

PHYSICIAN MARKETING PROGRAM

Lake Imaging Center Calendar

Produced by Regents Health Resources, Brentwood, Tennessee

The purpose of the calendar was to build awareness with the referring physicians and to introduce them to a new outpatient imaging center in the market. The center was a Joint Venture between the radiology group and Our Lady of the Lake Regional Medical Center where there would now be a shift in procedure, moving all outpatients from the hospital to Lake Imaging Center. It was very important to notify the referring physicians and their patients of this change in the system. Some physicians were apprehensive because they did not want to inconvenience their patients by having to drive to another facility.

The solution was to educate the physicians as well as the front office and scheduling staff that Lake Imaging Center was the new place to send outpatients. The calendar served as a reminder and was small enough to keep on their desk where the information was always at their fingertips. The calendar also included recognizable photos of their beautiful city that reinforced the brand of the center. It listed all of the services available and phone numbers including the main number, scheduling number and fax line. Another key feature to the success of this tool was to list the administrative director as well as the radiologists. This added a personal touch and gave them a name of a person to call when urgently needed.

The effectiveness of the calendar could only be measured by the reaction and its use. It was apparent that the calendars would remain on their desks, if only for the use the calendar. Lake Imaging Center realized an increase in new referrals but it would be difficult to accurately measure the number directly related to the calendars.

When marketing any imaging services there are many tools that could have been labeled and left behind. It was more effective to spend just over \$4 per calendar as opposed to spending \$2 on a coffee mug, \$1 on a pen and \$1 on a pad of paper – all customized. Those items are not in constant use like an annual calendar.

Overall, the calendar was a creative tool that offered key information pertinent to any new facility in a convenient format for referring physicians and scheduling staff.