

Bring Focus Using

**PERFORMANCE**

**DASHBOARDS**

---

KAY COULSON, PRESIDENT  
ELECTIVE MEDICAL MARKETING

---

# A BIT ABOUT ME

IN THE  
BEGINNING



LIFE  
BEFORE EYES



LASIK CENTER  
OPENED



CONSULTING  
WORLDWIDE



---

# FINANCIAL DISCLOSURES

---

**0.**

# **BIGGEST CHALLENGE**

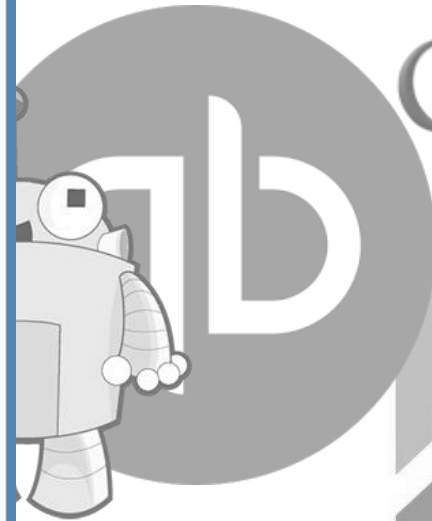
## **ADMINISTRATORS FACE?**

# (Y)OUR BIGGEST CHALLENGE



EXTGEN

Google AdWords



Google Analytics

SurveyMonkey

MOZ



acQUISIO

CallRail

---

ADMINISTRATOR'S HIGHEST & BEST USE

---

**PRIORITIZE**

**DISTILL**

**FOCUS**

**YOUR TEAM**



# PAINT A PICTURE



## FINANCIAL

Right people?  
Right services?  
Fair return?



## MARKETING

Find us?  
Contact us?



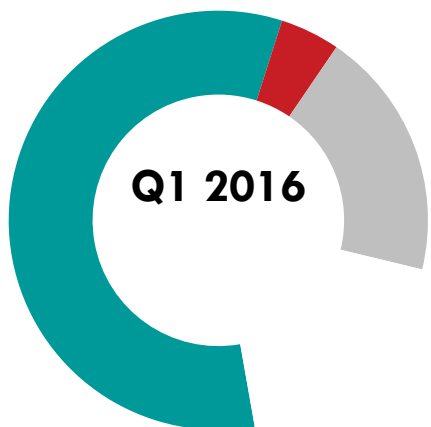
## PATIENT

Enjoy the experience?  
Like their result?  
Tell others?

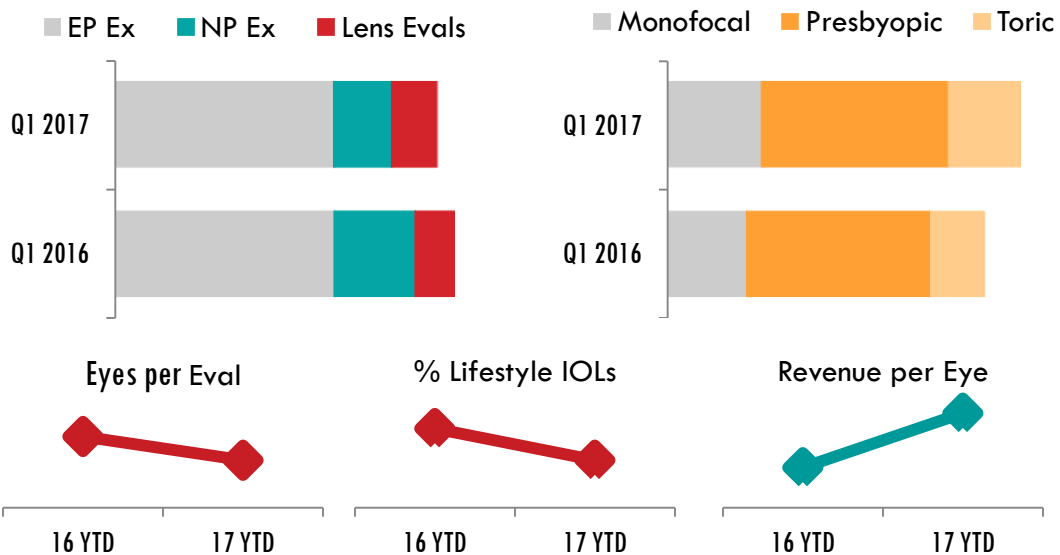
# PRACTICE PERFORMANCE

# FINANCIAL

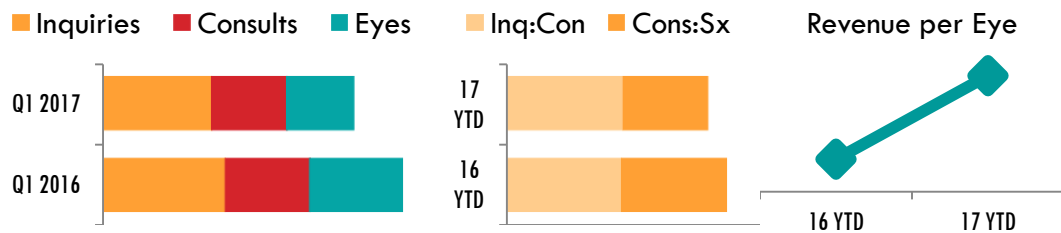
## REVENUE (\$000)



## LENS IMPLANTS



## LASIK

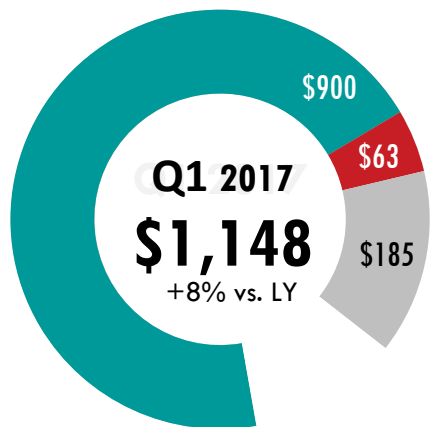




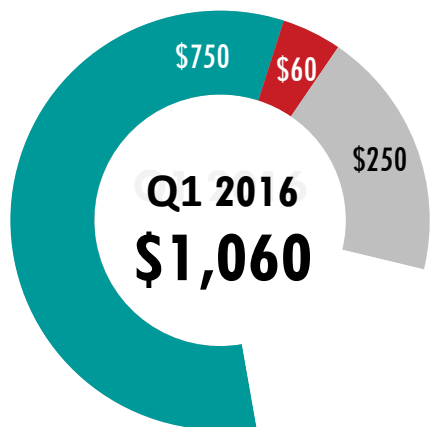
# PRACTICE PERFORMANCE

# FINANCIAL

## REVENUE (\$000)



■ Lens ■ LASIK ■ All Other



Data Source:

## PROCEDURE REPORT (DOE)

### LASIK

LASIK

PRK

SMILE

Enhancements

### LENS CODES

66821

66982-85

92136

Presbyopic, Toric

ORA

Laser over Lens

### ALL OTHER

All Other CPT codes

A/R adjustments

# PRACTICE PERFORMANCE

# FINANCIAL

Data Sources:

**PROCEDURE REPORT (DOS)  
APPOINTMENTS ATTENDED**

## EXAM CODES

EP Exams: 92012-14, 99212-15

NP Exams: 92002-04, 99202-04

## APPOINTMENT CODES

Lens Evals (Cataract Evals)

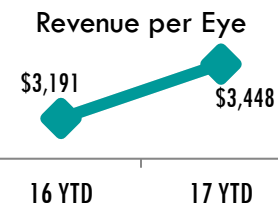
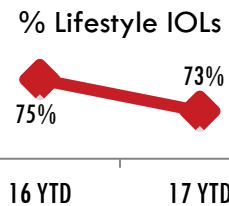
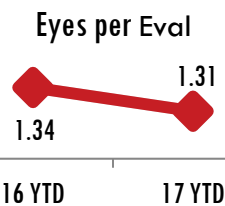
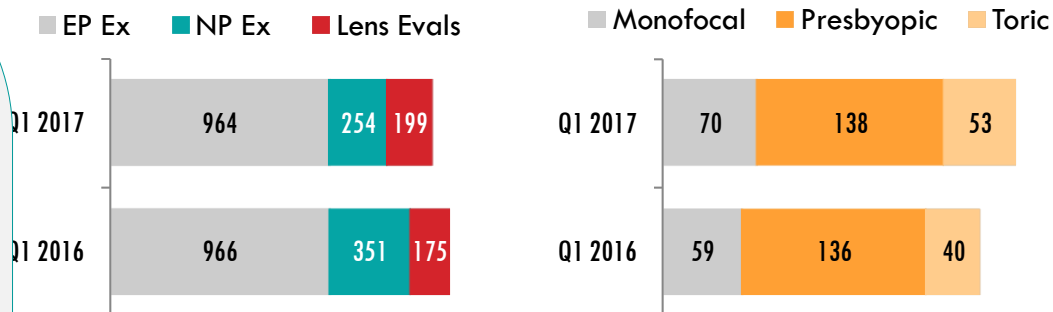
## PROCEDURE CODES

Monofocal Lens: 66982, 66984

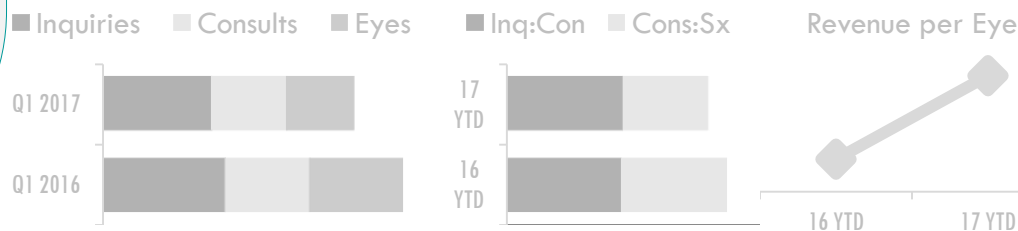
Presbyopic Lens

Toric Lens

## LENS IMPLANTS



## LASIK



# PRACTICE PERFORMANCE

# FINANCIAL

REVENUE (\$000)

LENS IMPLANTS

Data Sources:

**PROCEDURE REPORT (DOS)**  
**APPOINTMENTS ATTENDED**  
**PHONE & FORM TRACKING**

Toric

## INQUIRIES

Phone tracking - Call Rail  
 Form tracking - Google Analytics

## CONSULTS

Consults attended  
 from appt report

## PROCEDURES

Primary surgical eyes  
 from procedure report

■ Lens

Q1 2016

## LASIK

■ Inquiries ■ Consults ■ Eyes ■ Inq:Con ■ Cons:Sx

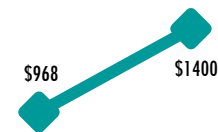
Q1 2017 73 50 45

Q1 2016 82 56 62

17 YTD 69% 50%

16 YTD 68% 62%

Revenue per Eye



16 YTD 17 YTD

# KNOW WHAT YOU DON'T KNOW

# LEAD TRACKING

24820 Burnt Pine Dr, Ste 4, Bonita Springs, FL 34108 (239) 628.3983

CONTACT US SCHEDULE

To schedule your LASIK Consultation or Lens Implant Evaluation complete this form or call us at (239) 628-3983

Cataracts

Preferred Date

Full Name

Email

Phone

Age

SCHEDULE

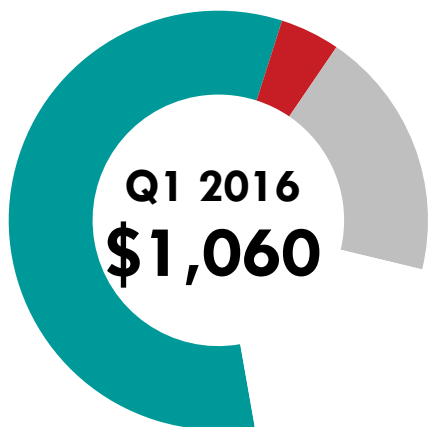
SCHEDULE BY SERVICE SO LEADS TRACKABLE

UNIQUE PHONE NUMBER FOR EVERY VISITOR

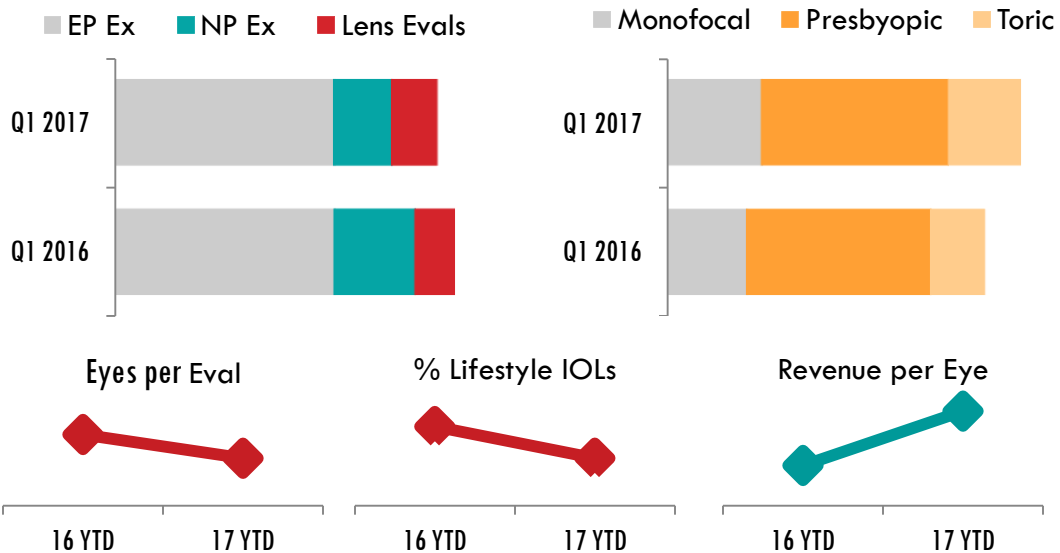
# PRACTICE PERFORMANCE

# FINANCIAL

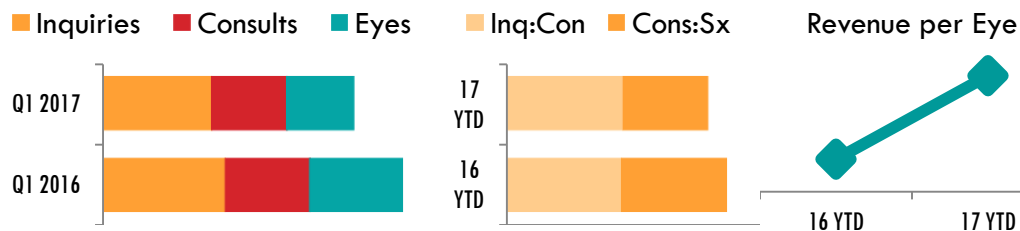
## REVENUE (\$000)



## LENS IMPLANTS



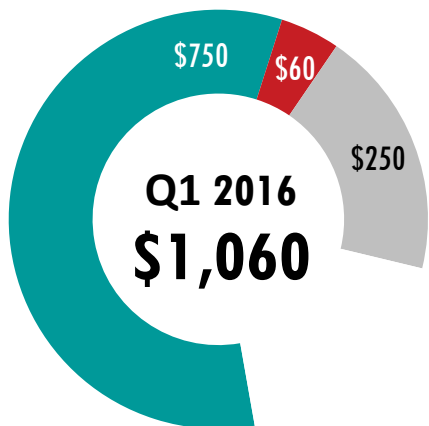
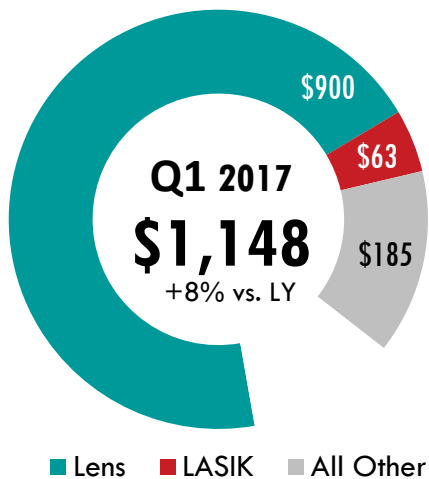
## LASIK



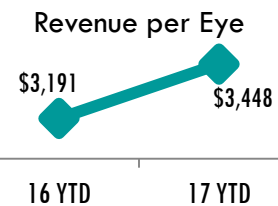
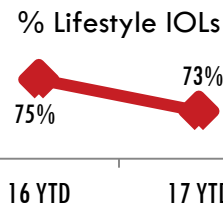
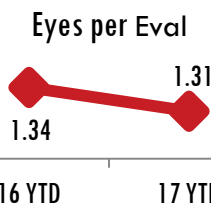
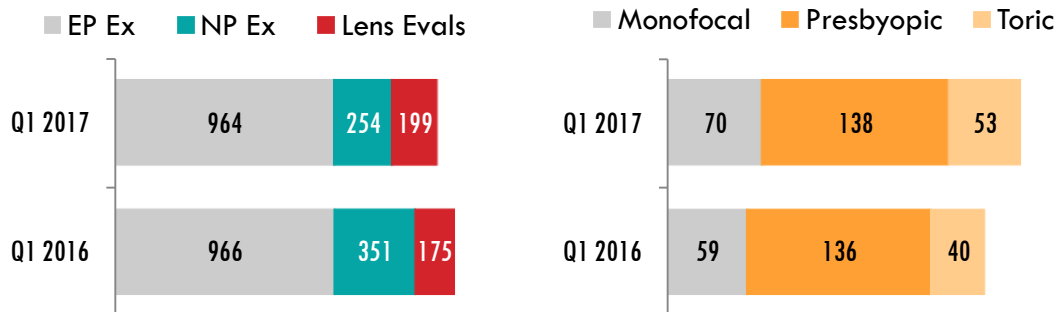
# PRACTICE PERFORMANCE

# FINANCIAL

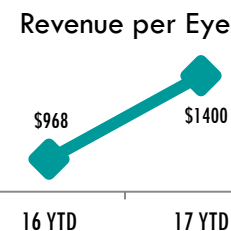
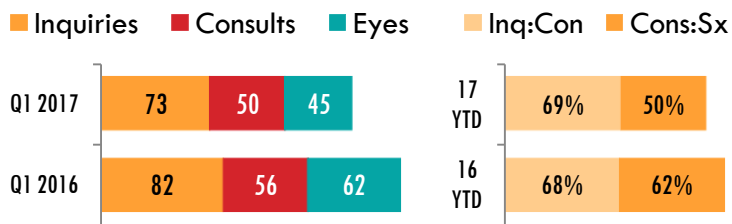
## REVENUE (\$000)



## LENS IMPLANTS



## LASIK



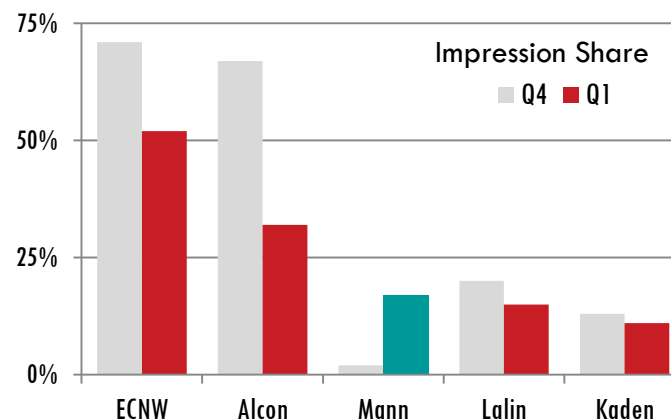
# PRACTICE PERFORMANCE

# MARKETING

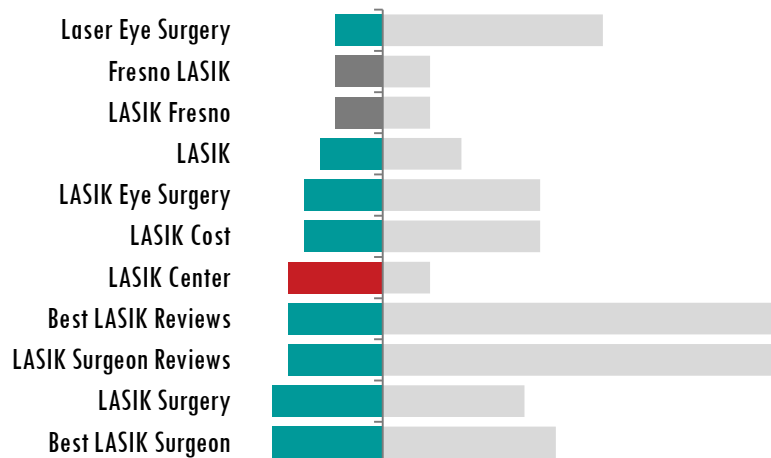
## SEM

	SEARCH LY	SEARCH Q1	DISPLAY LY	DISPLAY Q1
CTR	3.18%	3.43%	0.23%	0.26%
CPC	\$2.51	\$1.98	\$0.69	\$0.62
Avg POS	2.40	2.38		

## COMPETITION



## SEO



## WEBSITE

	2016 Q1	2017 Q1
Geo-Relevant Visits	1,027	1,235
New Visitors	904	1,111
Pages per Visit	3.90	3.99
Avg Time on Site	1:41	1:49

# PRACTICE PERFORMANCE MARKETING

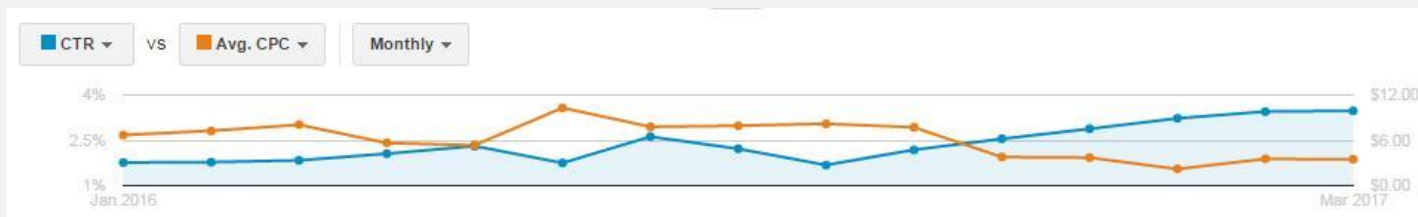
SEM

	SEARCH LY	SEARCH Q1	DISPLAY LY	DISPLAY Q1
CTR	3.18%	3.43%	0.23%	0.26%
CPC	\$2.51	\$1.98	\$0.69	\$0.62
Avg POS	2.40	2.38		

Data Source:

**Google Adwords (or Acquisio or similar)**

[HTTPS://ADWORDS.GOOGLE.COM](https://adwords.google.com)





PRACTICE PERFORMANCE

# SEARCH VS. DISPLAY

---



● **GOOGLE SEARCH  
NETWORK (GSN)**



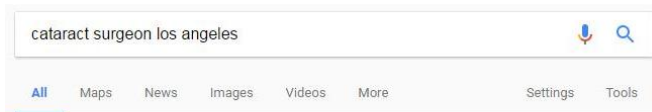
● **GOOGLE DISPLAY  
NETWORK (GDN)**

**One is targeted towards search users while the other is geared towards increasing brand awareness.**

*Source: <http://digitalmarketingphilippines.com/google-search-vs-display-network-a-comparison-infographic/>*

# SEARCH ADVERTISING

# NEW LAYOUT. LENGTH. RULES.



About 122,000 results (0.85 seconds)

**David Wallace MD Eye Surgeon - Los Angeles Cataract Care**

[www.la-sight.com/cataractsurgeon/davidwallacemd](http://www.la-sight.com/cataractsurgeon/davidwallacemd)  
Dr. Wallace at LA Sight is Brentwood's cataract specialist. Call for evaluation.  
Great Results - Schedule An Appointment  
1921 Wilshire Blvd, Los Angeles - (310) 828-2020 - Open today - 8:30 AM - 5:00 PM

**Cataract Laser Surgery - ICON Eyecare - iconlasik.com**

[www.iconlasik.com/cataract](http://www.iconlasik.com/cataract)  
Insurance Also Accepted. Laser Cataract Surgery with ICON Eyecare  
Board Certified Eye Doc - Chosen By John Elway - Advanced Technology - Affordable Excellence  
John Elway Selects Icon - Experienced Surgeons

**Cataract Surgeons - drlatterca.com**

[www.drlatterca.com/](http://www.drlatterca.com/)  
Highly Specialized Care Since 1983. Laser Cataract Surgeons.  
1499 E. Huntington Drive, Pasadena, CA



Rating Hours

<b>Maloney Vision Institute</b> 4.9 ★★★★★ (81) · Ophthalmologist 10921 Wilshire Blvd #900 - (310) 208-3937 Open until 5:30 PM	WEBSITE DIRECTIONS
<b>Dr. Uday Devgan, MD</b> 5.0 ★★★★★ (27) · Ophthalmologist 11600 Wilshire Blvd #200 - (800) 337-1969 Open until 5:00 PM	DIRECTIONS
<b>UCLA Laser Refractive Center</b> 4.9 ★★★★★ (17) · Eye Care Center 300 Stein Plaza Driveway - (310) 825-2737 Open until 5:00 PM	WEBSITE DIRECTIONS

More places

**Best Cataract surgery in Los Angeles, CA - Yelp**

[https://www.yelp.com/search?find\\_desc=Cataract+Surgery&loc=Los+Angeles%2C...](https://www.yelp.com/search?find_desc=Cataract+Surgery&loc=Los+Angeles%2C...)  
Reviews on **Cataract surgery** in Los Angeles, CA - Paul C. Lee - CCRS, Uday Devgan, MD, LA Sight, Maloney Vision Institute. UCLA Stein Eye Institute. USC ...

**Laser Cataract Surgery Los Angeles | Best Cataract Surgeon Los ...**

[www.maloneyvision.com/procedures/laser-cataract-surgery/](http://www.maloneyvision.com/procedures/laser-cataract-surgery/)  
★★★★★ Rating: 5 - 107 reviews  
Dr. Robert Maloney is a top **Cataract surgeon** in Los Angeles who is world-renowned for providing some of the best **Laser Cataract Surgery** and other laser eye ...

**Los Angeles Laser Cataract Surgeons | Best Cataract Surgery ...**

[soroudivision.com/laser-cataract-surgery-with-multi-focal-lens-implants/](http://soroudivision.com/laser-cataract-surgery-with-multi-focal-lens-implants/)  
★★★★★ Rating: 5 - 101 reviews  
Visit Soroudi Advanced Lasik and Eye Center for world-class **cataract surgery** and lens-based vision correction in LA. Schedule a free consultation today!

2-4 PAID ADS  
Varies by device.  
New extended ad size.  
No more sidebar ads.

LOCAL RESULTS NEXT  
Make sure listing is complete!

THEN ORGANIC RESULTS  
Less noticeable.  
Must send to proper page.

# PRACTICE PERFORMANCE MARKETING

Data Source:  
**Google Adwords**

Edit ▾ Details ▾ Bid strategy ▾

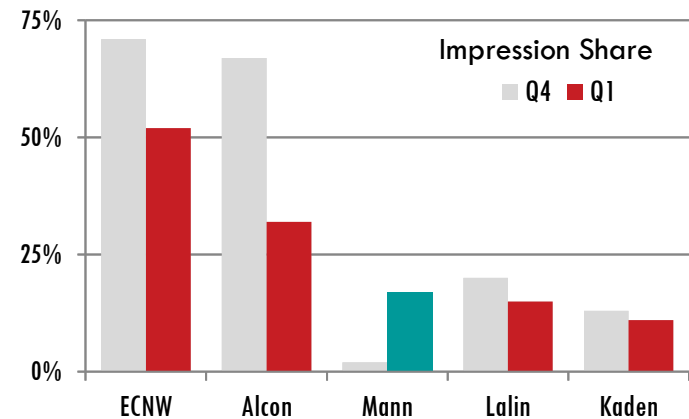
Campaign

ECBS Lens D

**AUCTION INSIGHTS**

- Selected
- All

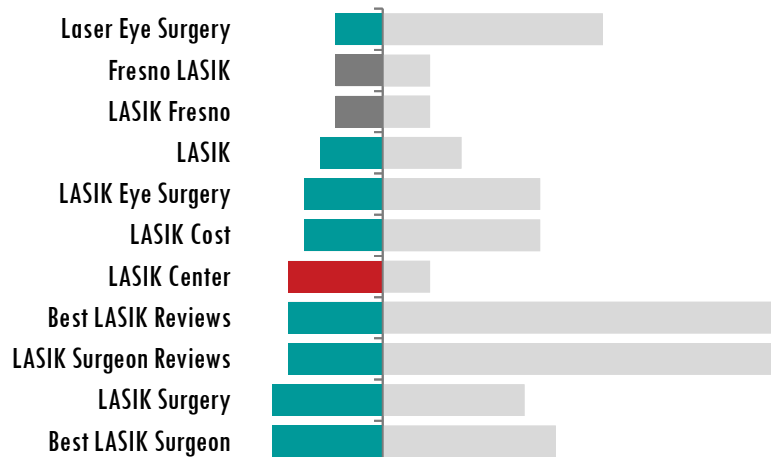
**COMPETITION**



Display url domain ?	Impression share ? ↓	Avg. position ?	Overlap rate ?
You	78.94%	2.8	--
fishereyecenter.com	48.60%	3.3	56.97%
lasikvisioninstitute.com	28.90%	1.9	31.16%
mycataracts.com	26.91%	1.3	31.27%
stanciuueyecare.com	23.26%	4.1	26.16%
tlcvision.com	12.69%	2.8	14.13%
ecof.com	12.38%	2.7	14.14%

# PRACTICE PERFORMANCE MARKETING

SEO



Data Source:

**MOZ**

**MOZ.COM**  
**\$99/MONTH**

Your keywords

By geography

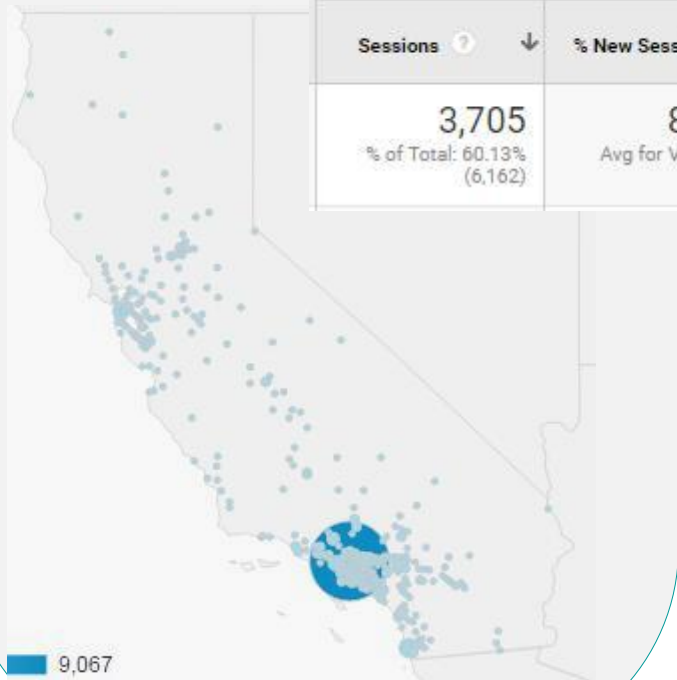
Competitive comparison

Shows algorithm

changes that impact SEO

# PRACTICE PERFORMANCE MARKETING

Data Source:  
**GOOGLE ANALYTICS**



Acquisition			Behavior		
Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
3,705 % of Total: 60.13% (6,162)	80.22% Avg for View: 81.53% (-1.61%)	2,972 % of Total: 59.16% (5,024)	0.67% Avg for View: 0.97% (-30.70%)	3.99 Avg for View: 3.67 (8.75%)	00:01:42 Avg for View: 00:01:28 (15.49%)

WEBSITE

	2016 Q1	2017 Q1
Geo-Relevant Visits	1,027	1,235
New Visitors	904	1,111
Pages per Visit	3.90	3.99
Avg Time on Site	1:41	1:49

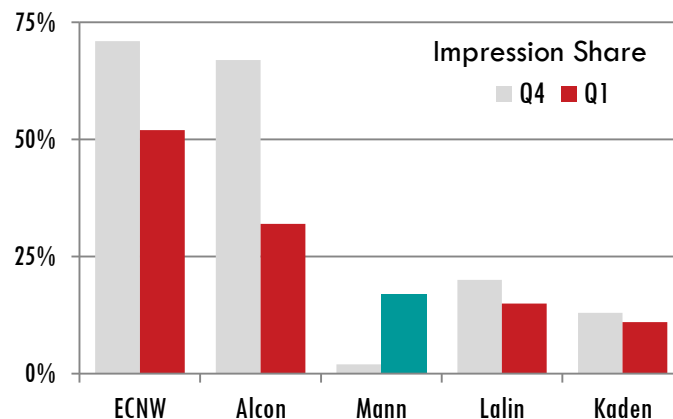
# PRACTICE PERFORMANCE

# MARKETING

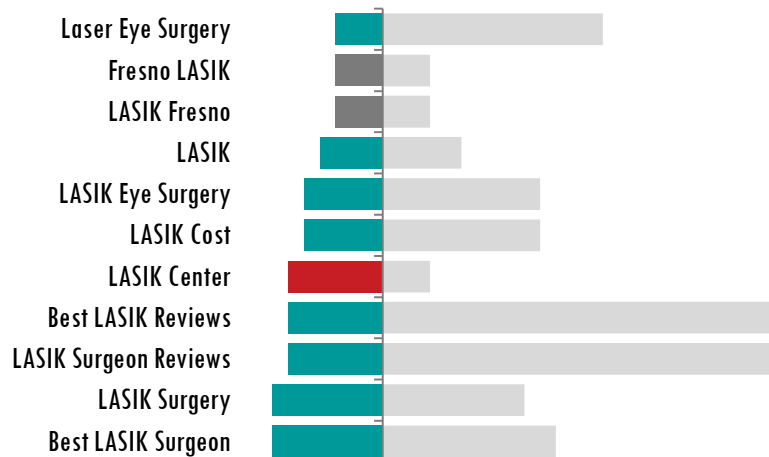
## SEM

	SEARCH LY	SEARCH Q1	DISPLAY LY	DISPLAY Q1
CTR	3.18%	3.43%	0.23%	0.26%
CPC	\$2.51	\$1.98	\$0.69	\$0.62
Avg POS	2.40	2.38		

## COMPETITION



## SEO



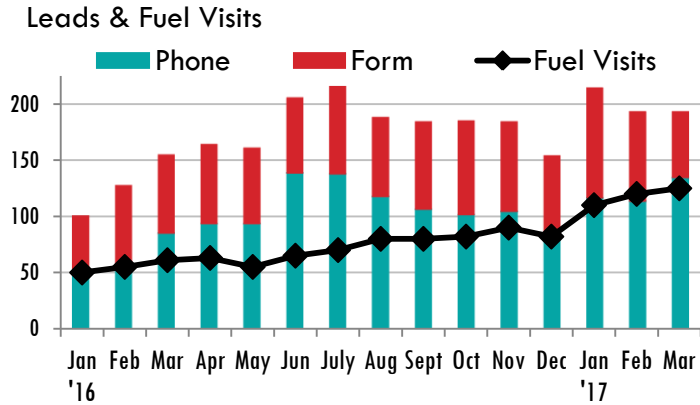
## WEBSITE

	2016 Q1	2017 Q1
Geo-Relevant Visits	1,027	1,235
New Visitors	904	1,111
Pages per Visit	3.90	3.99
Avg Time on Site	1:41	1:49

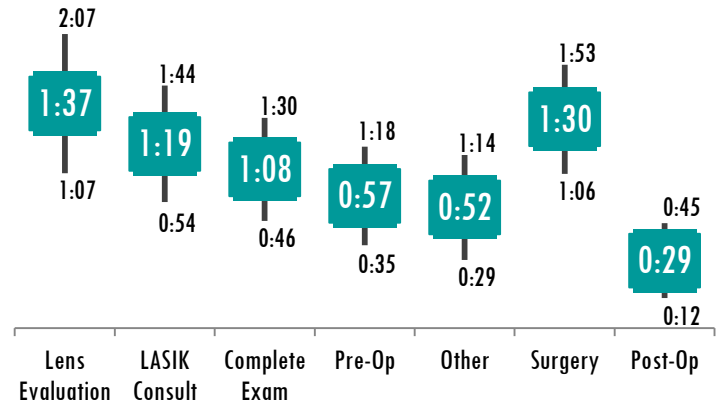
# PRACTICE PERFORMANCE

# PATIENT EXPERIENCE

## INTEREST

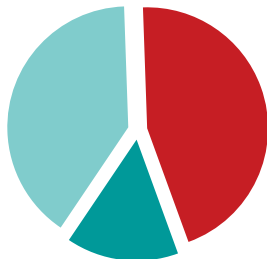


## TIME IN OFFICE



## OUTCOMES

Lens Implants



■ +/- 0.25D  
■ +/- 0.50D  
■ More than 0.50D

LASIK



■ +/- 0.25D  
■ +/- 0.50D  
■ More than 0.50D

## REVIEWS



New/Total

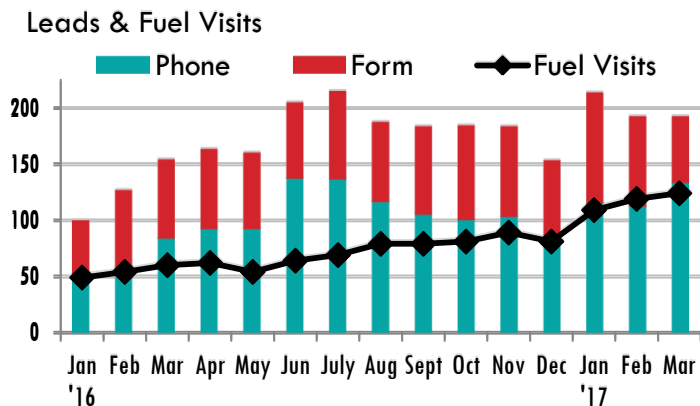
**4/95**

Yelp (42)  
 Google+ (5)  
 Facebook (8) &  
 Healthgrades (40)

## PRACTICE PERFORMANCE

# PATIENT EXPERIENCE

INTEREST



Data Source:  
**CALL RAIL**  
**GOOGLE ANALYTICS**  
**PM APPOINTMENT REPORT**

**CALLRAIL.COM**  
**~\$200/MO**

Enough interest?  
From where?  
Conversion strong?



## PRACTICE PERFORMANCE

# PATIENT EXPERIENCE

Data Source:

**CHECK-IN/OUT DATA**

**MEDICALCHECKIN.COM**

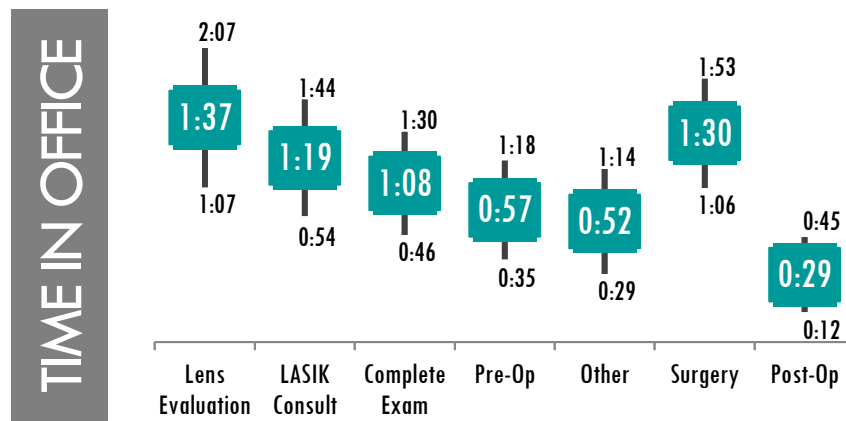
**\$399/YR**

Understand bottlenecks?

Revise templates.

Improve patient flow.

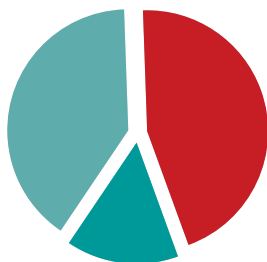
Increase satisfaction.



# PATIENT EXPERIENCE

OUTCOMES

Lens Implants



- +/- 0.25D
- +/- 0.50D
- More than 0.50D

LASIK



- +/- 0.25D
- +/- 0.50D
- More than 0.50D

Data Source:

**SURGICAL OUTCOMES DATA**

**HOW GOOD  
ARE YOU?**

Useful in consultations.

Motivates staff.

Keeps improvement continuous.

# PATIENT EXPERIENCE

Data Source:  
**REVIEW SITES**

**FOCUS ON  
KEY SITES**

Yelp  
Google+  
Facebook  
Healthgrades

REVIEWS



3

1

New/Total

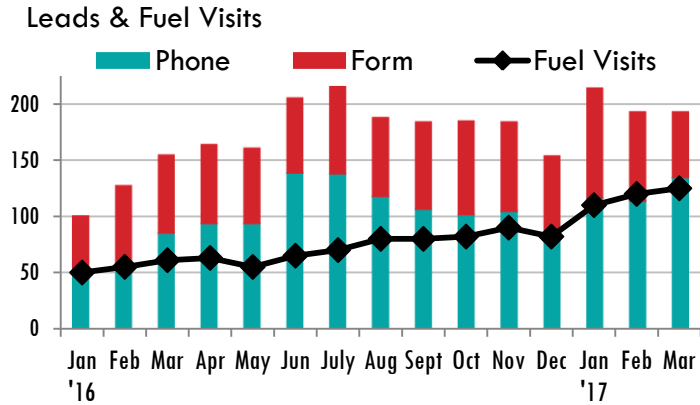
**4/95**

Yelp (42)  
Google+ (5)  
Facebook (8) &  
Healthgrades (40)

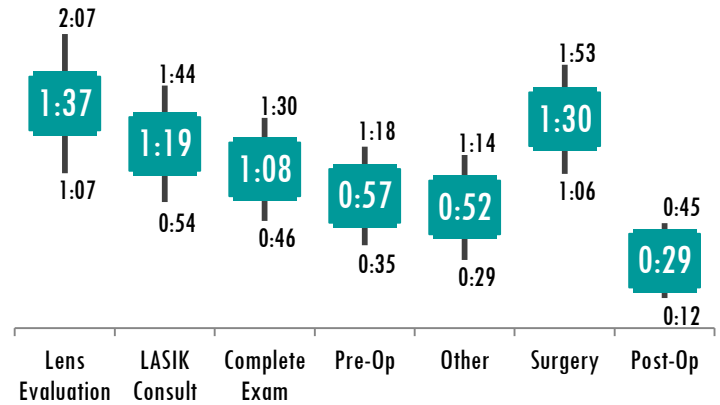
# PRACTICE PERFORMANCE

# PATIENT EXPERIENCE

## INTEREST



## TIME IN OFFICE



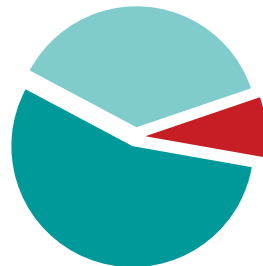
## OUTCOMES

Lens Implants



- +/- 0.25D
- +/- 0.50D
- More than 0.50D

LASIK



- +/- 0.25D
- +/- 0.50D
- More than 0.50D

## REVIEWS



New/Total

**4/95**

Yelp (42)  
 Google+ (5)  
 Facebook (8) &  
 Healthgrades (40)

**1. SELECT KEY METRICS  
THAT DRIVE PERFORMANCE.**

**2. PICK REALISTIC  
REPORTING TIMEFRAMES.**

**3. DON'T GET LOST IN THE WEEDS.**

**4. USE FOR PROOF & IMPROVEMENT,  
NOT PUNITIVE.**

---

FINAL THOUGHTS

---

**TRUST  
YOUR  
NUMBERS.**

---

FINAL THOUGHTS

---

**QUESTIONS?**

---

THANK YOU

---

# GET STARTED WITH OUR TEMPLATES



KAY@ELECTIVEMED.COM