

PERSONAL INJURY MARKETING



The purpose of this promotional campaign is to ethically build a sound personal injury (PI) practice. Some of this material is new, while other aspects of it are upgrades or modifications of strategies that we found get good results. For purposes of not stating the obvious, we have omitted any conversation or materials for attorney lunch meetings. These can work, especially if you have a friend or relative in common with the attorney. This campaign, however, takes into consideration that you probably have already had limited success with attorney luncheons and therefore focuses on other promotional activities which we are coaching our members to record results.

As with any marketing campaign, you will need to know where you are now in order to properly evaluate where you have gotten to at a point later in time, say one year from now. So, the first exercise will be to determine how many PI patients you are attracting now. Also, if you have multiple sources of PI business, you want to break it down for statistical tracking purposes and for planning an effective campaign in the future. Remember, if you know what is working best, we can focus more resources on it next year.

PI PROMOTION #1:

Most patients who come to you, know you as the expert for their condition. For example, if they come to you for a “back problem,” they know you have magic hands for a back problem. As a result, they will refer their friends who also suffer from back problems. Frequently, a doctor is surprised by a patient who has just been in an automobile accident three weeks prior, only to discover that they first went to the orthopedist. When asked why they didn’t think of coming to you first, they exclaim, “Oh, I didn’t know you take care of auto injuries.” This is all too common in most chiropractic practices.

By creating and placing the simple, yet effective PI poster on your reception room wall, you will be surprised how this will focus patients, staff and your consciousness to PI cases. Suddenly, your patients will refer more auto accident cases to you.

PI PROMOTION #2:

Collision and automobile repair shops are usually great targets for people who have been involved in collisions and who are now, several days or weeks after the accident, going to pick up their vehicle. Coincidentally, this is also about the time period where many headaches and other pains can be setting in as a result of whiplash or other automobile injuries. Offer a brochure to stand in a simple Lucite holder, which can be placed on the front counter or sitting area of any/all collision repair centers. Note: It is illegal to offer anything to the show owner for the referral. Be your nicest! Remember to smile, shake hands and let them know what you do, where you do it and why. Collision repair shops don’t exactly have a lot of sales people calling on them all day long, so they may be happy to meet you or your public relations (PR) person.

For the brochure to work, you want to spread them all over town in as many collision shops as possible. A busy collision shop with a receptionist that remembers you can refer one or two per month.

Keep the Lucite racks full each month. The cost of this promotion is very low so remain patient. It may take a few months before a location starts to produce referrals.

PI PROMOTION #3:

When a person is involved in a car accident, frequently the first person that they call is their automobile insurance broker to find out their automobile insurance coverage. In small rural towns, sometimes they visit their broker's office to obtain this information. In the past few years, there have been more and more insurance brokers opening in your local towns attempting to attract walk in traffic. How does this help you?

First, you want to ask your own insurance broker how many calls per week or per month he or she receives from people who are involved in auto accidents. If your insurance broker is local to you, it would be relatively easy for them to refer to you. If the broker has a "retail shop" location, your new collision brochure (see PI Promotion #2 above) can be just the thing! Remember that education is the key!

Your own broker, of course, is easiest to speak with. However, other brokers will speak with you, too. Remember that you have a huge potential customer base for them with your current patients. Many of your patients have no insurance and when their chiropractic cash plans expire, they may seek your help in learning who they can speak to for the best coverage.

The best thing about PI Promotion #'s 1, 2 & 3 is that YOU are attracting the PI patients BEFORE the attorneys. Now, you can refer to whichever attorney you want and gain support for the best attorney relationships.

PI PROMOTION #4:

Most medical doctors (MDs) do not take care of PI patients. Typically, they refer out to orthopedists and sometimes neurologists. By sending them a letter, you are making the MDs in your area aware that you take care of auto accident cases. Enclose a brochure that is research-oriented so that the MD knows that you are the best choice. It is recommended that this same exact MD letter be sent every six months, each time enclosing two or three business cards with a different research type brochure.

PI PROMOTION #5:

Some States allow you to send mailings to people who are in automobile accidents. In other States it is illegal. **BE SURE TO CHECK FIRST BEFORE DOING PI PROMOTION #5.** Mail a “Truth about Auto Accident Injuries” mailer to those people in your area who have been involved in injuries as a way to briefly educate them about the expertise you have and the type of care that auto accident victims typically need. **BE SURE TO CHECK WITH YOUR STATE REGULATORY AUTHORITY BEFORE MAILING THIS OUT!**

PI PROMOTION #6:

There is something unique about each individual doctor and this uniqueness can be expressed to your advantage when working with attorneys (and others). Mail a letter that expresses your U.S.P. (Unique Selling Proposition). The last sentence of the letter can be modified to express the next action step. For example, suggesting lunch or a special presentation for all the TORT or NEGLIGENCE attorneys in the firm. This letter can be mailed to all of the attorneys in your area.

PI PROMOTION #7:

Seminars for Accident Victims: If your practice is in or near to an area in which automobile accidents happen frequently, then the “Learn Your Rights” PI Promotion #7 can work for you.

NOTE: These will only work in areas with high accident rates.

The way this promotional strategy works is that you must place advertisements frequently in the local “low quality” newspapers. The advertisements must be placed daily or weekly because even though you are advertising in a high automobile accident area, there are still few accident victims relative to the size of the entire population of readers. The advertisement will attract a small number of participants to your seminar, say five to ten people. But the group will nearly all be eager for their examinations. And, because an attorney will also be making a presentation, he or she will benefit which will help build your professional relationship with his/her law firm. Interestingly, many of the area’s PI attorneys will contact you when they read this advertisement just to see who is providing this seminar. This gives you the opportunity to develop your relationship with other attorneys, as well.

As an alternative strategy to this PI Promotion, you can hold the seminar with several different attorneys by advertising the event on several different dates/locations. Be sure to offer transportation, as many of these people may no longer have transportation readily available.

PI PROMOTION #8:

An MRI Lecture program can be extremely successful and is one of the most unique ways to attract literally hundreds of attorneys at one time to one place to hear you speak and express your expertise. The basic concept is that the MRI center directly benefits if you attract more PI cases. While the MRI center cannot accept a referral from an attorney, they can accept a referral from you. If more attorneys were aware of the depth of your knowledge and experience, they would refer more cases to you. Typically, because they are unfamiliar with you or don't know the level of your expertise, they send all the good quality cases to the orthopedist. Then many times just to send "something," they will send the superficial cases to you.

The MRI Lecture puts an end to all that and makes you the expert. Once the attorneys see your expertise in your presentation, they will be at ease sending more cases to you.

To put together the MRI presentation, you first need to find an MRI center that is "independent" (not a part of a hospital). Usually because they cannot rely on hospital referrals, they are more entrepreneurial and willing to promote a dinner lecture and undertake the expense. You want the MRI center to send an invitation to all attorneys to attend a dinner lecture where the MRI center will be hosting an event. The event will feature their radiologist, who will discuss the newest findings about MRI that can make the critical difference to case presentation. Radiologists that work in MRI centers are quite knowledgeable about their field and can usually make a very interesting, factual presentation. A popular subject that is working is "Herniation vs. Protrusion." The invitation indicates three speakers, the MRI center radiologist, a neurologist and a doctor of chiropractic (you). The dinner presentation is sponsored by the MRI center and only indicates the MRI center's phone number for reservations, which is limited to the first 100 attorneys. The presentation is preceded by a one-hour cocktail period and followed by dinner.

You should speak first, so the audience is fresh and eager to receive the information. This also gives you the opportunity to visit with each table as the other speakers are presenting and as dinner is being served. The advantages to holding an MRI Lecture are tremendous. The most important thing is that it gives you instant recognition among the legal community as the expert and you will receive an increase in PI referral business. It also gives you huge exposure as a base and relationship with which you can then set up meetings with attorneys or more easily get them on the telephone to exchange ideas and build your PI relationships.