerry Pless describes his experience with anterior approach hip replacement performed by Longstreet Clinic orthopaedic surgeon Charlie DeCook, MD, at Northeast Georgia Medical Center in Gainesville, Ga.
[View comments, related videos, and more](#)

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18 views - 2 weeks ago | 3:38
- SheldonFoote-H.264800KbpsStreami**
14 views - 2 weeks ago | 4:44
- Romero-H.264800KbpsStreami**
9 views - 2 weeks ago | 5:18
- Pless2-H.264 800Kbps Streaming.mov**
3 views - 2 weeks ago | 2:58
- The Longstreet Clinic, P.C.: A virtual tour**
33 views - 1 month ago | 1:14
- Kelly Wood, CNM, Center for Women's**
103 views - 7 months ago | 2:40
- Dr. Jeff Reinhardt, Center for Women's**
150 views - 7 months ago

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Kelsey-Seybold Clinic kelseyseyboldclinic's Channel **Subscribe** All Uploads **Playlists**

Kelsey-Seybold Clinic
Your Doctors for Life

0:02 / 4:07 360p

Info Favorite Share Playlists Flag

Kelsey-Seybold's Ambulatory Surgery Center
From: kelseyseyboldclinic | May 27, 2011 | 232 views
Take a tour of the Kelsey-Seybold Clinic Ambulatory Surgery Center. For more information, visit http://www.kelsey-seybold.com/Medical_Services/Ambulatory...

View comments, related videos, and more

Accountable Care
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more info

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2 months ago
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The Cancer Center at Kelsey-Seybold
1 week ago
more info

Patients Tell Their Story
1 month ago
more info

Meet the Doctor
5 hours ago
more info

Kelsey-Seybold on TV
1 month ago
more info

Employees Tell their Story
1 year ago
more info

How do you create the love?

1. Build your hub/spoke model (go deep before you go wide)
2. Create your personas – know who you are talking to
3. Build a team
4. Use tools to help you be present 24/7 (Hootsuite.com)
5. Talk to them like a real person – no corporate drones
6. Be a conversation starter, not a fact fountain
7. Share the content of others (RT, share, etc.)
8. Create some metrics for measurement – define what matters



It's a marathon, not a sprint

m m g
Where strategy and passion collide

Drew's *marketing* minute

www.DrewsMarketingMinute.com/Medical.html

Nebraska Bankers
Thursday's presentation on creating love affairs with your customers:
[Download presentation here](#)
Thursday's presentation on marketing mistakes:
[Download presentation here](#)

General Resources:
[Free reports, fact sheets, etc.](#)
[Marketing Lessons from Walt](#)

Books:

I Recommend

 \$13.22	 \$13.22	 \$15.64
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ABOUT DREW

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