



CREATE
ENCHANTMENT
AMONGST
REFERRERS

Endeavor

The Physician Marketing “Situation”

Less than **2**%

MarCom Budget Allocated to
Physician Marketing*

At least **50**%

Encounter Volume Comes from
Physician Referral or Direction

Who are we **dealing with?**

46%

>56 years

54%

<55 years

Pioneers of adopting
home computers

Increased anxiety associated
with technology use

Take longer to adapt
to new technologies

In higher levels of leadership
and therefore, most likely
to make technology decisions

Grew up with social media
and smart phones

Adept and efficient with
managing digital tools

Process information
differently

Better able to keep up with
the speed of tech change

As they are promoted into
leadership they will see
tech as an opportunity
for improving clinical
productivity and well-being



Move Fast Through Uncertainty



Impactful Transformation

comes from

Expert
Advisors

+

Proven
Frameworks

+

Creative
Firepower

Industry experts and management consulting masterminds backed by LA-based creative gurus.

Common Challenges

1. How to **balance** demand generation goals with access challenges
2. How to **engage your internal network and faculty**
3. How to effectively **launch** new products and services
4. How to **leverage digital** throughout the physician experience





Transformation *is* **Possible**

We believe that promises made must be kept to drive sustainable transformation.

We enable leaders to drive transformation at the *intersection* of **Brand**, **Operations**, and **Culture**.

Growth Segments

Referring Physicians

The imbalance of emphasis of **consumer marketing vs. physician relationship management** is common.

We enable leaders to create a **data-driven story** for more support, and to drive decisions about **outreach, marketing** and **referral operations**.



1000s of referring
physician
interviews to uncover
their functional
and emotional needs

It's all about balance



Operations

Referral intake, scheduling,
access, Etc.



Marketing

1 : many marketing
increasing reach



Outreach

Business development
1 : 1 liaisons



Types of projects

58 Years of Healthcare Experience

- Creating medical destinations
- Designing and implementing referrer experiences
- Entering new markets
- Introducing new clinical services
- Standing up physician call centers
- Opening new facilities



Building Stronger Referrer Relationships

Your Potential Journey

Step 6
Launch

Step 5
Vendor Exploration

Step 4
Fresh Perspective:
Set a Blueprint for the Future

Step 3
Reset Goals:
KPI Development

Step 2
Define the Journey:
Referrer Experience Mapping

Step 1
Get Grounded:
Decision Factors Research



Experiences worth Talking About

Good brand experiences excite the eyes or the ears or sometimes both, but great brand experiences engage all the senses.

What will you find?

Be prepared to open many
cans of worms!



But the payoff is huge!

- Leadership support for a more comprehensive referrer relationship management approach
- Shift from promotional powerhouse > integrated value creator
- Demonstration of results as you monitor the operational experience



Endeavor

Healthcare Thoroughbreds

Armed with robust **research, strategy**, and **change management** capabilities, we enable leaders to create **market-winning strategies** while **optimizing business performance**.



The Creative Cousins

Our **creative marketing division** that harnesses experience in fast-moving industries like **sports, gaming, automotive**, and **energy**.

We use **innovative ways** to enable **healthcare** organizations to **effectively engage** their **audiences**.

Executives in Residence

A team of **thought leaders**, highly experienced **experts** in their fields of knowledge and industries who have:

- **Been in your shoes** at major healthcare systems
- **Understands complex organizations** going through bold transformations
- Represent **cross industry expertise** developing new insights from **energy**, **automotive**, **online gaming**, and **entertainment** to name a few.



The Company We Keep



Endeavor

LET'S GET STARTED

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