	America's Premier Disability Insurance Marketing Organization
6	presents
12	Cracking the Physician Code:
The second	Physician Code: How to Acquire Physician Clients and Keep Them for Life
	Vicki Rackner MD



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Cracking the Physician Code



<b>.</b>		
Strategy	Tactics	
o il altogj		
6 2		
5 4 3		
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DATE: 2/6/81 NAME: BACKNER, Vick1	Herrick Hospital and Health Center	
Dorner 1/2/11 100-7-12 10-7-7-62 10-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7-7		
SURGEON: Howard Blanchette, M.D.		
ASSISTANT: Albert Brooks, N.D.		
PROCEDURE: Exploratory	PROCEDURE: Exploratory laparotony, left ovarian o	

PINDINGS: Remoporitoneum of 1500 cc. with a 5 cm. cyst actively bleeding. There was a normal size normal fallopian tubes bilaterally, and a normal r

PROCIDERS: Anosthesia was administered. Examina was performed. The patient was preposed and draps oncide. The handportone was applied and draps hotsd. The handportonew was applied at the left ovary the first layer continuous mattered 2-0 chronics a a paivic cavity was irrigated with 500 co. of saline



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## Cracking the Physician Code

What makes this a	
great time to acquire physician clients?	
physician chemes:	



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Financial Wake-Up Call	
Rising taxes     Looming fee cuts while costs of business     continue to rise	
•An uncertain economic recovery •The Affordable Care Act AKA ObamaCare	



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Cracking the Physician Code	
Biggest Trends	
•MD's Selling Practices	
•New Revenue Sources     •Retirement Planning	
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What makes the	
physician niche	
challenging?	
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"I can't get past the gatekeeper."	
"Doctors are too busy/ too distracted."	
"They'll never leave their brother-in-law."	
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Sunshine Act	
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Failure to understand	
1. The customs in the world of medicine	
<ol> <li>What drives physicians' behavior</li> <li>Physicians' relationship with money.</li> </ol>	

Physicians answer a call to medical service.	
Put patients first Alleviate pain and suffering Carve their legacy.	
Carve their legacy.	

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er MD

Physicians engage in a lengthy training process	
Undergraduate degree Medical school	
Undergraduate degree Medical school Residency Optional fellowship training	

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Physicians' skills and temperament traits needed to get through	
needed to get through medical school make them	
challenging prospects and clients.	
cilents.	

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The single most influential person in a	
physician's life is a mentor or senior	
colleague.	



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For physicians, money is the ultimate taboo topic.	
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The Financial Lives of Physicians	
1.The culture of medicine. 2.Low financial literacy.	
3.Awareness of their vulnerability.	
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1.Benign neglect.	
2.Do-it-yourself.	
3.Delegate.	
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Biggest	
Secret	
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If you want to conduct business	
with physicians, conduct yourself as one.	
UIIE.	

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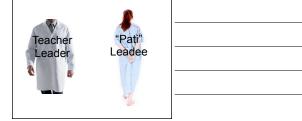
Mirror Neurons



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Mirror Neuro	ns
"I like you." "I'm like you Vcsi fashar 10 (459 451 377) www.tagatogPhysica	
The Biggest Secret	
MD FA	
Physical Fisca	
Health Healtl	
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Cracking the Physician C	bde
Biggest	
Diggood	
Biggest Key	

Physicians manage	
Physicians manage their wealth as patients manage their health.	
their health.	
ert.	
Vicki Backnar MD (/25) 455.3777 usaw TerrationPhysicians.com	







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Cracking the Physician Code	
Infrastructure for	
exponential growth	
growth	
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The B2D	Blueprint
Strategy	Tactics
6 1 2 5 4 3	



Targeting Doctors Mastermind Group	
<ul> <li>Physicians believe they have unique and/or more complicated financial needs than other professions.</li> </ul>	
Ven the two of two	
Not sure o'n o'n 15% 20% 35% 40% 55% 60% 75% 60% 60%	

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The B2D Blueprint	
Marketing Materials	

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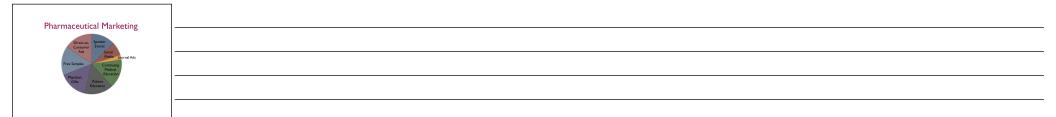
The B2D Blueprint	
Value	
Delivery	
Vehicles	
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# The B2D Blueprint

Lesson # 1: Give Gifts	
Lesson # 2: Educate	
Lesson #3: Talk to Influencers	
Lesson #4: Attend Physician Gatherings	
Lesson #5: Sponsor Events	
Lesson #6: Recruit Physician Opinion Leaders	
Lesson #7: Repeat Your Message	
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P.9.	2013 Report on U.S. Physicians' Financial Preparedness	

### 2013 REPORT Key Findings

1	Half of physician respondents believe they are behind where they'd like to be in retirement preparedness; only 6% feel they are "ahead of
	schedule."

 Physicians reported gaps in personal financial knowledge and lack of confidence in financial decisions that include retirement savings, life and disability insurance coverage and estate planning.

 Female physicians trend behind male counterparts in many areas of financial preparedness.

 All have a healthy concern for the future; retirement savings is a top issue for all age groups.

### 2013 Report on U.S. Physicians' Financial Preparedness

(6)	
2013 REPORT Key Findings	
<ul> <li>Half of physician respondents believe they are behind where they'd like to be in retirement preparedness; only 6% feel they are "ahead of schedule."</li> </ul>	
schedule."	
<ul> <li>Physicians reported gaps in personal financial knowledge and lack of confidence in financial decisions that include retirement savings, life and disability insurance coverage and estate planning.</li> </ul>	
<ul> <li>Female physicians trend behind male counterparts in many areas of financial preparedness.</li> </ul>	
<ul> <li>All have a healthy concern for the future; retirement savings is a top issue for all age groups.</li> </ul>	
is a top issue for all age groups.	

Contra la	2013 Report on U.S.	Physicians'	Financial Preparednes
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### RETIREMENT PREPAREDNESS Additional Findings

 Of the 6% who consider themselves "ahead of schedule" versus other respondents, the key difference appears to be based on a deeper knowledge level of personal finance issues rather than age, gender or specialty.

 Family Medicine and Internal Medicine physicians, and female physicians in general are more likely to feel behind where they'd like to be.

N-2,365 AMAŠ INSURANCE

2013 Report on U.S. Physicians' Financial Preparedness	
TOP PERSONAL FINANCIAL CONCERNS Under Age 40 (N=429)	
Very Concerned	
Having encode honory to refre Funding collapse operanes Paylog off maddes school data Having the right endata gains Having the right endata gains Having encode datability resurres Having encode datability rescher datability resurres Having encode databil	
Having enough 16 extransic         20%           Planetide yorking for parents         20%           Punding my long term care         20%           O%         20%           O%         20%	

The B2D Blueprint	
Strategy	Tactics
6 1 2 5 4 3	

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N=19 AMA® INSURANCE

	ep #1: Focus Choosing Your Best-fit Clients
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High Performers	
High Performers vs	
Hobbyists	
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Focus contributes to	
high performance and accelerated growth.	
accelerated growth.	

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1 Like minded	
1. Like-minded	
2. Gather regularly 3. Affinity	
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2013 Report on U.S. Physicians' Financial Preparedness <sup>e</sup>	
April, 2013	
-	-

N) 20	5 heporton 0.5, mysicians milanciai mepareciness
RETIRE	IENTPREPAREDNESS
All Ages	IENT PREPAREDNESS
	inly 6% of U.S. physicians consider themselves "ahead of schedule" in etirement preparedness. Nearly half feel they are behind.
	Ahead of schedule 0%
	On-track 47%
Beh	nd where I'd illos to be
	0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
N=429	AMAR INSURANCE

2013 Report on U.S. Physicians' Financial Preparedness	
DISABILITY INSURANCE All Ages	
Most physicians (86%) purchased a disability insurance policy early in their career or shortly after starting in their practice.	
I purchased a disability policy early in my cancer (a.g. as a unsiden)	
I purchased a policy shortly after 1 57%	
I purchased a policy after I had been in parallels for a number of 14%	
years	
N=2,365 AMA® INSURANC	
N12,365	

2013 Report on U.S. Physicians' Financial Preparedness	
	6

2013 REPORT Key Findings
<ul> <li>Half of physician respondents believe they are behind where they'd like to be in retirement preparedness; only 6% feel they are "ahead of schedule."</li> </ul>
schedule."
<ul> <li>Physicians reported gaps in personal financial knowledge and lack of confidence in financial decisions that include retirement savings, life and disability insurance coverage and estate planning.</li> </ul>
<ul> <li>Female physicians trend behind male counterparts in many areas of financial preparedness.</li> </ul>
<ul> <li>All have a healthy concern for the future; retirement savings is a top issue for all age groups.</li> </ul>
is a top issue for all age groups.
AMAÈINSURANCE

2013 Report on U.S. Physicians' Financial Preparedness		
DISABILITY INSURANCE	ð	
Air Ages 42% of respondents haven't reviewed their disability insurance coverage policy within the past 5 years or since they purchased it.		
Within the last reacts		
Within the last peer 47% Within the last five years 27%		
Not kinos i punchased a 0% 10% 20% 30% 40% 50% 80% 70% 80% 50% 100%		
Other findings include: • This includes nearly 60% of physicians who bought their policy more than 10 years ago.		
<ul> <li>As a result, physicians report that overall do not feel confident they are carrying the "right" amount of disability protection for their current need.</li> <li>50% do not know if their disability brenits they would receive is taxable.</li> <li>N=7,05</li> </ul>		
ANAG NOURANGE		

<b>a</b>	
DISABILITY INSURANCE All Ages	
All Ages Physicians report to carry an average of \$5,000 -\$10,000 per month of disability insurance protection.	
Under \$5,000 per month	
\$5,001 - \$7,500 per marth 31%	
\$7.501 - \$10,000 per month 195	
\$10.001 - \$12,500 per worth	
Mare than 312,500 per marth	
100 Luve 276 196 1276 1976 2076 2076 2076 2076 8076 8076	
Other findings include:	
Other Tindings include: • Physicians overall are not confident, they are carrying the "hight" amount of disability protection for their carrent needs.	
N-2,355 AMA® INSURANCE	
a start	

2013 Report on U.S. Physicians' Financial Preparedness	
DISABILITY INSURANCE All Ages	
Slightly more than three quarters (77%) of respondents believe disability insurance is essential and the majority (74%) of them have a policy.	
If's essentia 77% If's nice to have, but splinne 22%	
15 not important 73 0% 10% 20% 30% 40% 50% 50% 70% 80% 90% 100%	
Other findings include: • 75% have disability coverage through employer; 55% have a policy through employer as well as a personal policy they purchased shortly after residency. N=2,050 N=2,050	
2013 Report on U.S. Prysicians' Financial Preparedness	

DISABILITY INSURANCE Additional Findings	
Adattional Findings	
<ul> <li>60% of physicians have known of a doctor who suffered a disabling accident or injury.</li> </ul>	
<ul> <li>Most respondents believe their policy offers "own-specialty" protection, although 20% are not sure.</li> </ul>	
<ul> <li>Nearly 40% of doctors under age 50 do not feel adequately prepared if they were to suffer a disabling accident or injury.</li> </ul>	
If they were to suffer a disabling accident or injury.	
2,365 AMAĞ INSURANCI	<i>x</i>

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How to Leverage Must-Read Study about Physician Padrement The server server and the server spectra and the server hypertex.
Offer a Diagnostic Tool
Contact Your
Plus Group Office
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The B2D Blueprint	eprint			
Step #2: Research	earch			
Gathering	ering			
Gathering Intelligence	lence			



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Be in the right place
at the right time with the right
message

# The B2D Blueprint

"Courage is what it	
takes to stand up and	
"Courage is what it takes to stand up and speak; courage is also	
what it takes to sit down	
and listen."Winston	

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July 1st	
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# The B2D Blueprint Step #3: Groom for Engagement Optimizing your medical magnetism



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My \$40K Mistake	ð						
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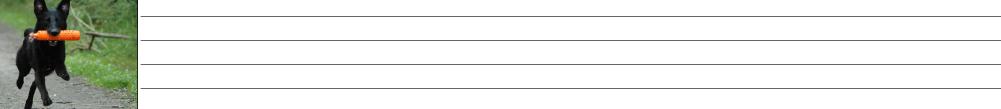
The B2D Blueprint	
Deliver what prospects want	
and earn the	
privilege to deliver what they	
need.	
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	l
Repel -3 -2 -1 0 1 2 3 4 Attract	
The B2D Blueprint	
Needs Wants	
Repel 0 1 2 3 4 5 Attract	
Repel 0 1 2 3 4 5 Attract	
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Positioning	
Statement	
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The B2D Blueprint	
PLUMS	
prunes	

You Your Client	
Repel -3 -2 -1 0   2 3 4 Attract	
The B2D Blueprint	
"I" 📥 "You"	
Repel 0 1 2 3 4 5 Attract	

The	B2D	Blueprint
How to Optimize Medical Magn and	Your etism	
and Engage More Pt Prospects and C	ysician lents	Contact your
See Australia		Plus Group Office
Sciencing 15	Senter to anity to the	
Vicki Rackner	Al Reckner MD President ngDoctore.com	www.TargetingDoctors.com

Step #4: Generate Leads         Add links in the chain of trust	The B2D Blueprint					
Leads	Step #4: Generate					
Add links in the chain of trust	Leads					
chain of trust	Add links in the					
	chain of trust	2				









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Volt Gastron index	
The B2D Blueprint	
1. Family, friends and fans 2. People with lists 3. Information- Seekers	
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COI	
Senders of Influence	
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Step #5: Build Rapport	
Rapport	
Become known,	
Become known, liked and trusted	
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Pharmaceutical Marketing	
Direct-to- Consumer Ass Social	
Ads Social Media Journal Ads Free Samples Continuing Medical Continuing Medical Continuing Medical Continuing Medical Continuing	

Lesson # 1: Give Gifts Lesson # 2: Educate	
Lesson # 2. Eulotate Lesson # 2. Talk to Influencers Lesson # 4: Attend Physician Gatherings Lesson # 6: Recruit Physician Opinion Leaders Lesson # 7: Repeat Your Message	

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1. Relationship Marketing	
2. Educational Marketing 3. Community Marketing	
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Step #6: Generate	
Referrals	
Get doctors	
talking	
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<b>Conspiracy of</b>	
Service	
Cervice	
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The Referral Toolkit 1.The right mindset	
2.The right language	
3.The right habits	
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The speed at which your	
referral-based practice grows is driven by:	
•Your ability to deliver the right message to	
the right person at the right time •The strength of the tribal affiliation •Your perceived value.	
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Make a	
Plan E	

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Do What WORKS for YOU	
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Dr. Vicki's           Rx for Health           Be who you are.           Know what you know.	
Do what you need to do.	
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Action Step: What's your \$400K	
idea?	
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How to Optimize Your Model and Segregation Engage More Physician Regular More Segregation The Segregation of the Segregation New York Segregation Ne	
American Antonia Antonia American Antonia Antonia American Anton	

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Action Step: Take advantage of The Plus Group Promotional Discount	
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