

TRAINING PROGRAM ENROLLMENT & FEE STRUCTURE

- HHMC "Fast Track"® Physician Marketing Program** *Quote by Request*
Includes Physician Referrals Marketing Manual, one hour marketing consult to establish program implementation priorities, zip file of training program modules, plus clinical research papers that support your "disease state marketing" program.
- HHMC "60 Day Program"** *Quote by Request*
- HHMC "90 Day Program"** *Quote by Request*
- HHMC "365 Day Program" 12 Monthly Webinars Provided** (relevant marketing topics) *Quote by Request*
- HHMC "Monthly Retainer Program"** *Quote by Request*
- HHMC "On-Site Program"** (basic training material at \$149.95 not included) *Quote by Request*

Additional travel related expenses are not included in the above stated fees and will be invoiced separately.

All Training Manuals are in addition to the above fees, due to variability of each clinic needs & include clinical research papers, and digitalized training modules.

All 60 & 90 Day programs include the following:

- An HHMC Copywrited Training Manual
- Zip file with training modules and clinical research reprints
- Orientation Meeting
- Weekly coaching calls for duration of training program
- One-on-one personal coaching as necessary
- 90 day follow-up sales meeting
- Strategies for both internal and external marketing

Additional training time is available at **\$150** per hour for above program plans for both on-site training, and off-site consults. Long term consulting and coaching can be provided, as can on-site training programs.

Recruiting & Hiring assignments accepted for sales and marketing personnel for agreed upon fee per hire, excluding advertising costs.

By signing my name below, I agree to the program I have designated in the checked box above. I agree to pay full amount at the time of invoicing to Robert J. Tysoe - Hearing Healthcare Marketing Co. I understand that additional travel expenses may be incurred for which I am responsible. If my status changes during the program, I am also responsible for payment of all program fees.

Customer Signature Customer Name Date HHMC Representative

Please make all payments by bank check to:

"Bob Tysoe - Hearing Healthcare Marketing Company" unless otherwise directed.

Mailing address: 11790 SW King George Drive, King City, OR 97224

Phone: 503-863-9250

Email: robert.tysoe@netzero.net



PHYSICIAN MARKETING – DISEASE STATE MARKETING
KEY ACCOUNT MANAGEMENT – RELATIONSHIP MARKETING
INTERVENTIONAL AUDIOLOGY

Presented By: **Bob Tysoe, Founder & Marketing Consultant**
Hearing Healthcare Marketing Company
Portland, Oregon

**"REACH MORE PATIENTS BY REACHING
MORE PHYSICIANS, MORE FREQUENTLY."**™

*Working with you in an innovative and unique new long term business
development program to help you develop your practice is our primary objective.*

BOB TYSOE



Bob Tysoe who leads *"Hearing Healthcare Marketing Company"* has a strong background of sales and marketing success in both the audiology and the pharmaceutical industries. He is familiar with many complex disease states such as diabetes, micro vascular and cardiovascular disease, dementia, alzheimer's, ototoxicities, depression, nicotine addiction and tinnitus which have resulted in the creation of new disease state marketing programs that have lead to increased physician referrals from a wide array of medical industry professionals. This program has been implemented with sound results in local markets, major metropolitan areas and in hearing healthcare clinics on a national and international basis. *Testimonials readily provided.*

*Bob Tysoe, Founder & Marketing Consultant with
"Hearing Healthcare Marketing Company" can be contacted at:*



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*For a group of seven hearing healthcare clinics,
in a three year period, this program grew annual
hearing aid sales revenue from \$180,000 to \$965,000.*

PHYSICIAN MARKETING – DISEASE STATE MARKETING PRESENTATION LEARNING OUTCOMES

- Hearing Healthcare Specialists will understand the importance of establishing a physician marketing program that focuses on the priorities of Disease State Marketing in primary care physician's offices, so that they may develop meaningful patient care partnerships with physician's, which seek to minimize impairment and maximize function in the deaf and hard of hearing patient.
- Hearing Healthcare Specialists will more readily recognize major co-morbidities that are associated with an increased risk, increased prevalence, and increased severity of hearing loss in the deaf and hard of hearing patient. The benefits are that by implementing an "Educate to Obligate®" communication strategy, physicians can more effectively practice preventive care in this important patient population, improve outcomes, and lower the cost of care, while more hearing impaired patients may enjoy an improved quality of life.
- Hearing Healthcare Specialists will understand the reasons why making the "Total Office Call" is necessary for productive communication between the audiology provider and the physician's offices. The physician, the nurse/medical assistant, the receptionist, and the office manager must all be included in our efforts to bridge the gap between what they currently know about the patient with hearing loss, and what they need to know, so that more patients receive the hearing care they need. The reason why is because each staff member either directly, or indirectly influences the quality of the patients care, and thus outcomes.
- While key account management strategies, and face to face communication are the most desirable means of establishing peer to peer relationships, multichannel marketing strategies that include placing video streaming in physicians waiting rooms educates patients while they wait, about co-morbidities and hearing loss, (high volume test-with-loss patient types) in selected high potential primary care physicians waiting rooms. Patient education brochures about the diagnosis, treatment and prevention of the disease state of hearing loss are also placed in physician approved patient education areas. The objective is to educate the patients about risk factors associated with hearing loss so that they are motivated to ask their physicians about their own symptoms, and thus a referral to the audiology sponsor of the video is generated. These videos and patient education brochures represent the audiology clinic, engage and educate the patient, so that self-referrals are also generated. It is like delegating the responsibility to promoting your clinic to a high quality video and/or patient education brochure, in between the hearing healthcare provider/representative's own calls on a physician's office.
- **An exciting, convenient, and proven new Physician Marketing service in 2018** will be offered by Bob Tysoe of Hearing Healthcare Marketing Co. Bob Tysoe of HHMC will provide three days of on-site training, plus 30 Days of Physician Marketing Program implementation. He will make in-person calls on primary care physicians in the customers marketplace, promoting the hearing healthcare providers practice locations, along with the designated "physician liaison", (if appointed). If a "physician liaison" has not been hired, he will intensively market the practice services, using "key account management" strategies. Assistance will be provided with the development of market-ready messaging and quality promotional literature. Defining the market, segmenting the priority physicians into workable itineraries, and the creation of solution oriented strategies are included services.

