

Online Marketing for Vascular Surgeons – 2010

How to compete for vein procedures in your market

A white paper by [Ranseen Marketing](#)

- *Maybe you already have enough vein work to keep you busy now... but maybe not?*
- *Maybe you've pondered adding a PA... or maybe even a partner to increase the capacity of your practice...and perhaps work less and make more?*
- *Maybe you've thought about cutting back on your arterial practice and focusing more on varicose and spider veins?*
- *Maybe you've wondered how non-vascular physicians are grabbing the lucrative vein procedures in your market...and how you could better compete?*

If so, please read on...

Some Facts

- An estimated 30%-40% of the U.S. adult population is afflicted with some type of vein problem – and most often – conditions that impact the legs. 50% of adults over age 55 have some veins issues. Despite the current economy, health care reform, etc, there is growing need for varicose vein and spider vein treatments in every market.
- Physicians of all types – and in particular doctors who are not vascular surgeons – are jumping on the bandwagon, and many are setting up their own “vein clinics” or “vein centers” themselves or as part of regional/national chains, but as a vascular surgeon you have a tremendous advantage because of your medical expertise/experience.
- You have venous procedure competitors in your market now, and you can expect more. Virtually all are very aggressive marketing-wise via: e.g., radio, TV, print, billboards – and definitely online. Why? Because it works for them.
- In reasonably sized markets, A LOT of people are searching online (using lots of different “keywords”) for what you provide: high quality varicose vein and spider vein care. But it's likely that very few are finding you...at least today.

As a Vascular Surgeon (or a group of Vascular Surgeons) you have a great opportunity to get your share of the varicose veins and spider veins procedures in your geographic area...or let the competitors take it. It's your decision.

THE Hub for your Venous Marketing: Your Website

A few initial questions:

- Do you have a website now?
- If not, why not?
- If so, how good is it in terms of look, user friendliness, valuable information, visibility online...and, most importantly – results for your practice? Does it at least match the quality of services you provide?
- Can anyone find your practice online (by searching)...unless they already know your name or practice name?
- If you were looking for a top doctor for your varicose or spider veins problem, what would you type into Google (or other search engine)? Are you there on the first page of search results for those search terms?

Content

You can compete for a steady flow of new patients who need varicose veins and spider veins treatment, but whatever direction you take, marketing-wise, it all starts with a high quality, search-optimized website that is professional, easy-use, informative and content-rich. Your site needs to present you as THE varicose veins and spider veins provider-of-choice in your geography and “proves” it (versus just hypes it). Ideally, you need a combination of the following:

- Credentials/affiliations
- Experience (including numbers of vein procedures)
- Business listings on other websites and ideally, good ratings on sites such as [Castle Connolly](#) (which often publishes its city-wide doctor ratings), [TopTierMD](#) (which will be expanding beyond Chicago), [Healthgrades](#), [UCompareHealthcare](#), [Vitals](#), and other sites. (and no, none of these are perfect “rating” indicators)
- Patient Testimonials (print, audio or video)
- Before-and-After patient photos (e.g. a “[Legs Gallery](#)”)
- Other valuable information ([see this page](#) for an example):

And your site needs to keep evolving over time. It cannot remain the same if you expect to be [successful online](#).

Location, Location, Location

Your site needs to be visible online: “search optimized” to enable visitors in your specific geography to easily find you by using their favorite search engine – and not just via your name (or practice name). Yes, some people will find you (and your contact information) on other web pages – even if you do not have a website (or if you have a basic website) – by typing in your name or name of your practice. But there are literally hundreds and sometimes thousands of

other “keyword” searches done in your market everyday by people looking for your types of vein services. Here are just a few of the most popular searches: “vein doctor(s),” “vascular surgeons,” “varicose veins,” “spider veins,” “vein specialists” – plus dozens of iterations of each and lots of other keywords that people type into their favorite engines.

Merely building a new, good looking website does mean that visitors will show up there. You have to consciously make yourself visible to search engines and potential patients, and part of that is having your links on other relevant sites as well. Besides being visible online you need a site that is marketed consistently online e.g. with [Pay-Per-Click](#) and [other online marketing](#).

Follow-Up

You also need [to market your site on a regular basis](#), and you need to [follow-up](#) on leads you get by phone or email (or contact form) – quickly and professionally. Once you start marketing online, you are in an ongoing sales mode.

It’s all about ROI (Return-On-Investment) and more Revenue for Your Vascular Practice

Even if you are on Page One of search results (for any relevant search term), only a small percentage of people will click into your site, only a small percentage of those will contact you, and only a percentage of those will become your patients. [It’s a numbers game](#), but is highly profitable if executed well. What if, starting out, you got a couple new varicose or spider vein patients a month? Then for some of those patients an initial vein procedure turned into multiple procedures? And then over time those patients, in turn, generate more referrals themselves? What if eventually, you got a new patient a week with your online marketing? Over a year’s time that can easily mean a significant increase in revenues....and very positive return on your marketing investment.

A great website coupled with the right online marketing does NOT take the place of patient and doctor referrals. Rather it complements your referral base and other marketing you may do – and that works in both directions. Potential new patients and physicians who hear about you by word-of-mouth or via a print ad, etc, are, increasingly, first checking you out online...end of story. And if yours is a quality site and well search optimized the right way – and you do other reasonable online marketing – you will get a significant return on marketing dollars invested. Your website needs to be THE hub of all of your practice’s marketing – now and into the future.

[Ranseen Marketing](#) recently developed www.NorthShoreVascular.com for [Dr. John Golan](#), [one of Chicago’s top vascular surgeons](#). Here are some of the early results:

- In the first two weeks of going live, web traffic jumped from 5-10 visitors per day (on their old site) to 50+ visitors per day on the new site – and over 70+ visitors per day by the sixth week.

- By the fourth week of the new site going live, the Office Manager at North Shore Vascular, said, “The phones are ringing off the hook.” Also by the fourth week, direct Internet referrals (which are tracked by phone call/contact form), had already generated several new patient bookings (and that excludes indirect referrals and other new patients who heard about Dr. Golan from a friend, physician or elsewhere and then visited the new site...before calling for an appointment).
- July 2010 varicose veins bookings doubled from July 2009: primarily new patients that had visited the www.northshorevascular.com website, and spider veins appointments jumped substantially as well.

...and those are just the early returns...

Did You Know?

You (and your staff) may not be that familiar with websites or online marketing, but the good news is that you do not have to do it yourself. There's help from [Ranseen Marketing](#). Here are just a few things you might not know:

- Certainly, if someone types your own name (or practice name) into a search engine, you hope you'll be found (if you have a website or only mentions of you on other sites) – so that at least they can find your office phone number/address. But, if you have a common name and have completely neglected your practice's presence online, there is no guarantee that they will even find you at all. Easily remedied with better [Search Engine Marketing](#).
- The big opportunity, search-wise, is when people type in something relative to what you do or what you offer – and don't know you from Adam: vein treatments, spider veins, varicose veins, sclerotherapy, etc. Via “organic rankings” or [Pay-Per-Click](#) rankings (and ideally, both).
- THE fastest way to get the attention of your potential new patients is to use [Pay-Per-Click](#) using [Google Adwords](#), [YahooSearch](#), or [MSN adCenter](#) (Bing). You only pay when people actually click on your ad(s), and you can target people for a specific geography (even part of a city) as well.
- But, since a lot of healthcare is so unsophisticated compared to other industries re: online marketing, you can also make relatively rapid leaps up the “organic rankings” as well.
- Since your practice is geographically focused in one (or a small number of markets) some people when searching online use geographic modifiers: e.g. “top rated Chicago vascular surgeons.” But a LOT do not: they just type in: e.g., “top rated vascular surgeons,” “vascular surgeons,” etc. and assume that they will get listings for Chicago (or whatever city you're in...and they will see competitors of yours). You do NOT have to be in the first, second or third position on any given search page to generate traffic to

your website, but you need to have enough good listings on the first page of important searches. But having a search listing on Page 3 or Page 4 will do you little good. The only way to do this in the competitive “vein treatment” space is via [Pay-Per-Click](#).

- The more (of your site) “links” that you have on other relevant sites, the better for all aspect of [Search Engine Marketing](#). In fact, it’s very important.
- You can also use the Pay-Per-Click services to target by “content” (or context) and advertise according to people’s demographics (location, age, sex, etc) on other sites – without necessarily using keywords). [Facebook](#) now lets you advertise on their site as well.
- After looking at the websites of dozens of “vein clinic” and “vein centers” that are aggressively driving traffic to their sites, it is apparent that many do not it very effectively or efficiently (since they are not using sophisticated marketing techniques); yet their investment is still paying off for them. In spades.

Why Ranseen Marketing for your Website Development & Online Marketing?

- [20 years + healthcare experience and 10 more years as an online marketer](#).
- Successful site www.NorthshoreVascular.com website development for [Dr. John Golan](#) of [North Shore Vascular Associates](#). We will leverage that expertise and experience into some time/cost savings – but more importantly, even better results for your practice.
- We are interested in working with only ONE top vascular surgery group in your city and will guarantee that in writing.
- Plus, we are easy to work with and will minimize the time that you and your staff need to be involved (but we will need your input and help).
- Whatever online (or offline) marketing help you need AFTER your site is up as well, we’ll provide.

[Ranseen Marketing](#) does the [business/marketing analysis](#), [website planning](#), [content work](#) (with you), [project coordination](#) and [search engine marketing](#) and other [online marketing](#). My [web design](#) partner, [iDesign](#), does the actual site design and site construction, but it’s like working with one firm...and getting a lot more than from a typical “web design” firm.

Next Steps...If You are interested in Competing for Vein Procedures in Your Market:

- Check out this new website: www.northshorevascular.com ...as an excellent example (still a work in progress) of what can be done for a vascular surgery practice interested in competing for more varicose vein and spider vein business. Note that if you do decide to go ahead with a new site, www.northshorevascular.com would not serve as a “template,”

per se. You'll obviously want your own logo, colors, content, messages, but a lot of research and work has gone into this site, and the more ideas you decide to use for your market – the less work and cost. Yours though, would still be a “custom” website; you'll get the exact look and content that you want.

- Talk to [Dr. Golan](#) at [North Shore Vascular Associates](#) if you'd like...realizing that his new site went live at the end of March 2010...and is still relatively new. [Dr. Golan](#) been ranked as [one of the top vascular surgeons in Chicago for 15 years](#).
- [Contact Ranseen Marketing](#) to begin the initial “Discovery Phase” of the project (a quick 2-day assessment of your business, competitors, market, etc, including, then, a scope/quote for work – with no obligation after this Phase if you decide not to proceed).
- [Approve the Website Development and Online Marketing Project](#) (quoted after the Discovery phase) – and then the project begins and is executed.
- Implement [post-live online marketing](#).

Please contact Tom Ranseen at [Ranseen Marketing](#) by [email](#) or phone (615-661-6042) to find out more about how to make your vascular surgery practice a lot more competitive online.