

# The Antidote To Stale, Underperforming, Undifferentiated Service Lines In 1/2 Day

You will walk away with a compelling strategy to elevate thinking and increase your results.

By: Rob Fey

## Here are the facts:

Physicians, consumers and insurers for the most part, buy service lines, not hospitals.

Hospitals are seeing millions of dollars and thousands of patients migrate out their doors to more aggressive, nimble physicians and for-profit competitors.

Many service line initiatives are not lead by outside market facts or external business drivers, but rather internal bias and inertia that clouds reality.

Many service lines are often undifferentiated, because key constituents are not on the same page and or they lack a proven approach for creating competitive advantage.

Iterative planning meetings are tedious, difficult to schedule and participant challenged, inherent with bias and ineffectively facilitated.

Hospitals are frustrated with marketing results, yet don't spend adequate time asking whether the service line is worthy of marketing?

## Unproductive Service-line Strategy Development

**Confusion.** There is not consensus on what the service line will offer key physicians and patients.

**Guessing.** Strategy is based on innuendo rather than facts about the competition or how your service compares.

**Lack of focus.** Often times, key physicians, administrators and service line



personnel have different ideas about “what is” and “what could be”

**Ineffective process.** Strings of emails, voice mails and partially attended meetings prohibit real time meaningful dialogue and group consensus building.

**Inefficient.** Meetings are not efficient and often times: one perspective controls the meeting prohibiting meaningful

dialogue, or team members are afraid of voicing the truth due to political consequences

**Wasteful.** Service lines are stale and undifferentiated making marketing efforts ineffective and wasteful.

## Why The BeaconFey Strategy Development Approach Is Better

**Strategy Inputs are Connected.** BF trademarked approach means answering six key questions to build a strategy to keep everyone on the same page. This approach has been used by more than 20,000 professionals based on a book written by author and moderator, Rob Fey.

**Fact-Based inside-out thinking.** The BF approach employs first-hand competitive reviews, shops, and research to get the real story from the most important perspective...the prospects you want to attract from the outside.

**Creating instant momentum.** The BF approach gets all key players at the table addressing specific issues all at one time and one place. Think of it as a multidisciplinary approach to strategy development. Most importantly, the focus is on what “could be” and building a specific path for getting there.

**Interactive.** We engage participants in a three-hour fact-based interactive approach. Every one has a keypad to vote on key decision points so every voice is heard around the table. Results are real time. Variations by constituency help navigate the discussion.

**A team of perspectives.** Rob Fey has 30 years of health care experience on both

the hospital and consulting side. Clients from around the country write: “Mr. Fey is effective because he is a knowledgeable strategist who happens to be a facilitator, rather than a facilitator who has limited subject knowledge. His style is efficient, honest and engaging.”

**Differentiated.** You walk out of this meeting with unique points of differentiation that are relevant to physicians and patients. before any service is marketed. This makes subsequent marketing efforts 10x more effective. Diagnose your ailing service line in one meeting, walk away with a differentiated strategy, and have it implemented in the market within 10 weeks.

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## **DIAGNOSE YOUR AILING SERVICE LINE IN ONE MEETING, WALK AWAY WITH A DIFFERENTIATED STRATEGY, AND HAVE IT IMPLEMENTED IN THE MARKET WITHIN 10 WEEKS.**

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### BeaconFey Service Line Program Components

**2-3 Weeks | Pre-Meeting Strategy Inputs**  
*Core competencies...* how to leverage what you do best; *Customer focus ...* deciding on the 20% that will deliver 80% of your growth; *Market & channel focus...* identity which markets must you dominate to grow share; *Driving need focus...* what business drivers are you going to own in your customers minds?; *Competitive focus...* who is your organizations real competition and why; *Best, better or different alternatives...* what is your value proposition and is the magnitude of difference vs. the competition compelling enough?

**3-4 Weeks | Research**  
Competitive shops; Physician satisfaction & preference; Referral coordinator

satisfaction and preference; Consumer preference or reaction to specific alternatives

### **1/2 Day | Three Hour Interactive Strategy Planning Retreat**

Employs market facts; Competitive shops; Research on key business drivers; Interactive key pad technology to obtain real time results on alternative directions

### **1 Week | Meeting Top Line Report**

Summary, debrief and future directions

**Total cost\* \$10,000**

Does not include research & travel

## Our Satisfied Customers Say It Best

Emergency Department *growth of 15 incremental patients per day in just 1 month* -- surpassing aggressive growth projections (Civista Health, Maryland)

Broke outpatient imaging volume records (+20%) *within 30 days* of implementing program (Catholic Health Initiatives, Buffalo NY)

Client heart attack early detection program *produced 30,000 web hits, 3,000 new at risk patients and more than \$2 million dollars in downstream revenue* (St. Joseph Medical Center, Maryland)

*Doubled net patient revenue in 6 years, grew outpatient services by 52% and doubled market preference* (St. Mary's Health Care/Pennsylvania)

Recruitment efforts resulted in pulling 16X more candidates than all previous marketing efforts, hiring 100 nurses at 1/3 the cost (St. Francis Hospital, Delaware)

First direct mail campaign implemented after process produced 250-1 return on investment (Cystic Fibrosis Pharmacy Services/National)

Doubled hospital size in size in 7 years adopting these strategy principles (Anne Arundel Medical Center/Maryland)

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