



# TURNING ACCREDITATION INTO A STRATEGIC ADVANTAGE

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Patients First. *Always.*



## **ABOUT QUAD A**

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- **Established in 1980**
- **Patients First. *A/ways*.**
- **Peer-based Survey Process**
- **Educational Approach to Compliance**
- **Mandatory 100% Compliance**
- **Board-certified or Eligible Staff**
- **Drives Continuous Quality Improvement**

PATIENTS FIRST. *ALWAYS.*

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## LEARNING OBJECTIVES:

- I. Identify key audiences and define the value propositions of accreditation for each audience
- II. Learn to develop a marketing strategy driven by the defined value propositions of accreditation shared by key audiences
- III. Evaluate and quantify the impact of marketing the value of accreditation



# **I. IDENTIFYING YOUR AUDIENCES & DEFINING VALUE PROPOSITIONS**

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# IDENTIFYING KEY AUDIENCES



## DEFINING VALUE PROPOSITIONS

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- Who is the product and/or service for?
- What problem(s) does the product and/or service solve?
- What are the unique benefits of the product and/or service?
- Why is the product and/or service valuable to you and/or your business?

## DEFINING THE VALUE PROPOSITIONS OF ACCREDITATION FOR PATIENTS & FAMILIES

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- Reduced risk
- High-quality services
- Patient-centered approach
- Access to skilled professionals
- Trust and transparency

## DEFINING THE VALUE PROPOSITIONS OF ACCREDITATION FOR **PHYSICIAN PARTNERS & REFERRING PROVIDERS**

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- Professional credibility and recognition
- Improved patient outcomes
- Legal and regulatory compliance
- Interdisciplinary collaboration and networking
- Patient trust and confidence



## DEFINING THE VALUE PROPOSITIONS OF ACCREDITATION FOR FACILITY STAKEHOLDERS

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- Improved quality and safety of care
- Regulatory compliance and risk reduction
- Operational efficiency
- Competitive advantage and marketability
- Staff engagement and professional development
- Facility reimbursement and funding opportunities
- Increased external collaboration
- Enhanced patient trust and satisfaction

## II. DEVELOPING YOUR MARKETING PLAN

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## IDENTIFYING YOUR END BUSINESS GOALS FIRST

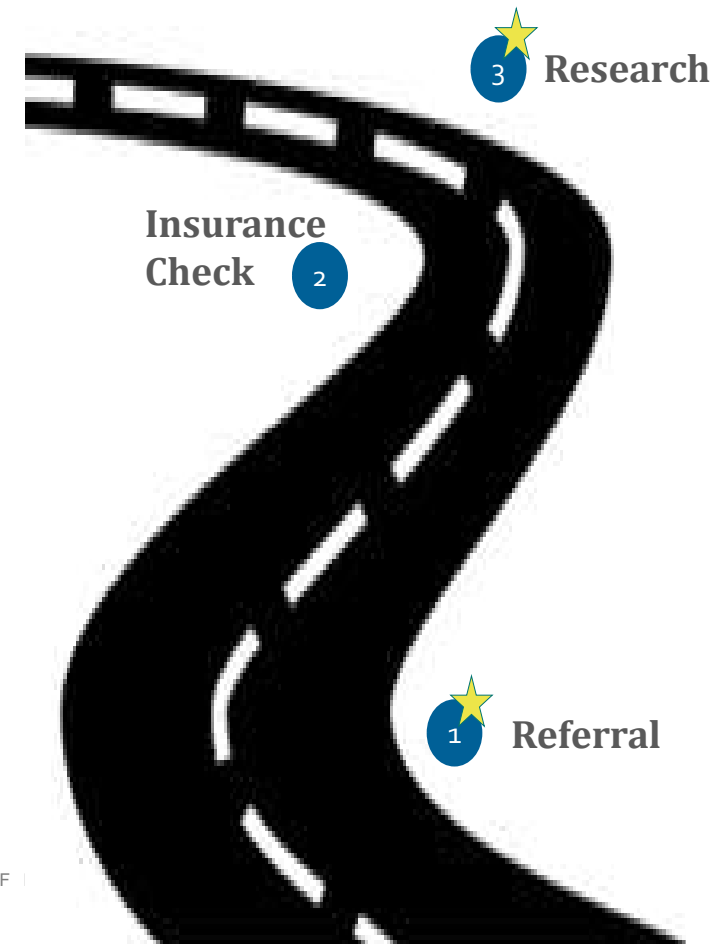
- Quality (patient satisfaction)
- Safety (adverse events)
- Fiscal health
- Patient recruitment and retention
- Employee recruitment and retention
- What other business goals do you have?



# EVALUATE THE PATIENT JOURNEY

- Patients need to rely on something
  - Referring physicians
  - Insurance (only applicable specialties)
  - Conduct “research”
- Major education opportunities
  - Referral - relationship and reputation (how good you are)
  - Research varies in its use of clinically relevant resources

## The Patient Journey



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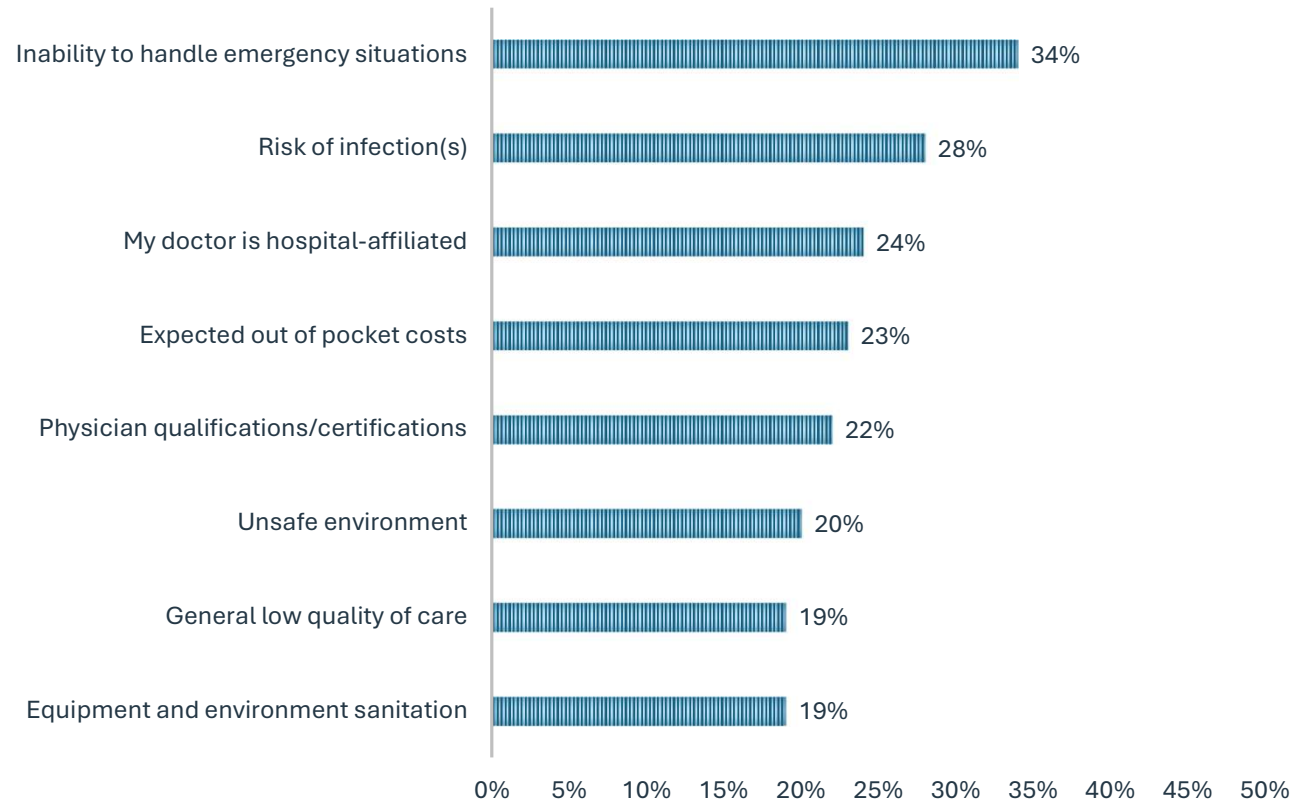
## HOW PATIENTS FEEL:

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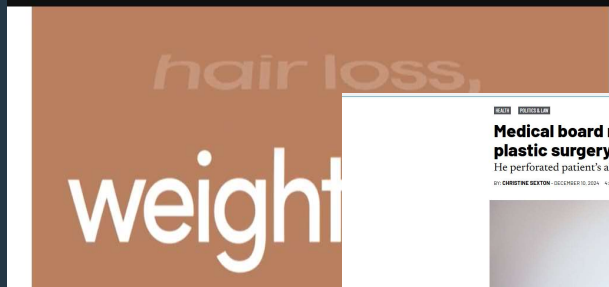
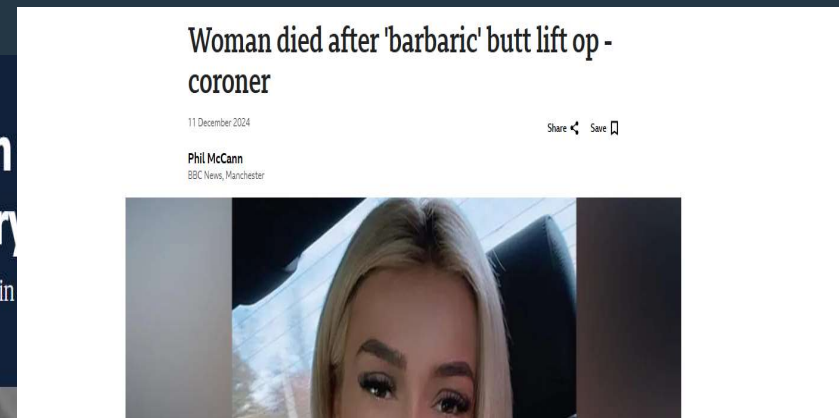
**UNEASY**  
**ANXIOUS** **CONFUSED**  
**OVERWHELMED**  
**INTIMIDATED** **STRESSED**  
**NERVOUS** **WORRIED**

# SAFETY IS A MAJOR CONCERN

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# PATIENT CONCERNS ARE JUSTIFIED AND HYPED BY THE MEDIA

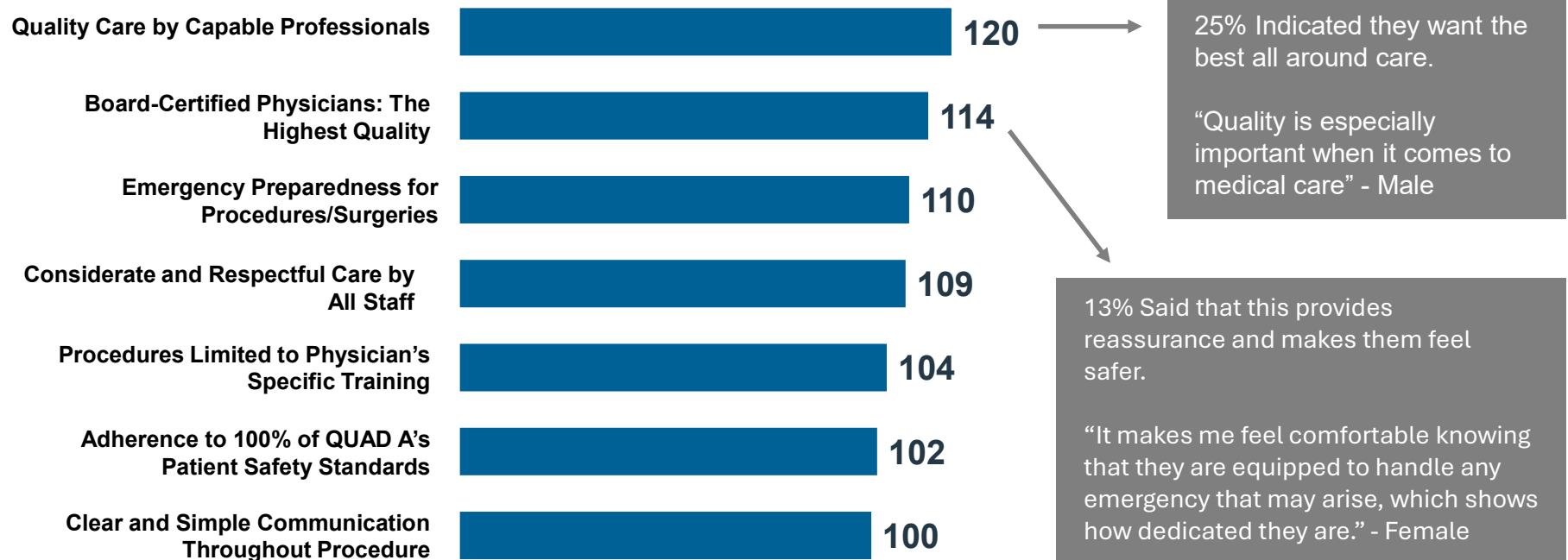


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# WHAT OUR PATIENTS WANT



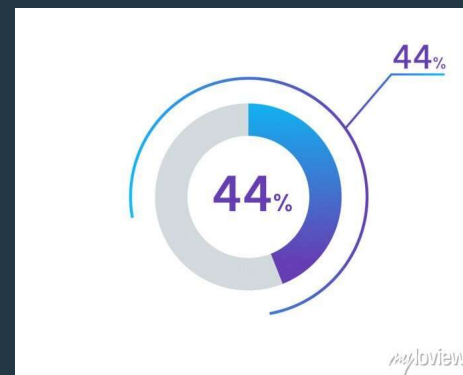


# PATIENT PRECONCEPTIONS & HOW TO OVERCOME THEM

- Cannot assess nurses, techs, policies and procedures, sterility, equipment, etc.
- Patients rely on interpersonal interaction with the clinicians, catchy marketing (websites and facilities), and a single reference (neighbor, relative, friend)



Assume the quality of providers based on having the educational designation (MD) – do not consider specialty training in decisions. This phenomenon extends to your anesthesia provider.



Assume services are appropriate based on experience – patients cannot verify experience outside websites



## PATIENTS' FIRST IMPRESSIONS

*"One concern that always crosses my mind in this setting is whether they would have the capabilities to handle any complications that might arise during the procedure."*

*- 35-64, Female*

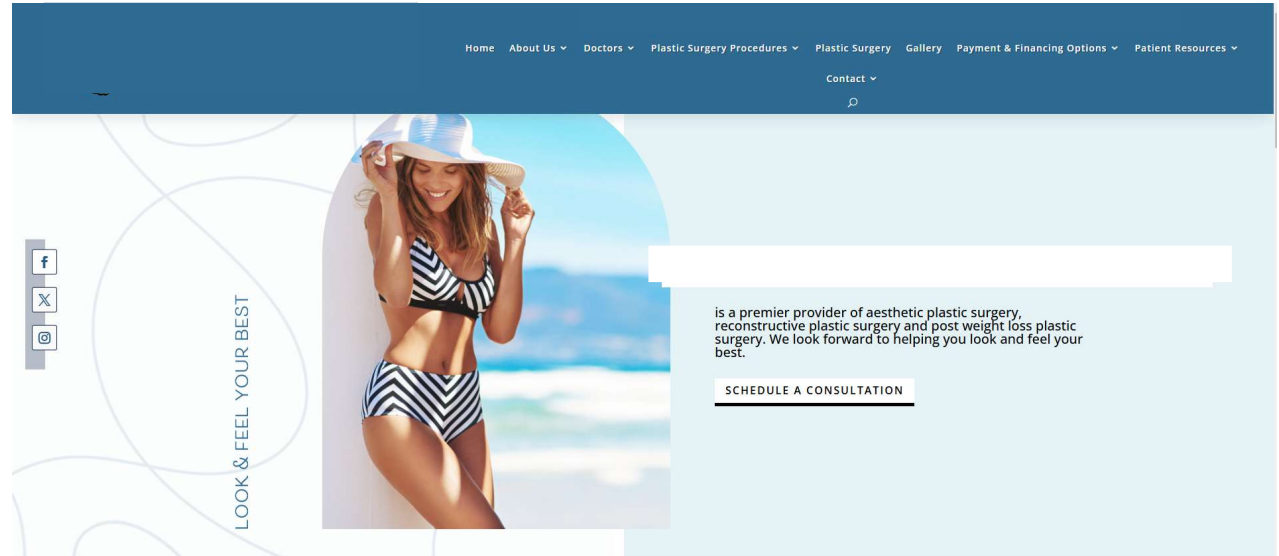
*"For me, the downside of opting for a non-hospital setting is that it gives me the impression of being more like a regular doctor's office, which might not be fully equipped to handle certain procedures, even if they can provide them."*

*- 35-64, Female*

And patients who book healthcare appointments run 3x more searches than those who don't—consumers evaluate numerous providers before taking action.

(Google data)

EVERYONE HAS A  
WELCOMING  
ONLINE  
PRESENCE AND  
IT WORKS



## What Are Patients Saying About Breast Augmentation Surgeon

★★★★★ 5/5 Stars from 200+ Reviews

"Dr. [redacted] and [redacted] office made my whole surgery experience wonderful. I am extremely happy with my results from breast augmentation surgery. The follow-up care is wonderful. Dr. [redacted] truly cares about [redacted] patients and I would recommend [redacted] very highly."

"Dr. [redacted] has been a very professional Doctor. I couldn't ask for anything more, from a Plastic Surgeon. I would highly recommend using [redacted] for any future services. The office staff is also very personable and friendly. And the office is also very updated and stylish. I look forward to doing more business with Dr. [redacted] in the future!"

"Dr. [redacted] is AMAZING!!! I absolutely loved how professional Dr. [redacted] was, as well as the office staff! Everyone was so nice and helpful that it made my experience the best it could have been! Dr. [redacted] did my breast implants and I could not be happier! I loved that [redacted] suggested sizes that were a great fit for my body and let me know that if I went any larger than what I have that it would look unnatural. I loved [redacted] honesty and the fact that [redacted] didn't push anything on me but gave [redacted] professional opinion, which ended up looking AMAZING! I highly recommend [redacted]!"

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PATIENTS FIRST. ALWAYS.

## ABOUT YOUR CARE TEAM

...On the treatment day, the patient will be examined by Dr. [----] for a pre-sedation evaluation. After wards, the patient will be given sedative drugs (Midazolam and Hydroxyzine) in a syrup form and carefully monitored throughout the procedure with the state of the art equipment.

Dr. [---] is certified to perform pediatric oral conscious sedation and has completed the required training to provide the service safely and effectively.

...Our anesthesia services are performed by an in-house anesthesiologist, someone with expansive training, experience, and certification in the safe administration of pediatric anesthesia. Simply put, your child is in good hands when they come to [ ]...

Intravenous (IV) sedation is a form of conscious sedation in which medication is delivered directly into the patient's bloodstream through an IV line. It is commonly used during medical procedures to reduce anxiety and pain while allowing the patient to remain awake and responsive. IV sedation can produce different levels of sedation, ranging from mild relaxation to deep sedation, depending on the dosage and the patient's individual needs. This method of sedation is generally safe, effective, and well-tolerated, but it requires careful monitoring to ensure patient safety and comfort.

IV Sedation/General Anesthesia – With the presence of an Anesthesiologist, this level of sedation allows completion of all dental treatment with no recollection from patients regarding the treatment experience. During the entirety of the procedure, the Anesthesiologist is focused in administering the proper dosage of medication to keep the child comfortable and sedated. This allows the Pediatric Dentist undivided attention in completing all the dental treatments in a safe, effective, and efficient manner for best treatment outcome.



# SOCIAL MEDIA: EMBRACE THE INEVITABLE

## SOCIAL MEDIA ROI



**GREATER**  
Patient Retention



**INCREASED**  
Case Acceptance



**ATTRACT**  
New Patients



**ENHANCED**  
Brand Image



### Ambulatory Surgery Center Marketing Ideas – Reach More Patients

Are you struggling to reach new patients at your ambulatory surgery center (ASC) and stumped when it comes to marketing ideas? With the right ambulatory surgery center marketing strategy, you can acquire a steady flow of patients while providing high-quality care that keeps them coming back.

When you wrote your business plan, you likely listed a few marketing avenues, but you may need to add more and take full advantage of modern technology when it comes to SEO and website optimization. The right marketing campaign should allow your surgical services to flourish so you can focus on providing exceptional patient care while your emails, newsletters, and ads continue pulling in revenue for your healthcare facility.

At [Allways](#), we provide comprehensive [Medical Software](#) that helps medical practices streamline

# PITFALLS AND BENEFITS OF CONNECTING FIRST ONLINE

## Pitfalls

- False intimacy
- Unrealistic, inflated expectations
- Retrospective feelings of dissatisfaction or even betrayal

## Benefits

- Increased opportunity for transparency
- Broad information dissemination beyond existing patients
- Opportunity to “debunk” myths, misinformation, and scary headlines in real time



# PATIENTS UNDERSTAND

*“Accreditation certainly means accountability. And accountability for me means trust.”*

- What Accreditation Means
- Purpose of Accreditation
- Accreditation vs Licensure



# COMMUNICATION FUNDAMENTALS

- **Setting the right tone there can establish a strong relationship with prospective patients and help meet your business goals**
- **Effective communication:**
  - Is clear and concise
  - Respects the reader's time
    - 5 minutes or fewer
    - Limits unnecessary detail
  - Explains things in “laypeople” terms, avoids jargon
  - Is kind and friendly
  - Is ethical and does not overexaggerate or overstate—uses facts to “sell”





# CHANGE WHAT YOUR AUDIENCES LOOK FOR ONLINE

- **"Reputable" provider websites are often indistinguishable from others**
- **Even when they are distinguishable, patients often don't know what to look for**
  - Assume quality based on educational designation (MD)
  - Limited fluency in credentialing and accreditation
  - Limited appreciation of allied health provider designations and anesthesia certifications
- **Perceive service as appropriate based on website**
- **Use single and anecdotal references as testament to quality**
- **Drawn in by "catchy" marketing**



# MARKETING & COMMUNICATION IS EDUCATION IN A SURGICAL PRACTICE

## Patient-centered Communication:

- Includes physician's agenda—to explain procedures and outcomes
- AND patient's agenda—to understand the information and form a partnership
- Physician's role is to make sure both of those agendas are met and resolve any conflicts
- Accomplishing that requires taking an educational approach—beyond information to transformation

## Educating Adult Patients Requires:

- Helping them understand why they need to know, not just what
- Giving them enough information to help them make empowered decisions
- Building enough knowledge/fluency that they become a resource for themselves and others
- Understanding what they need and want from YOU
- Translating information into solutions



# TAILORING YOUR PRESENCE TO DIFFERENTIATE YOURSELF

## Two paths to a business advantage in any market:

- Cost
- Differentiation

## How do you differentiate in a world of online “noise?”

- Ask yourself core questions to find your niche and your ideal audience/patients!
- Conduct market research about your competitors
- Review common patient demographics associated with the Top 5 procedures in your clinic
  - ISAPS 2022 Global Survey Results, NIH data
  - Ages 36-70--> Instagram--> liposuction
  - Ages 70+ ---> Facebook --> blepharoplasty
- Understand common patient motivations
  - ASPS post-Covid survey
  - Remote work made recovery less burdensome
  - “Zoom Boom”
  - Carpe diem!
- Track and evaluate your common referral sources
- Consider your training + interests and passions



### **III. EVALUATING AND QUANTIFYING THE IMPACT OF MARKETING THE VALUE OF ACCREDITATION**

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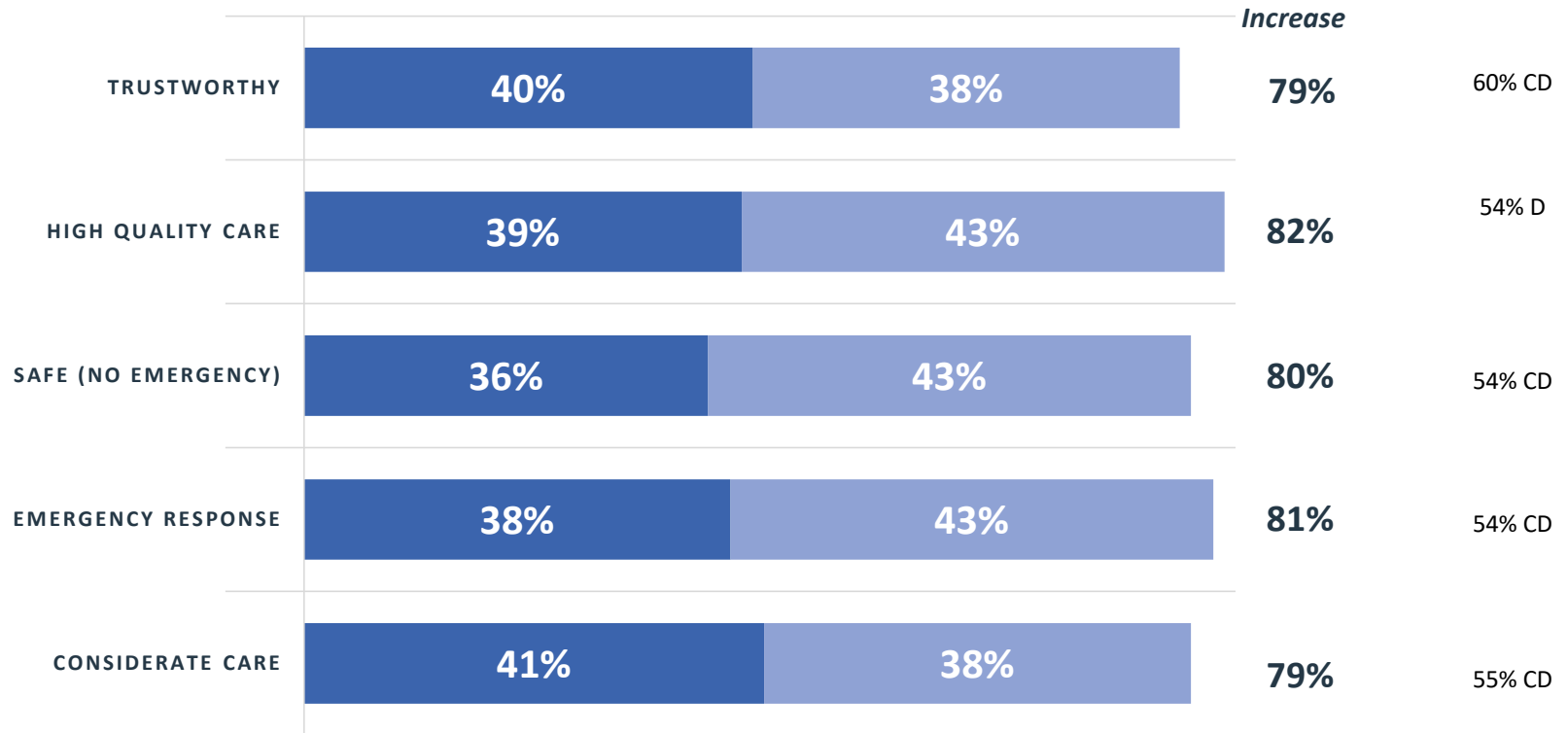


**THE VALUE OF  
ACCREDITATION GOES  
BEYOND PATIENT  
RECRUITMENT &  
“CATCHY” MARKETING  
CAMPAIGNS**

- Building trust online, then leveraging it in person is evergreen
- Concepts also apply to attracting and retaining well-trained, professional employees



# SKYROCKETING CONFIDENCE





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