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out-of-pocket.

As a result, we're seeing medical professionals cross over into areas of practice they, until recently, may have been only vaguely familiar with. A dentist may become a "cosmetic dentist" and perform tooth whitening; a dermatologist may give collagen or Botox injections; an OBGYN may do laser hair removal; and a family practice doctor may add weight loss, nutrition and smoking cessation programs to his practice.

And, while this fee-for-service business may be good for medical practices' bottom lines, it's questionable whether it's good for the consumer. We'd all like to think that our family doctor went to medical school to prevent illness and to heal the sick, but there will always be those rare few who lose sight of their virtues. (For example, Kansas City pharmacist, Robert Courtney who pleaded guilty to diluting chemotherapy drugs he sold to patients from his independent pharmacy.)

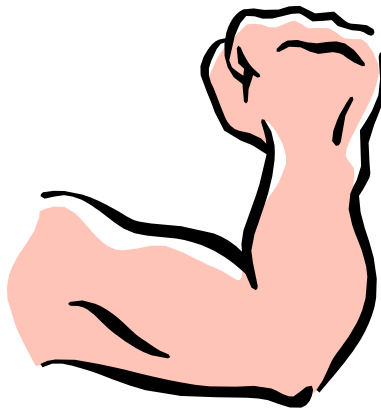
The majority of medical professionals are in the business of saving lives, and even if they have chosen to provide elective procedures, their top priority is their patients' well-being. However, we must always remember that they are also business people. They are in business to make money; they must make enough money to keep their doors open, and like most people, they would prefer a generous paycheck. *(From a consumer perspective, this is important so you critically evaluate recommended procedures. From an ad sales stand point, this is important because medical professionals need to constantly re-invent their practices, and this means they must market their businesses.)*

A Paradise at Your Doctor's Office?

There is a strong correlation

between the people who are interested in cosmetic procedures and those who visit day spas. Both are concerned about their appearance and physical well-being. It was only a matter of time before someone realized the similarities between these groups and combined the two services to create a medical spa (medi-spa).

A medi-spa offers the services of a cosmetic surgeon in a soothing, spa environment. A customer can experience one-stop-shopping for facials, manicures, pedicures, massages, laser hair removal, Botox and collagen injections, tummy tucks and eye lifts. Owning a medi-spa is especially appealing to physicians because the services are all fee-for-service, elective procedures, which means high profits.



Meet the Liposuctionator

Manhattan's Dr. Ralph Nadler, M.D., has recently received a lot of press due to the highly skilled PR team at New York's KMR Communications (*but that's a story for later in this issue*). He's quoted as an expert on plastic surgery trends in health, fitness and glamour magazines and has received noteworthy coverage in the *Wall Street Journal* and *New York Times*.

An April 2002 *Wall Street Journal* article describes a body-building, cosmetic surgeon operating to heavy metal tunes. He is

known as "The Liposuctionator," and is a preferred surgeon of the already-fit.

Body builders turn to Nadler to complete their near-perfect bodies. Nadler performs ab-etching, a procedure where excess fat is vacuumed from the abdominal area to create the coveted "six pack abs." However, not everyone comes to Nadler wanting to become smaller. He does a good business in plumping up flat and uneven body parts. Men look to pump up uneven pectoral muscles, and women seeking the J.Lo butt come to Nadler for buttocks implants.

Not every cosmetic surgeon is as extreme or outrageous as Nadler, but he is worth mentioning because he has used the media to help develop a niche for his practice. (Search ab-etching at google.com, and you'll find Nadler's name is associated with the majority of the resulting pages.) He is quoted repeatedly and writes columns that can be found at musclezine.net. Your clients may not want to be a Dr. Nadler, but he is a shining example of what a practice can become when its doctors think like marketers.

Cosmetic Dentistry

Dr. Debra Gray King, DDS, FAACD, of the Atlanta Center for Cosmetic Dentistry, says that cosmetic dentists change people's lives by changing their smiles. "Research shows that three out of four Americans are not happy with their smiles," she says. "There's also a survey that shows that half the people in the United States are not happy with the appearance of their smiles and three out of four people agree that a nice smile can help them in their career."

Dr. King says your smile is one of the first things a person no-

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By 1999, this statistic was reversed with only 4% believing that all dentists are about the same. So what is your niche, image or brand? If you want to establish a clear image in the minds of patients, you first need a clear image in your own mind. You must take a whole practice view. Understand that everything you do communicates and creates your image—how long you take to answer the phone, what you wear, your teeth, in short everything a patient sees or hears.”

⇒ “A trade name (such as the Atlanta Center for Cosmetic Dentistry) and logo is an important branding device to hold your internal and external marketing together. A practice name such as John Doe, DDS does nothing to distinguish you from any other practice.”

Promote That Business!

We, in the advertising business, would like to believe that advertising is the only solution to marketing problems. A client tells us he’s employed a PR professional, and we roll our eyes in disgust. “What a waste of time,” we think. “Just wait until it fails, then he’ll come running!”

In the last several issues of *Ad Genius*, we’ve heard from PR professionals as they described their secrets for getting their clients mentioned in the media. We do this, in part, so you will realize that the advertising/PR relationship does not need to be adversarial. Let’s position it this way: in addition to advertising with you, your clients should be looking for other, free methods of promoting their businesses. There is room for both in a well-planned marketing strategy.

Why would a client—and especially a medical professional—want PR to be part of their marketing mix? When a client’s name shows

up in a news story, it gives instant credibility that advertising cannot. Practically every book ever mentioned on Oprah comes flying off book store shelves. When Larry King interviews a doctor and presents him as an expert on liposuction, it serves as an unspoken seal of approval that makes people sit up at take notice.



Never mind that reporters get many of their ideas from press releases presented to them from individuals interested in making news. The public is largely unaware that much of the unbiased news coverage we pride ourselves on begins with an idea that’s been planted by a savvy PR professional.

That doesn’t mean that reporters will run with a story just because someone sent them a lead. For a story (or your client) to be covered, the idea must be newsworthy. If your client’s business can be tied to a current event or a trend or a fad, it’s much more newsworthy than a generic press release.

Dr. Nadler’s publicist, Katherine Rothman, of KMR Communications has successfully linked Nadler’s buttocks implants to Jennifer Lopez’s popularity, and the belly button reshaping procedure he performs to today’s popular belly-baring fashions. Rothman, herself, received national press when she held a Botox party the week the FDA approved the product for the use of wrinkles.

Did the press call them out of the blue for these stories? *Abso-*

lutely not. Were the stories legitimate? *Definitely yes.* Did their phones ring off the hook following the stories? *You bet!*

(The use of PR and self promotion to further your business goals is a sound business decision. For more self-promotion ideas that will further YOUR OWN sales career, look for my column in this summer’s issue of *CSP: Cable Sales Professional*.)

Preparing for That 15 Minutes of Fame

Let’s assume your client manages to get his 15 minutes of fame in the form of a radio interview. Heck, let’s think big and say your client is asked to appear on CNN’s *American Morning* with Paula Zahn. After flipping out and entering a state of complete panic, what should your client do to prepare?

Susan Harrow, media coach, marketing strategist and author of *Sell Yourself Without Selling Your Soul*, offers these tips for those preparing for a media interview:

- ⇒ **Realize you have the freedom to shape your message and to shape ahead of time how you want your business projected.** Think about how you want your business to look and feel. Everything you say, do and are as a business person should all be in complete alignment with what you want your public to receive.
- ⇒ **Learn to speak in sound bites.** People assess you in less than seven seconds. To create a mesmerizing message in 30 seconds, tell a story with emotional zing. The story should have a beginning, a middle, an end and an epiphany. Have this message prepared and rehearse it so that you are always prepared

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public on the advances in cosmetic procedures; they need a medium that is visual and allows for demonstration....and they need a plan.

One of the biggest things you can do to help your medical clients is to help them develop a marketing strategy.

As KMR Communications' Rothman explains, "Doctors are typically not good business people, and they need a lot of guidance in terms of marketing and practice management and public relations. When people are working with a doctor, they need to make sure that all people handling the practice of a doctor are communicating with one another so everyone is on the same page, working together to make the practice as strong as possible."

Programming Picks



highlights: here's what's coming up on Bravo:

BREAKING NEWS

Breaking News grippingly depicts the personal trials that collide with professional challenges as news directors, producers, reporters and anchors strive to assemble "the big stories" amid the network's often-chaotic 24-hour newsroom. But how far will the media go to get an "exclusive"? In a race to break the story, what would one compromise? Faced with questionable sources and ethical ambiguities, the news team uncovers startling, disturbing and poignant truths while struggling to maintain journalistic integrity.

Premieres Wednesday, July 17th 8 p.m. Eastern

DEADLINE

Oliver Platt plays Wallace Benton, a journalist for a New York tabloid magazine called the NY Ledger. He works along side his soon to be ex-wife, and various other people, using his journalistic instincts to get the story no matter what it takes. He seems to drink heavily, and he curses, so he's clearly an average guy, with no super human qualities about him. On the side, he teaches a class full of journalism students, who sometimes go along on his researching "missions," and he frequently uses them to get information on stories he has done, or is doing, to save himself some time. Benton is a smooth talker with a lot of tricks up his sleeve, always searching for more information to add just the right touch to his articles, and he sometimes finds himself using somewhat devious tactics to get that information.

Premieres Wednesday, July 24th 9 p.m. Eastern

MUSIC BEHIND THE SCENES

This summer, BRAVO takes a definitive look at the way music has become an integral part of filmmaking in a new weekly series Music Behind the Scenes. Each one-hour installment of this six episode series looks at the music of a specific movie genre and uses a wealth of instantly-recognizable film footage, archive clips and interviews with major directors, their composers and stars.

Premieres Monday, July 22nd 10 p.m. Eastern