Think like a plastic surgeon: Combine price transparency with lead generation!

Jonathan Kaplan, MD, MPH, FACS
BuildMyBod Health
FMMA Annual Conference
August 18th, 2017

DISCLAIMER

Founder/CEO of KP Innovations, developer of BuildMyBod, a price transparency platform

Audience Participation

1. Do you provide pricing on your website?

Yes or No

PRI £ TRAN$PARENCY

FMMA understands why pricing is important

…but

PRI £ TRAN$PARENCY

…there’s an extra piece to the puzzle

BACKGROUND

As more healthcare services are being paid out-of-pocket due to an increasing number of high deductible health plans…

PRI £ TRAN$PARENCY

BACKGROUND

Patients are more price sensitive

PRI £ TRAN$PARENCY

BACKGROUND

1 Patients are more price sensitive

Patients have a choice

PRI £ TRAN$PARENCY

BACKGROUND

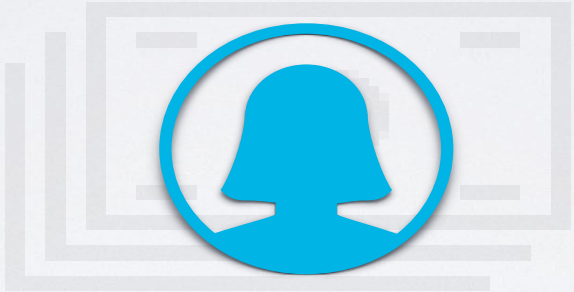
1. Patients are more price sensitive
2. Patients have a choice

Provider success is heavily dependent on obtaining these cash-pay patients

PRI€ TRAN$PARENCY

BACKGROUND

1. Patients are more price sensitive
2. Patients have a choice
3. Provider success is heavily dependent on obtaining these cash-pay patients



This has been the plastic surgeon's "reality" for years

BENEFITS

Use online price transparency as a tool for generating leads

PRI £ TRAN$PARENCY

BENEFITS

Patients receive pricing information they're searching for

PRI€ TRAN$PARENCY

BENEFITS

A Patients receive pricing information they're searching for

Providers receive contact information for follow up

PRI £ TRAN$PARENCY

BENEFITS

A Patients receive pricing information they're searching for

B Providers receive contact information for follow ups

Passively build a huge database of cash-pay patients

PRI $ TRAN$PARENCY

BENEFITS

A Patients receive pricing information they're searching for

B Providers receive contact information for follow ups

C Passively build a huge database of cash-pay patients

My Story

- Practiced for 6 years in Baton Rouge, LA
- Moved to San Francisco 4 years ago
- Took over an existing eponymous practice with only 200 email addresses and a website, but no discernible SEO traction
- After 4 years, grew database to over 7,000 email addresses

…so how did I do it?

Building Your Database

Building your email database through new leads

- Don’t purchase a list
- You want consumers who are genuinely interested in your services

Building Your Database

What will be your “carrot” to generate as many leads as possible for your practice?

Pricing Information

There is no stronger incentive for a consumer to provide their contact info than the promise of pricing information

METHODS

A procedure pricing ‘widget’ containing a list of offered services was integrated into my website

What's a widget?

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What's a widget?

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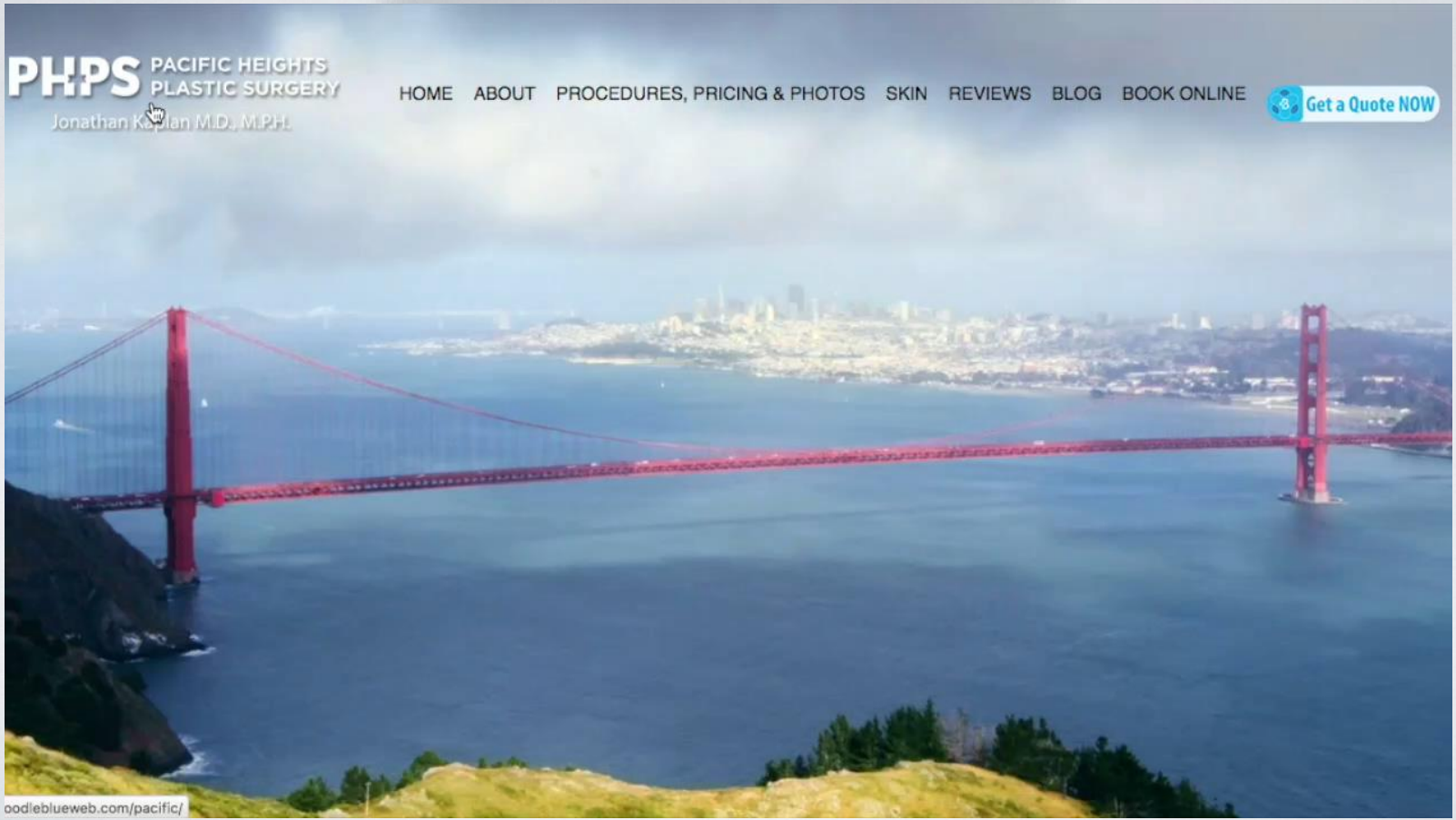
METHODS



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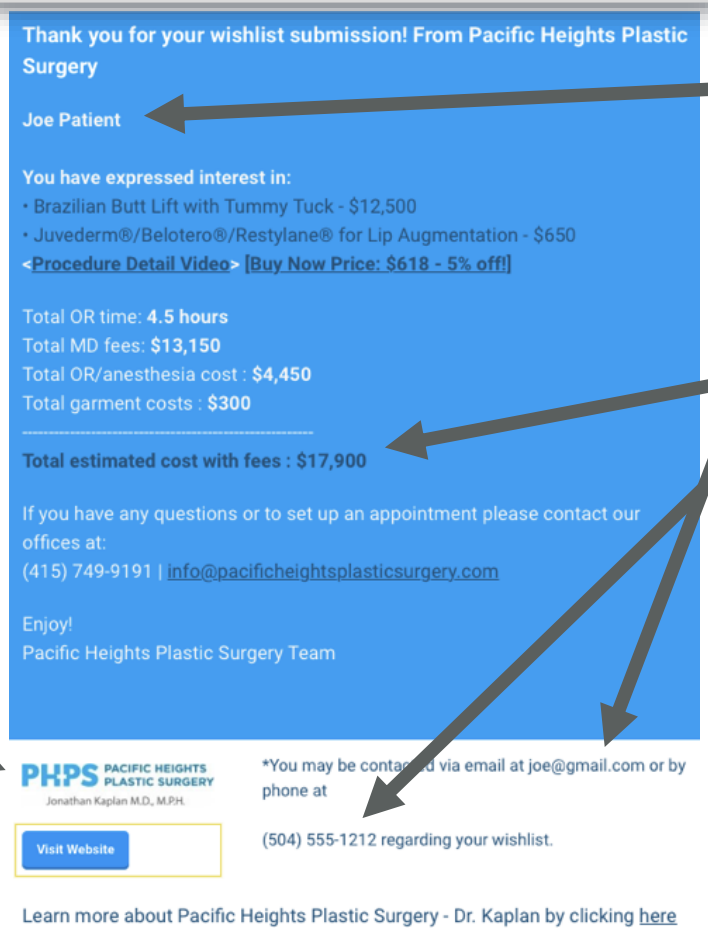
Email Wishlist



Patient name

Patient email address

Patient phone number

Estimated cost

Office logo

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Don’t just engage…
re-engage!

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Email Wishlist

Thank you for your wishlist submission! From Pacific Heights Plastic Surgery

Joe Patient

You have expressed interest in:

- Brazilian Butt Lift with Tummy Tuck - $[illegible]
- Juvederm®/Belotero®/R[illegible]® for Lip Augmentation - $650

<**Procedure Detail Video**> [**Buy Now Price: $618 - 5% off!**]

Total OR time: **4.5 hours**
Total MD fees: **$13,150**
Total OR/anesthesia cost : **$4,450**
Total garment costs : **$300**

Total estimated cost with fees : $17,900

If you have any questions or to set up an appointment please contact our offices at:
(415) 749-9191 | info@pacificheightsplasticsurgery.com

Enjoy!
Pacific Heights Plastic Surgery Team

PHPS PACIFIC HEIGHTS PLASTIC SURGERY
Jonathan Kaplan M.D., M.P.H.

*You may be contacted via email at joe@gmail.com or by phone at

(504) 555-1212 regarding your wishlist.

Visit Website

Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking here

Link for video specific to procedure

Link for online purchase

Promotional video link

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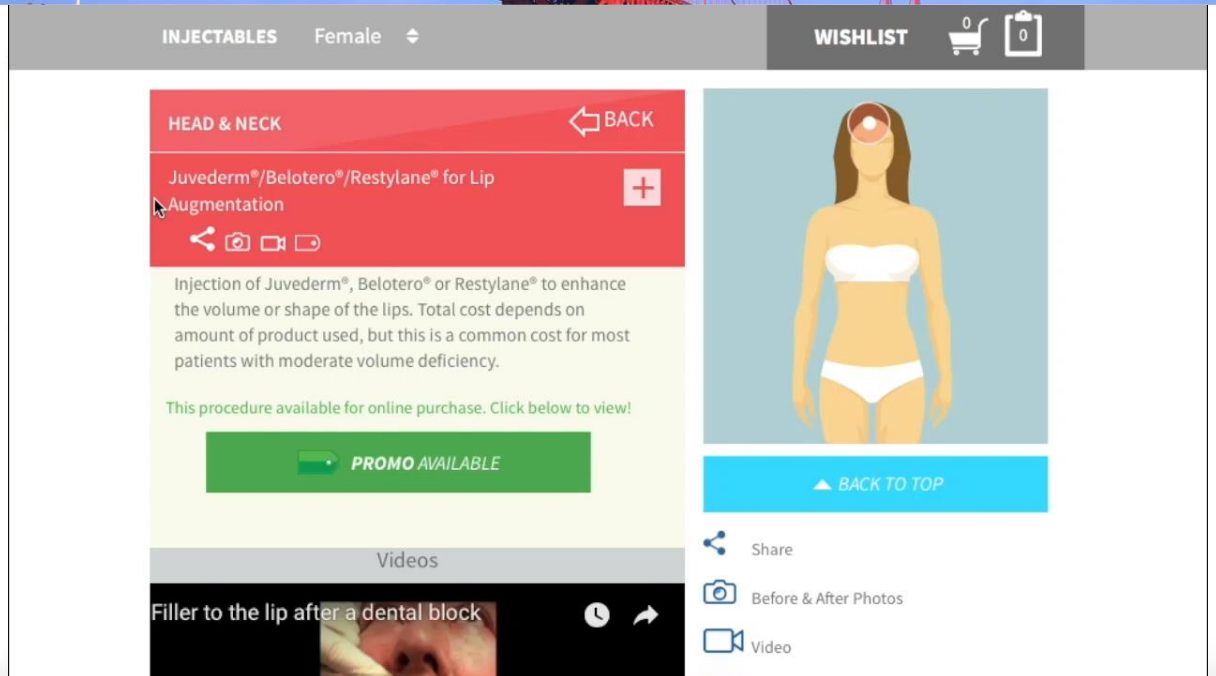
METHODS



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Lead Generation Review

- Generate a lead when patients submit a wishlist to check pricing
- Generate a lead when a patient schedules a consultation through the Price Estimator
- Generate a lead (and dollars) when patients make an online purchase…

and

Generate a lead when a patient “abandons” their cart

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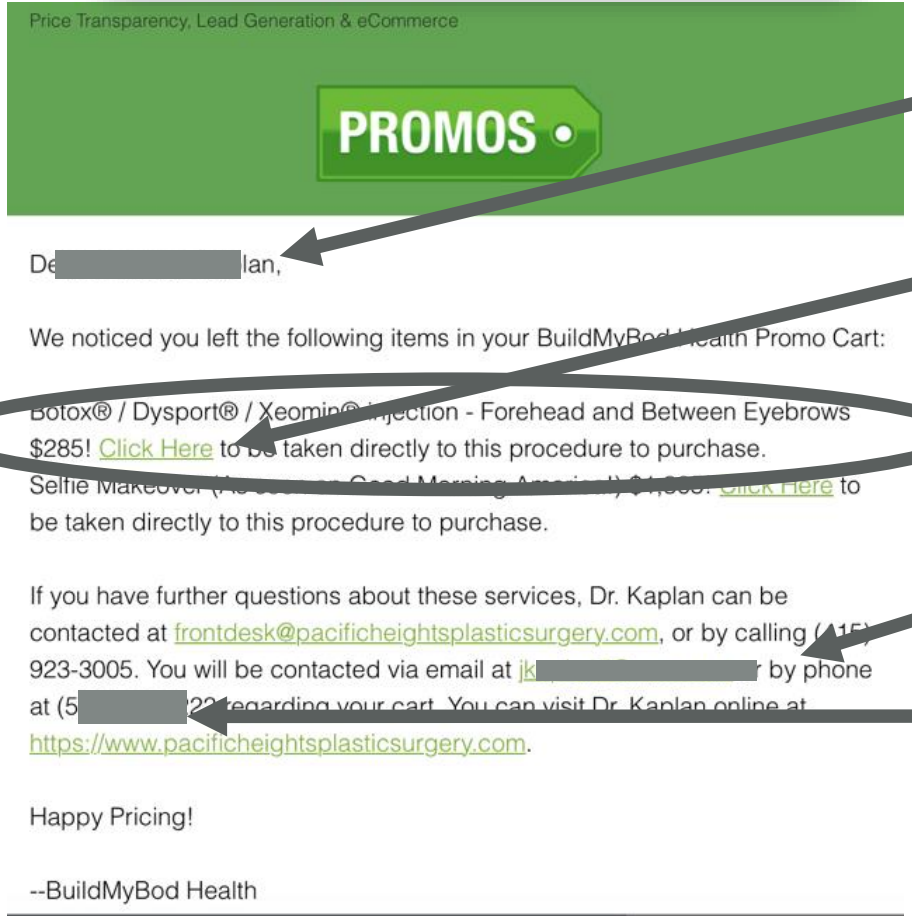
Abandoned Cart Email



Price Transparency, Lead Generation & eCommerce

PROMOS

De[redacted]lan,

We noticed you left the following items in your BuildMyBod Health Promo Cart:

Botox® / Dysport® / Xeomin® Injection - Forehead and Between Eyebrows
$285! Click Here to be taken directly to this procedure to purchase.
Selfie Makeover ([redacted]) $[redacted]. Click Here to be taken directly to this procedure to purchase.

If you have further questions about these services, Dr. Kaplan can be contacted at frontdesk@pacificheightsplasticsurgery.com, or by calling (415) 923-3005. You will be contacted via email at jk[redacted] by phone at (5[redacted]22 regarding your cart. You can visit Dr. Kaplan online at https://www.pacificheightsplasticsurgery.com.

Happy Pricing!

--BuildMyBod Health

Patient name

Link for online purchase

Patient email address

Patient phone number

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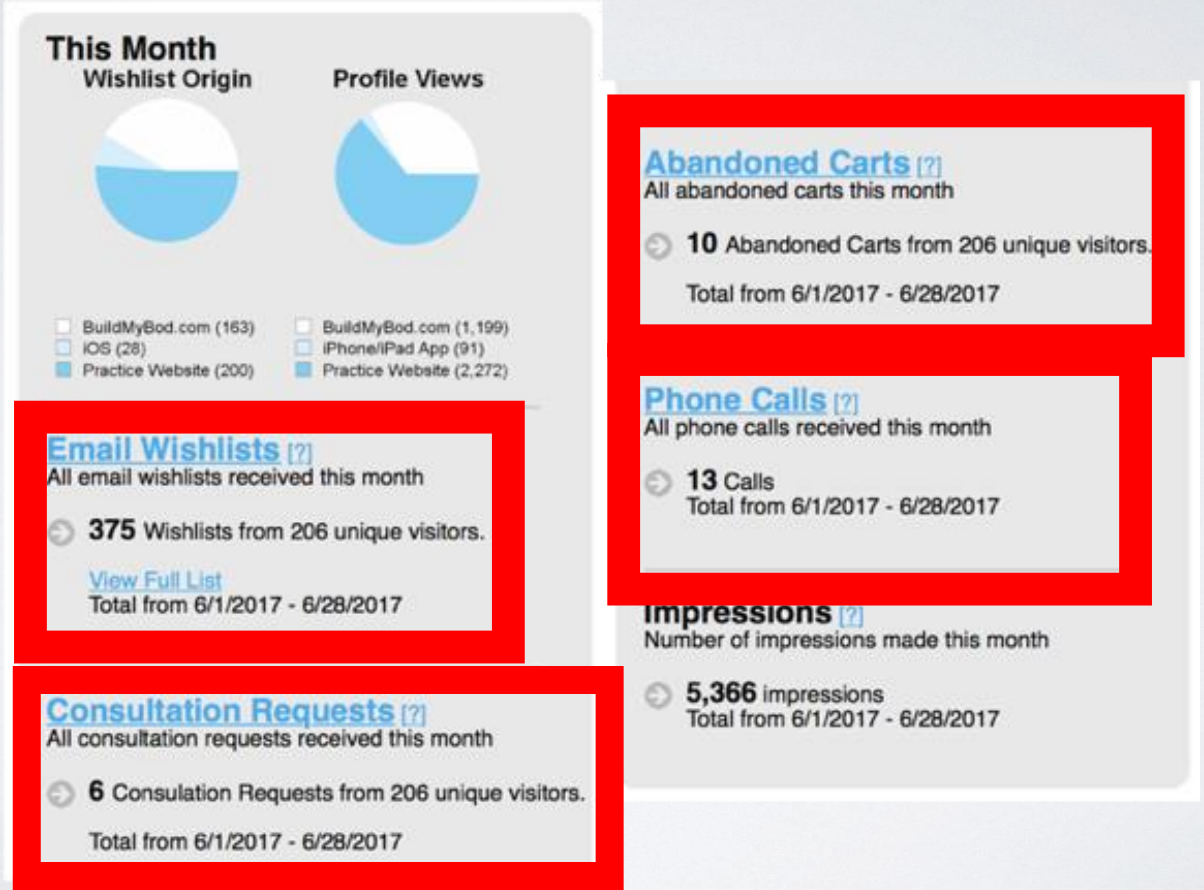
Provider Dashboard



RESULTS

This case study follows my private practice for one year after disclosing 104 procedure prices. 1st year in a new practice in San Francisco, NO PAID MARKETING

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RESULTS

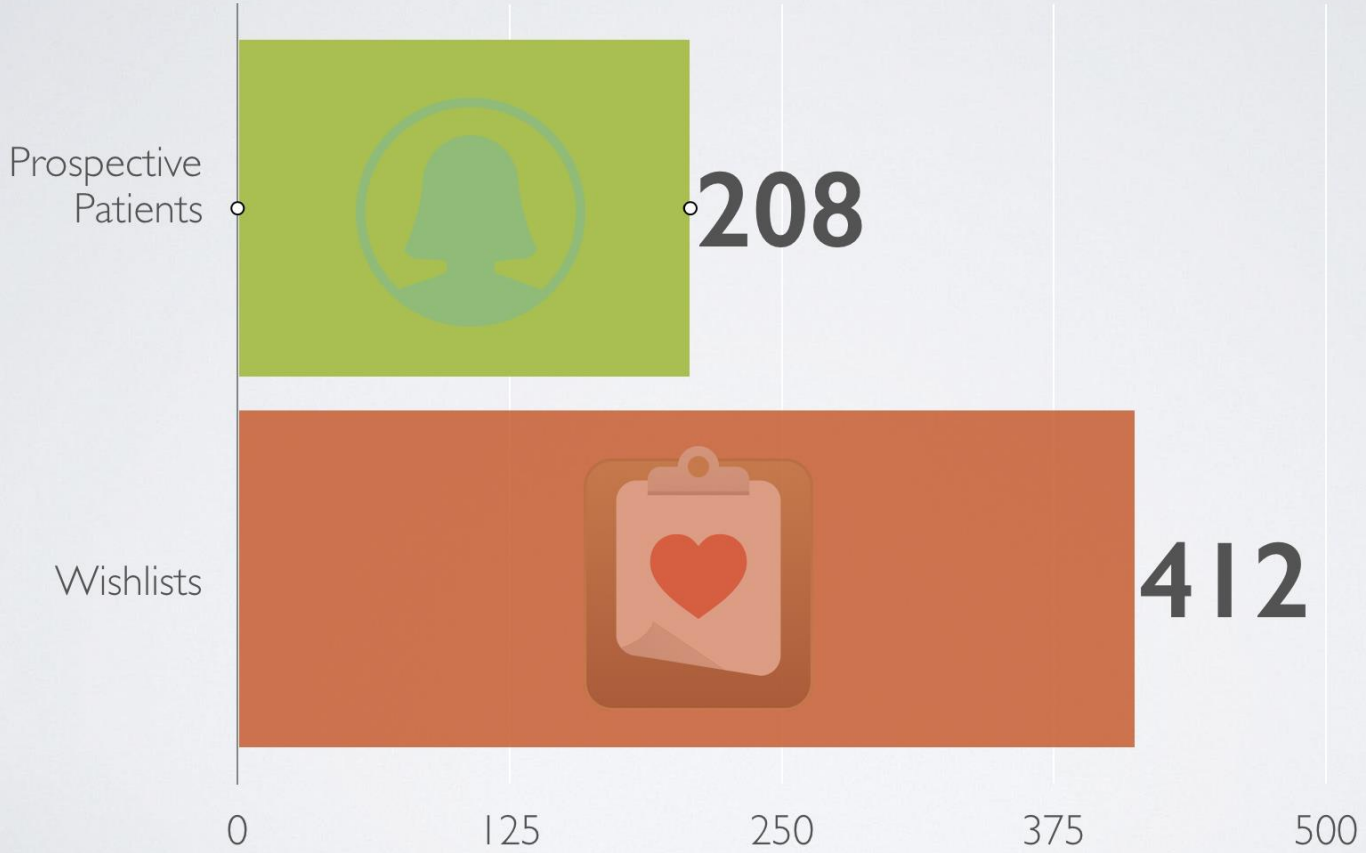

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FIGURE 1

This shows that of the 208 prospects

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FIGURE 1

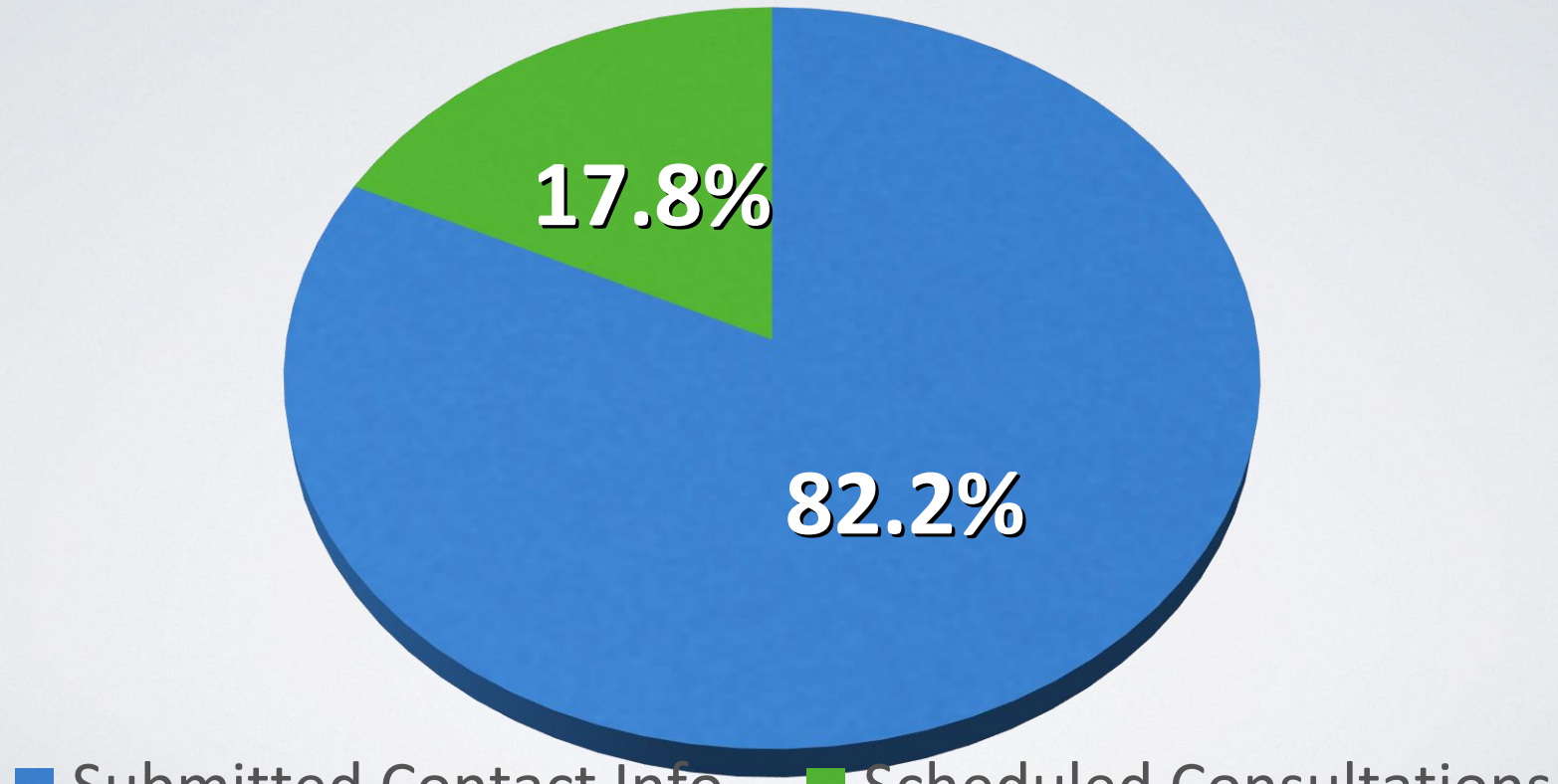

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FIGURE 1

23 (62.2%)
booked procedures

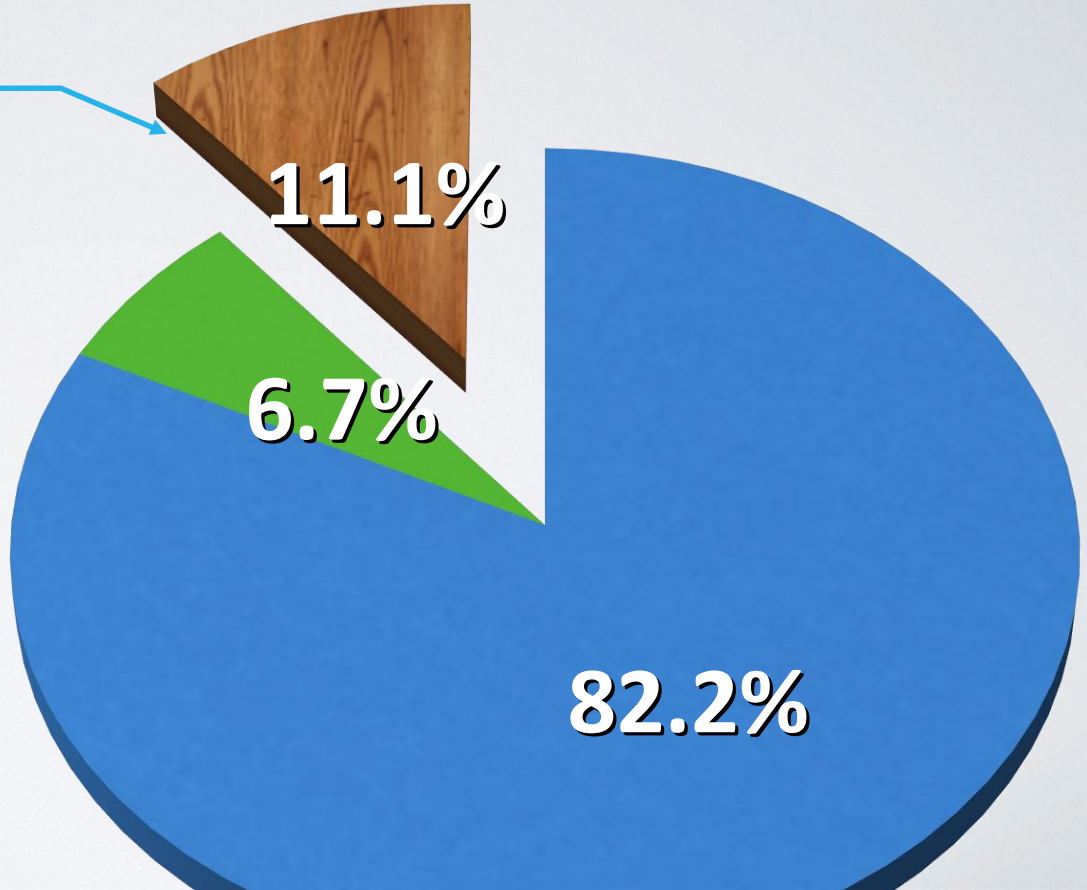

FIGURE 2

The “Halo” Effect

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FIGURE 2

2.8% of consumers that submitted a wishlist in the first year of practice, came in after that first year

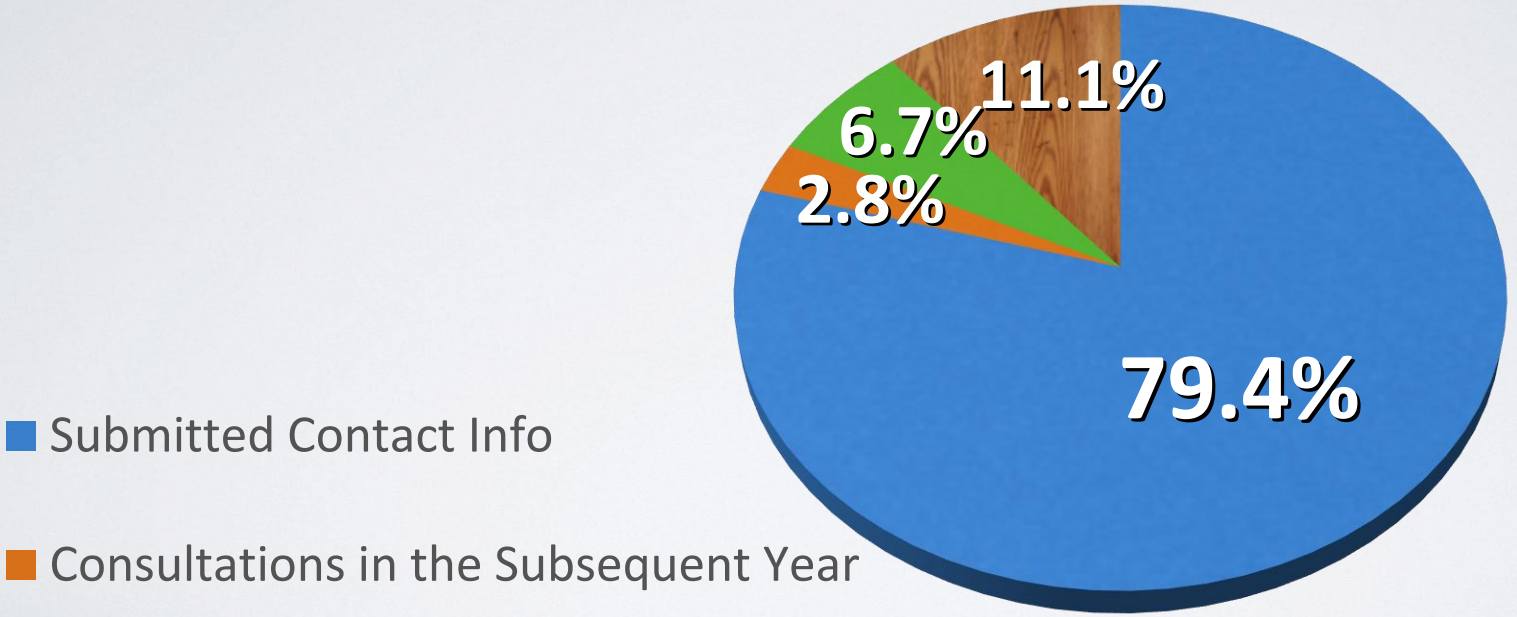

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FIGURE 2

6 (100%)
booked procedures
for a total value of
$26,702

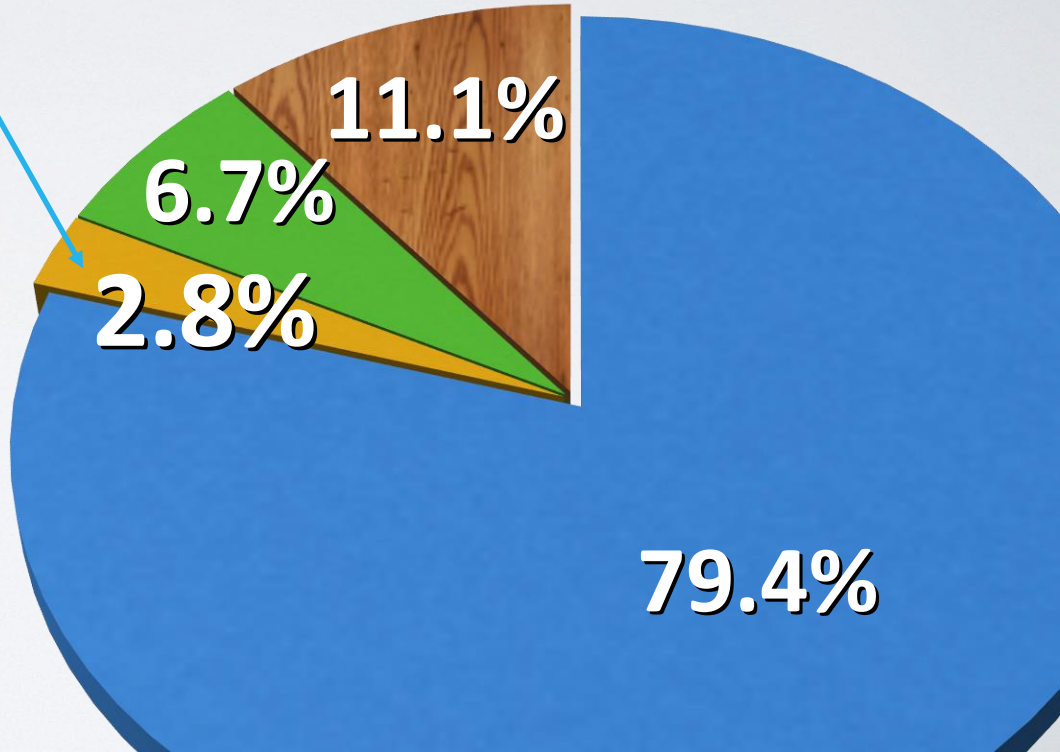

FIGURE 3

This compares ‘price-aware’ patients with patients who were not aware of pricing information prior to a consultation

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FIGURE 3

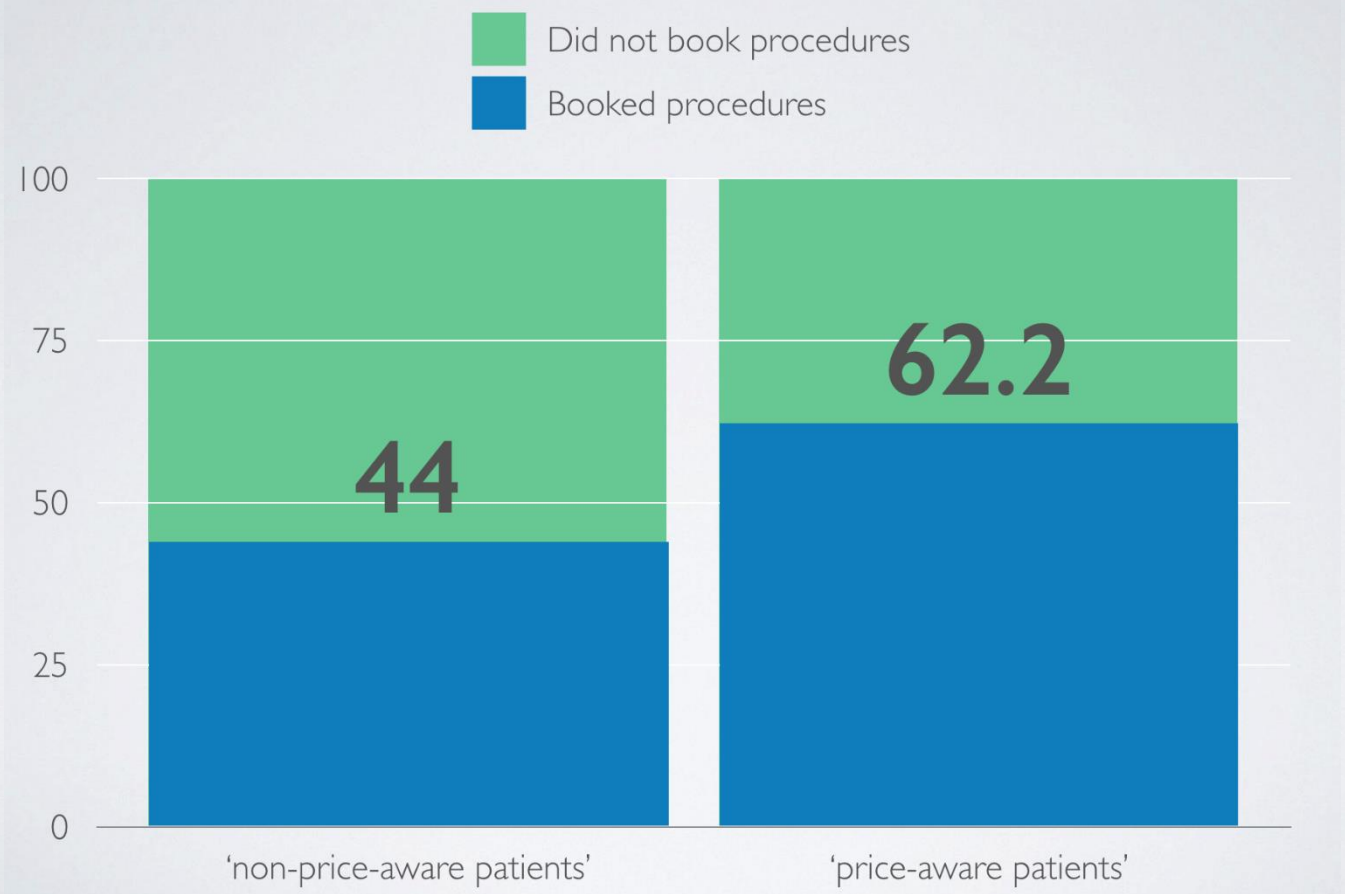

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FIGURE 3

‘Price-aware’ patients were **41%** more likely to book a procedure than **‘non-price-aware’ patients**

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FIGURE 4

What if you introduce advertising into the mix?!

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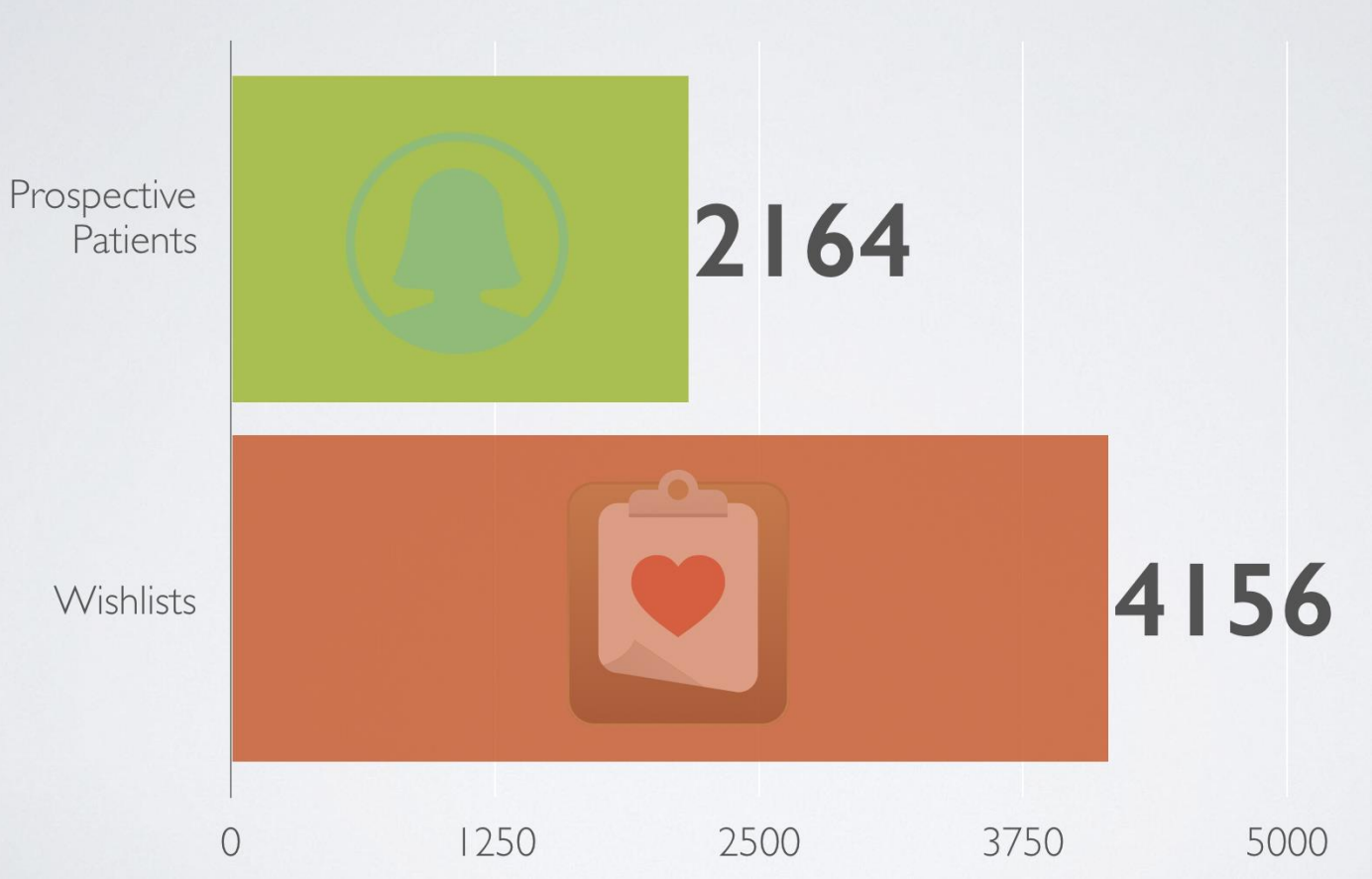
FIGURE 4



What do you do with all those leads?!

(Grew from 200 email addresses to 7,000 in 4 years!)

1. Office staff follows up with everyone

2. Sync them to your email marketing database
   - MailChimp
   - Constant Contact
   - Campaign Monitor
   - MyEmma
   - MyMedLeads
   - InfusionSoft

Stats from most recent eblast:

(measured within 12 hours of eblast distribution)

- Sent to over 7,000 email addresses
- Three online bookings
- 27 wishlists submitted (22 new leads, 5 re-engaged consumers)
- No emails marked as spam
- 0.58% unsubscribed
- 20.71% open rate, 12% click rate

What do you do with all those leads?!

3

Own Your Marketing!

- *Reduce your dependence on Facebook and others*

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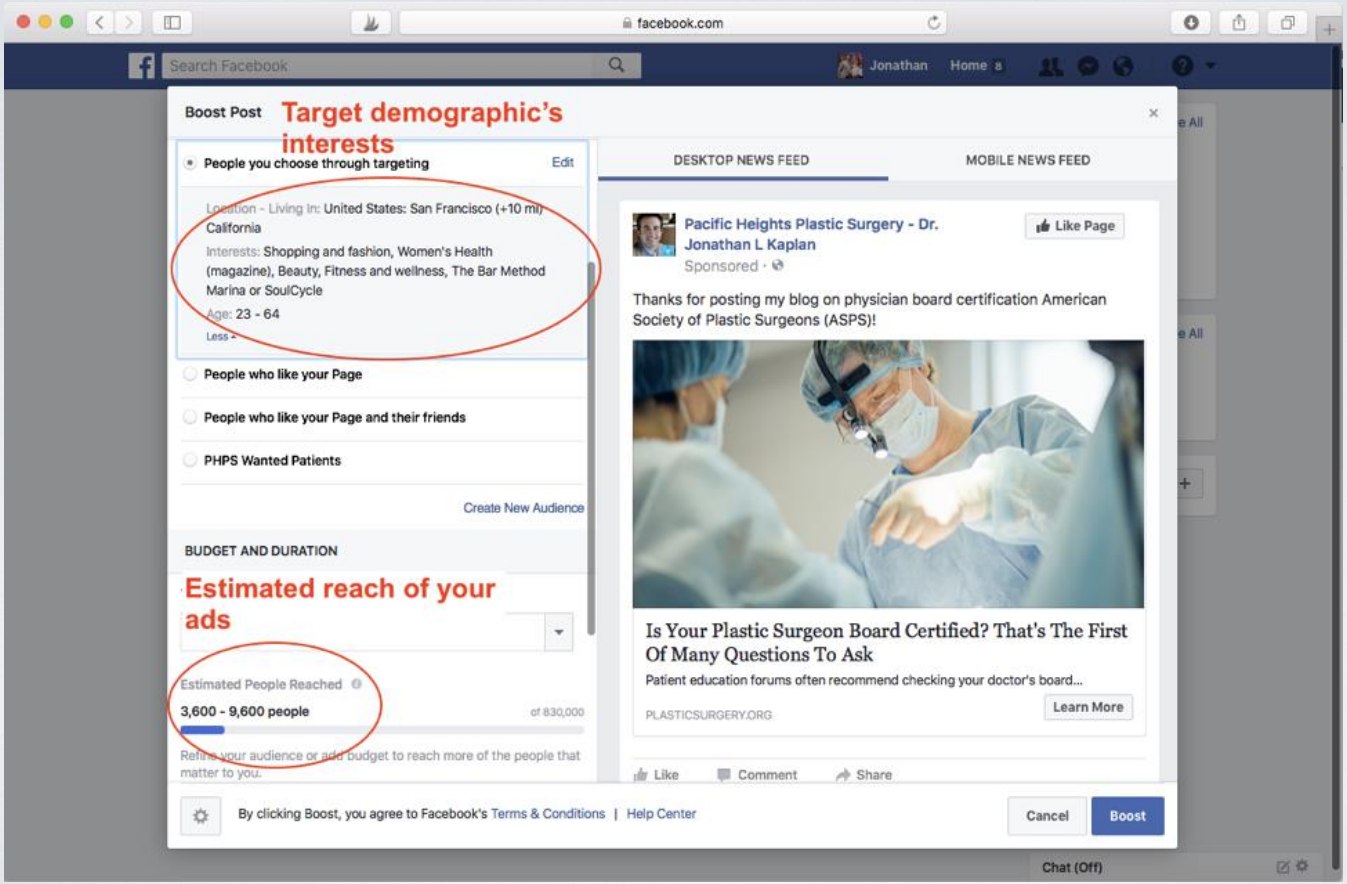
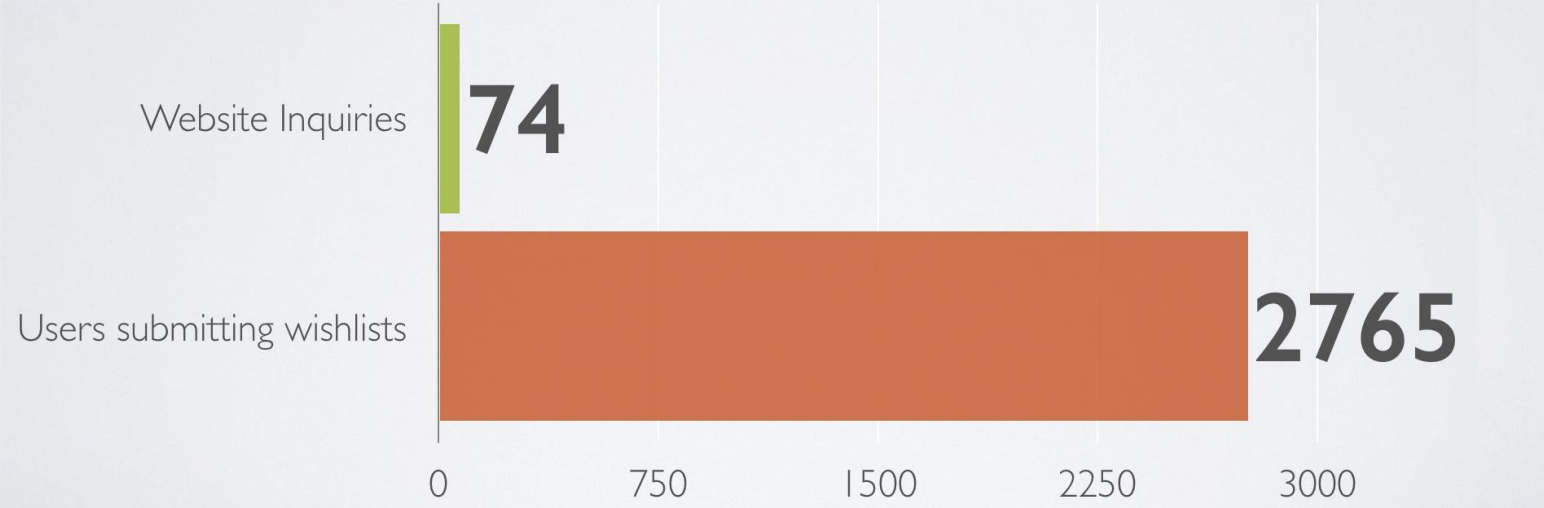


What do you do with all those leads?!

4

Leads through "contact submission" form on website vs wishlists submitted to automatically



Benefits for Your Office Staff

- *Automated*, *instant* response to all pricing inquiries, regardless of source while capturing contact info for follow up
  - phone, email and social media
- Documentation of pricing estimates
- Avoid misquoting price estimates over the phone
- More efficient follow-up phone calls
- Stop wasting time on price shoppers

SEO Benefits

Improved Google Analytics - Visitors from search engines who arrive on the embedded Pricing Page vs the rest of the doctor's site:

- *Are twice as likely to stay and browse the site (61% vs 36%)*
- *Browse the site twice as long (3.43 min vs 1.63 min)*
- *Browse 33% more pages across the site (3.18 pages vs 2.40 pages)*
- *Individual procedure URL's crawl-able by Google*

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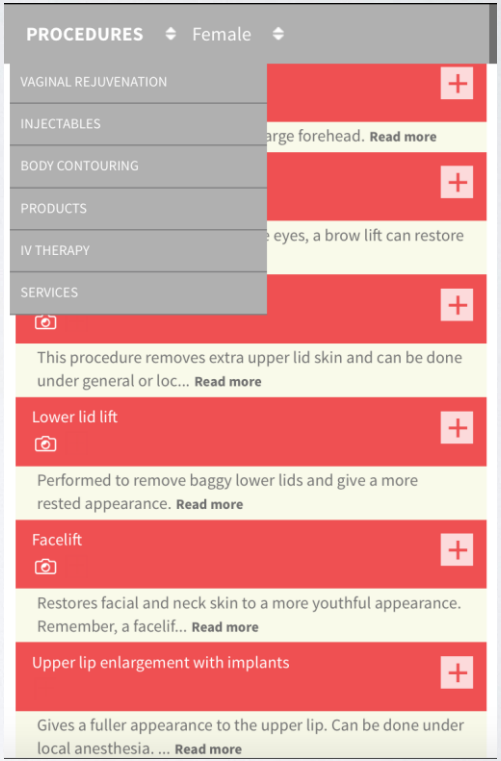
BENEFITS

Pricing Menu vs Automated Price Estimator

Clitoral hood reduction	$3500 ($1000 when performed at the time of labia reduction)
Coolsculpting	$650 - $750 / treatment area
Eyelid surgery	$3500 (upper) $4500 - $5500 (lower)
Facelift	$12 500 up to $16 000
Facelift (mini)	$6500-8500+
Fat transfer (to face)	$2500 - $6500
Fillers (Hyaluronic acid - based fillers)	$5-600+/syringe
Fillers (using your own fat)	$2500 - $6500+
Forehead lift	$6500-$9500
Gynecomastia (Male Breast Reduction)	$5500 - 8500+
Hymen reconstruction	$3000
Mommy Makeover	any combination of these procedures used to reverse the effects of a pregnancy. Please see procedure specific fees



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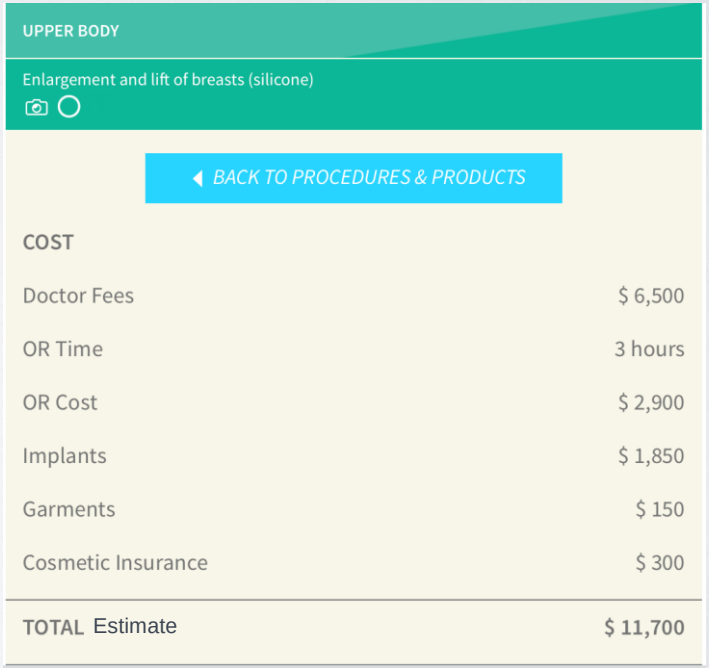

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Yelp Reviews

San Francisco, CA
1 friend
13 reviews
1 photo

5/29/2017

My husband & I decided to get me a breast augmentation a year ago since choosing to quit birth control was swiftly decreasing their plumpness. I've always had and been fine with my tiny boobs, 34A, on my lean athletic frame, 5'5" 120lbs. But they were now surviving off of push-up padding, so we decided it was time. My husband found Pacific Heights Plastic Surgery online and instantly liked the 'build my bod - price estimator' on their website, I liked the yelp reviews, and it's conveniently located for us in the richmond district.

Dr. Kaplan was professional, comfortable to be around, and reassured us that we'd get what we wanted. I didn't want my breast aug. to be noticeable, just wanted to re-inflate the boobs I was already blessed with. My end goal was to look naturally perky so that I could either dress them up or be modest without wearing a paper bag. That is what Dr. Kaplan gave me. During the whole decision process, as well as post-op, he made himself available for all of my questions and concerns. He usually responded within the hour! I'd recommend him to anyone. Now, one year later, we are happy with my 34B-C's, and although they are modest, they are definitely perky enough to survive and possibly improve from a pregnancy or two, if we are to be so fortunate :)

Was this review ...?

Useful 1 | Funny | Cool

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Annals of Plastic Surgery, May 2016

Google: price transparency online age kaplan

RESEARCH PAPER

OPEN

Price Transparency in the Online Age

Jonathan L. Kaplan, MD, MPH, and Parker H. Mills, PhD†*

Abstract: Plastic surgeons are sometimes hesitant to provide their pricing information online, due to several concerns. However, if implemented right, price transparency can be used as a lead generation tool that provides consumers with the pricing information they want and gives the physician the consumer's contact information for follow-up.

This study took place during the author's first year in private practice in a new city. An interactive price transparency platform (ie, cost estimator) was integrated into his website, allowing consumers to submit a "wishlist" of procedures to check pricing on these procedures of interest. However, the consumer must sub-

plastic surgery represents the microcosm of changes that will soon affect the greater health care marketplace. Consumers are factoring cost into their choice of healthcare provider—one reason why health care providers and plastic surgeons have been hesitant to provide pricing information online.

Plastic surgeons have traditionally avoided providing pricing information online due to 3 major concerns: (1) patients might price shop instead of focusing on surgeon relationship, (2) patients might not understand prices are estimates subject to adjustment based on

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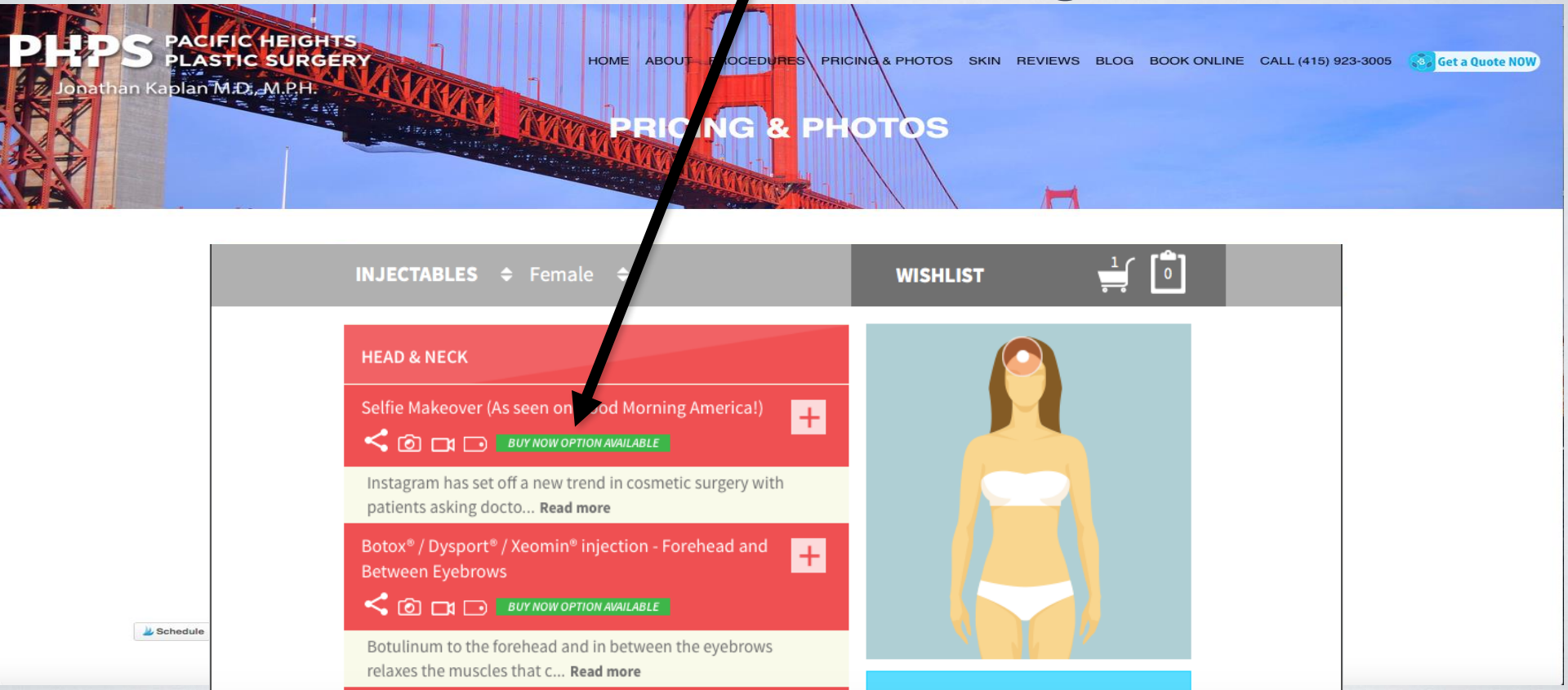
Online Purchasing



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Online Purchasing

300+ Online Purchases

TOTAL = $100,000

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Online Purchasing

Cyber Monday 2015
For 24 Hours, Various Specials Made Available for Purchase Online

TOT

$13,600

PRI £ TRAN$PARENCY

Marketing Your Price Transparent Practice/Facility

Don’t just drive traffic to your website, give them a reason to leave their contact info

“You can’t follow a click”

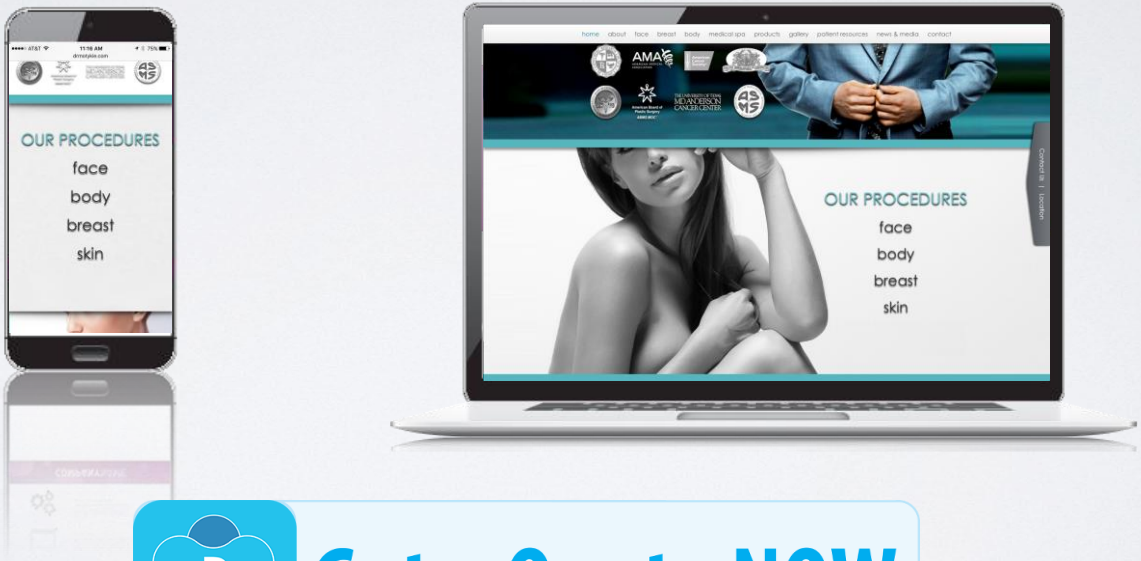
1. *Mention that online pricing is available in all your advertising*
2. *SEO “truth serum”*

Marketing Your Price Transparency

- Every piece of advertisement/marketing should mention that pricing is available on your website
  - Home page of website
  - Blog posts
  - Social media
  - TV
  - Print

Marketing Your Price Transparency

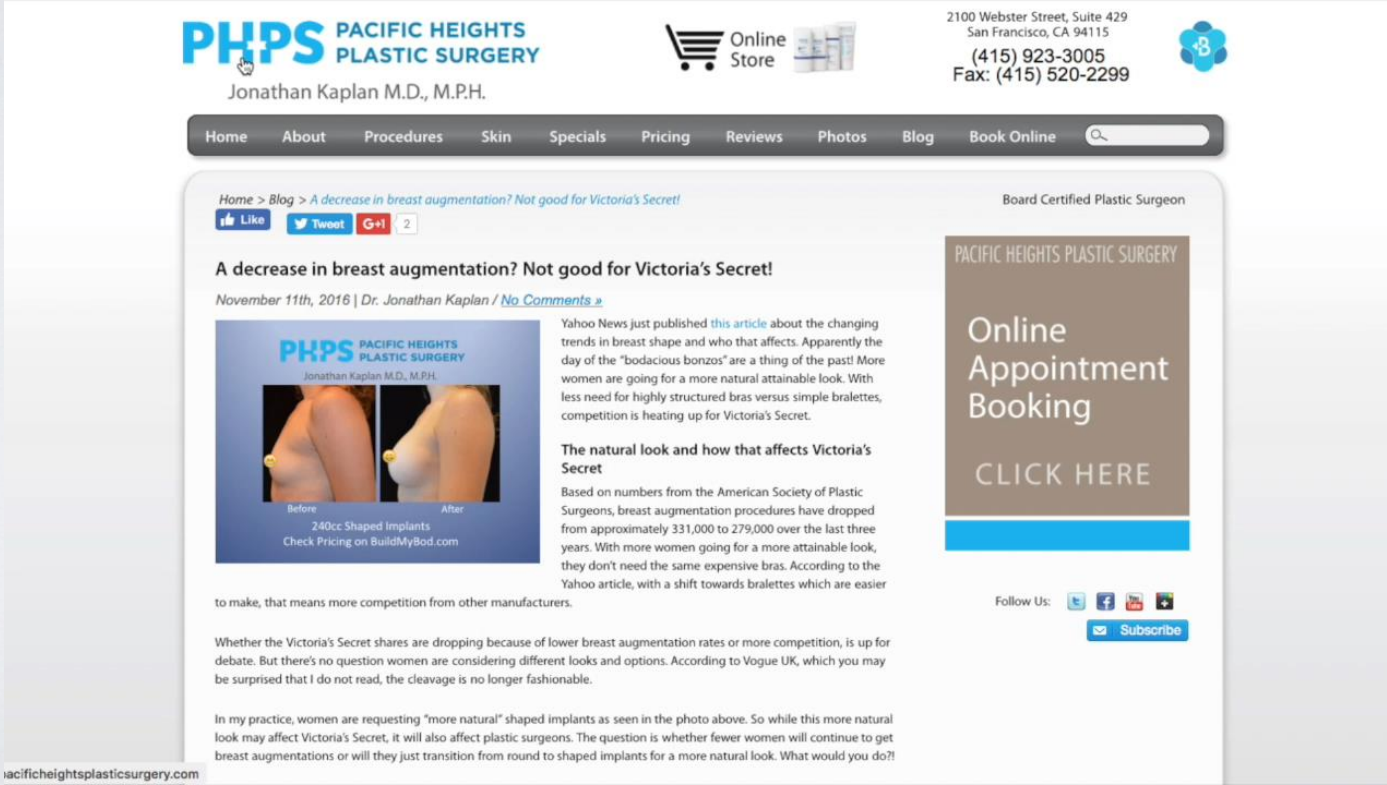
- Add a “Get a quote” button within your website



Marketing Your Price Transparency

- Add a “Get a quote” button within your website

Blog Posts & Deep Links



Other Uses for Deep Links

1. ***Blog posts***
2. ***Google AdWords***
3. ***Updating current "static" pricing pages***

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Other Uses for Deep Links

HOME | DR. MOUNTCASTLE | ABOUT US | PROCEDURES | PHOTOS | REVIEWS | TRAVEL | RESOURCES | BLOG | CONTACT | EN ESPANOL

Breast Reduction - Risks and benefits of Breast Reduction

DURING/AFTER SURGERY

A breast reduction is performed under general anesthesia at an accredited surgical facility as an outpatient procedure. It typically takes about 2-4 hours to complete. During surgery, a training tube may be placed to control bleeding and swelling. For the first several weeks, patients will be directed to wear a surgical bra or compression garment. Most patients are able to return to work within 1-2 weeks, and may begin exercising by 4-6 weeks. The visible results of a breast reduction will be immediate. However, it may take 6 months or longer for nipple sensitivity to return.

PRICING

$ Average Cost $7,500 - $9,500

PLAN YOUR PROCEDURE

Contact Us

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

BREAST REDUCTION* +

BREAST REDUCTION* +

BREAST REDUCTION* +

PRI € TRAN$PARENCY

Other Uses for Deep Links

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PRICING

PLAN YOUR PROCEDURE

Contact Us

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

BREAST REDUCTION* +

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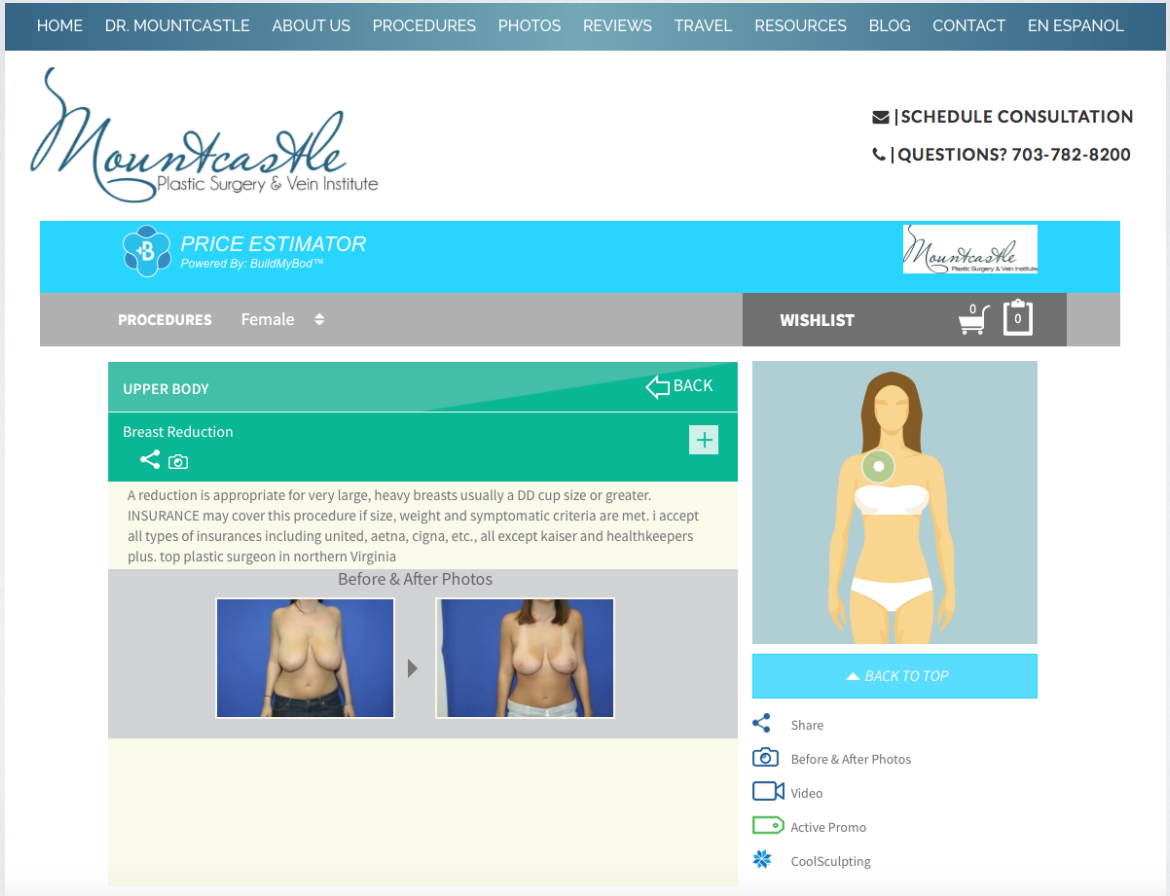
PRI € TRAN$PARENCY

Other Uses for Deep Links



Social Media

TV Advertising

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Trade Organizations

American Society of Plastic Surgeons

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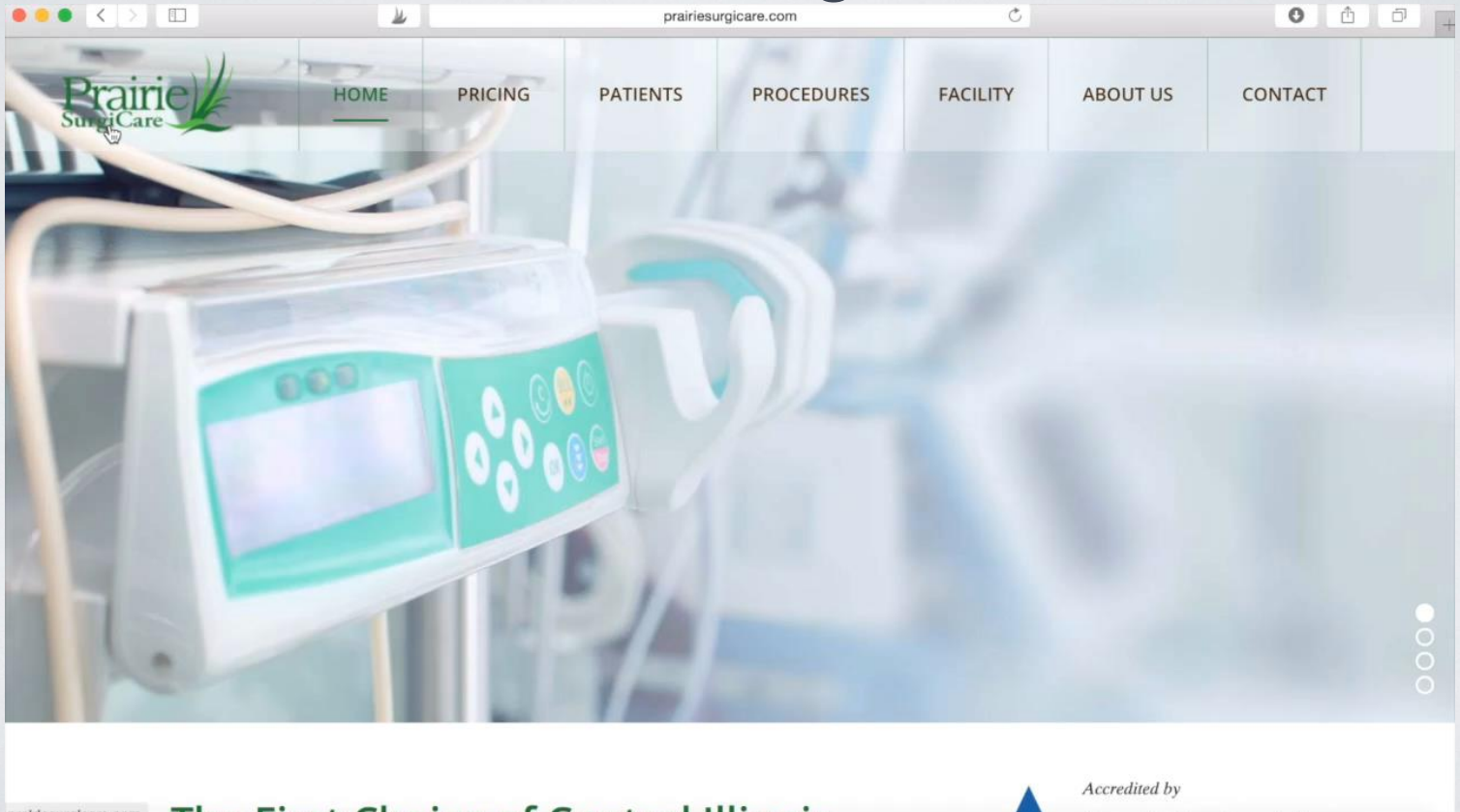
Surgery Centers

Prairie SurgiCare



PRI £ TRAN$PARENCY

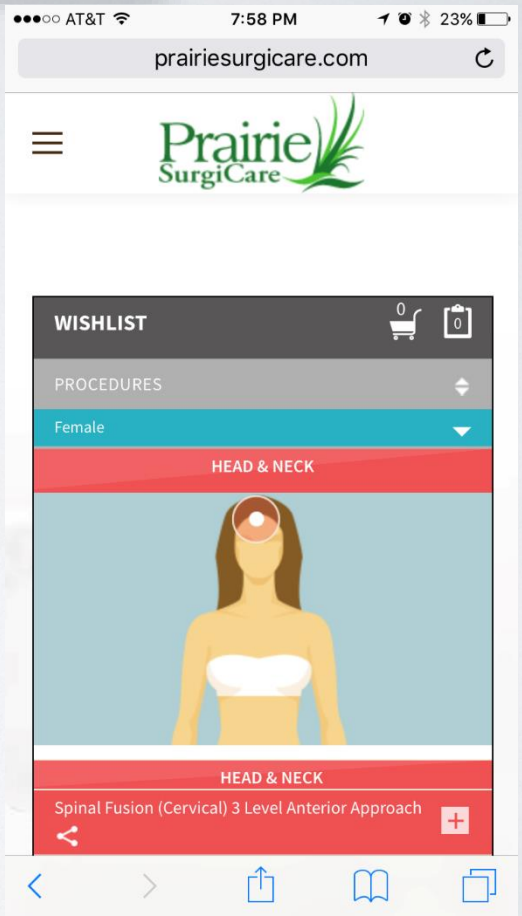
Everyone asks about price

Make it easier to answer

Capture contact info through all channels

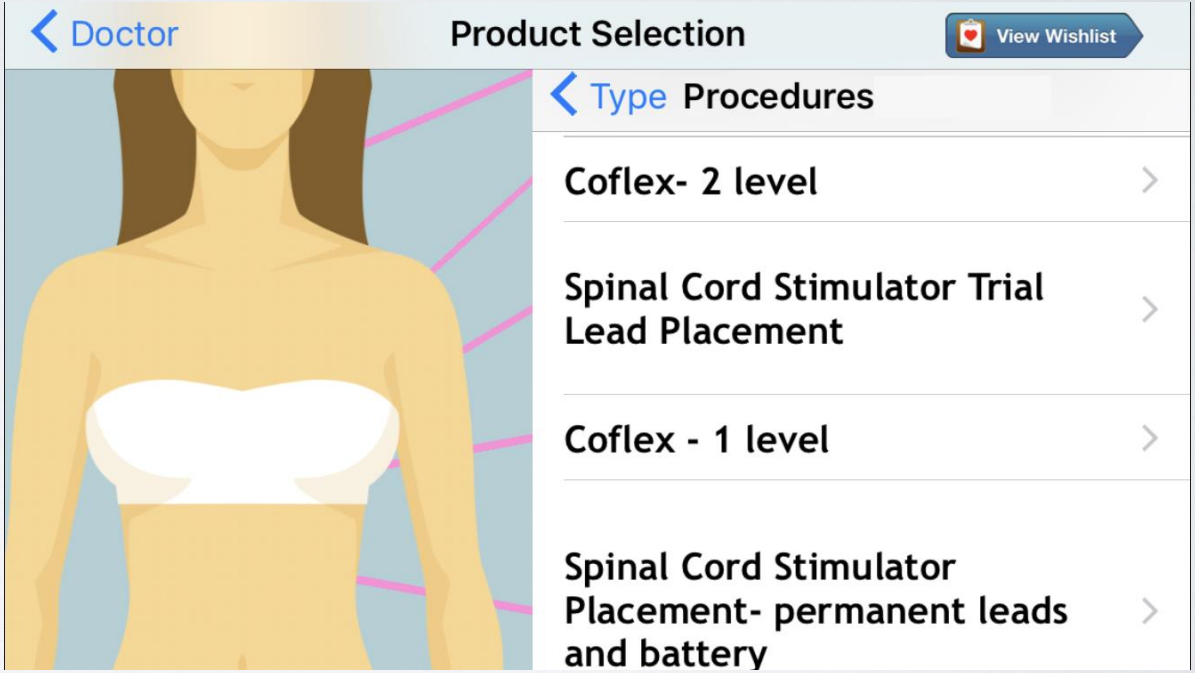
PRI € TRAN$PARENCY

Capture contact info through all channels



PRI € TRAN$PARENCY

Capture contact info through all channels



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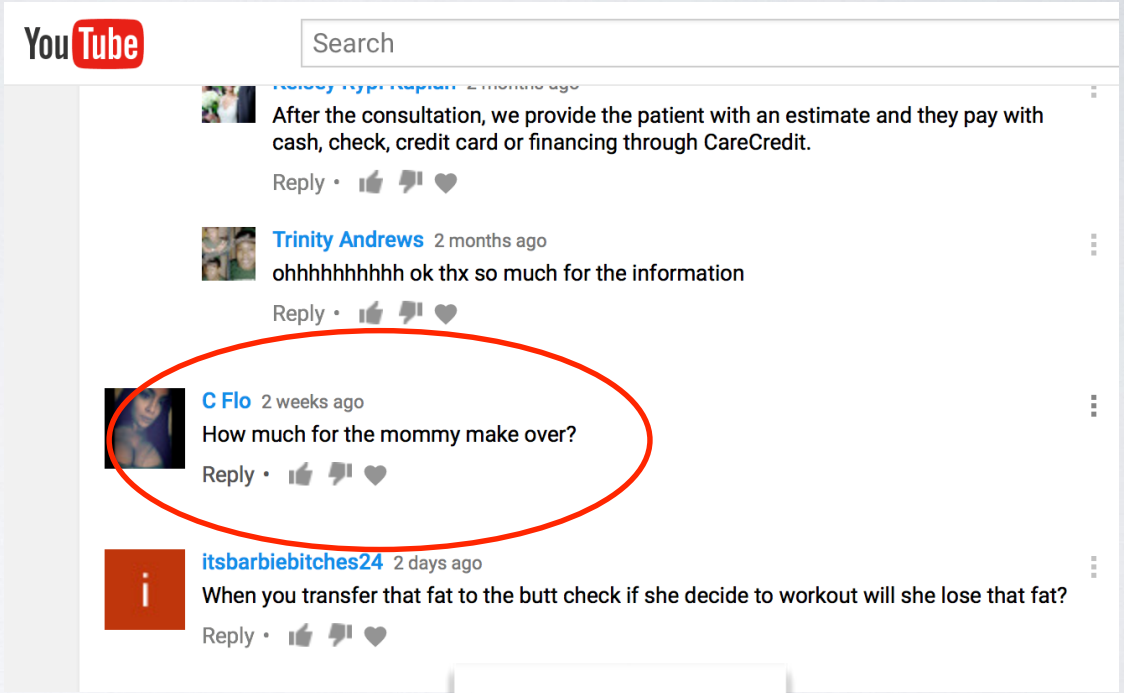
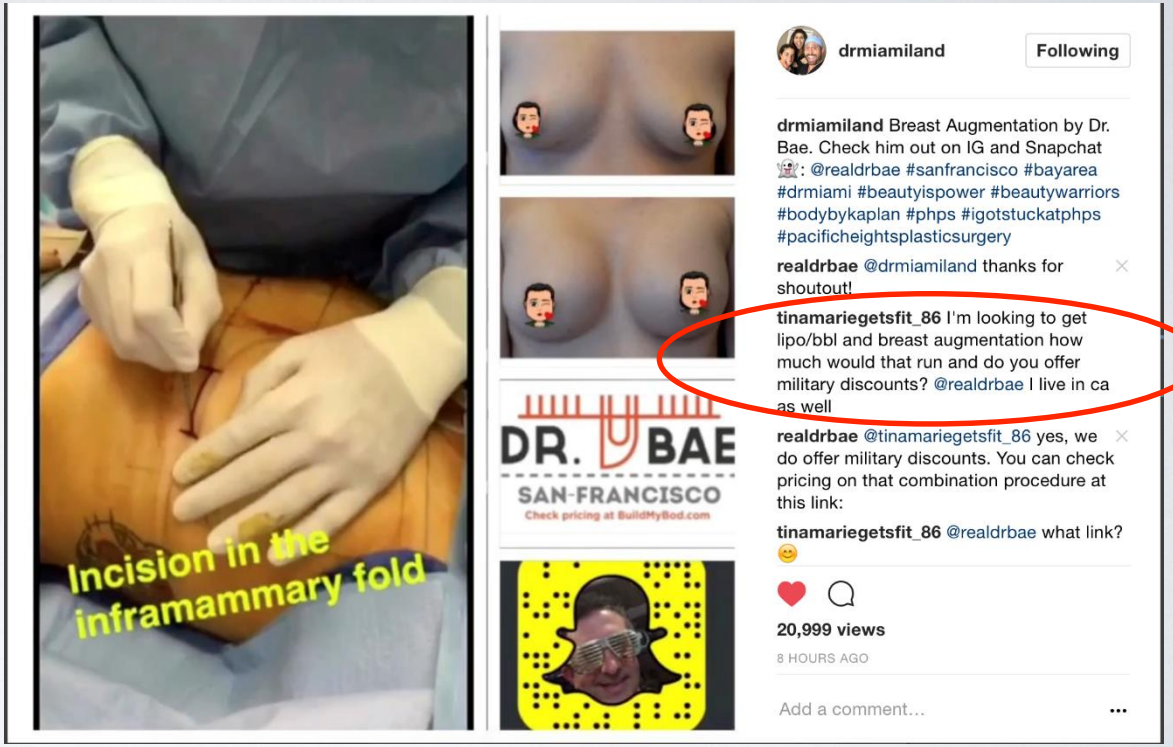


Who is C Flo?

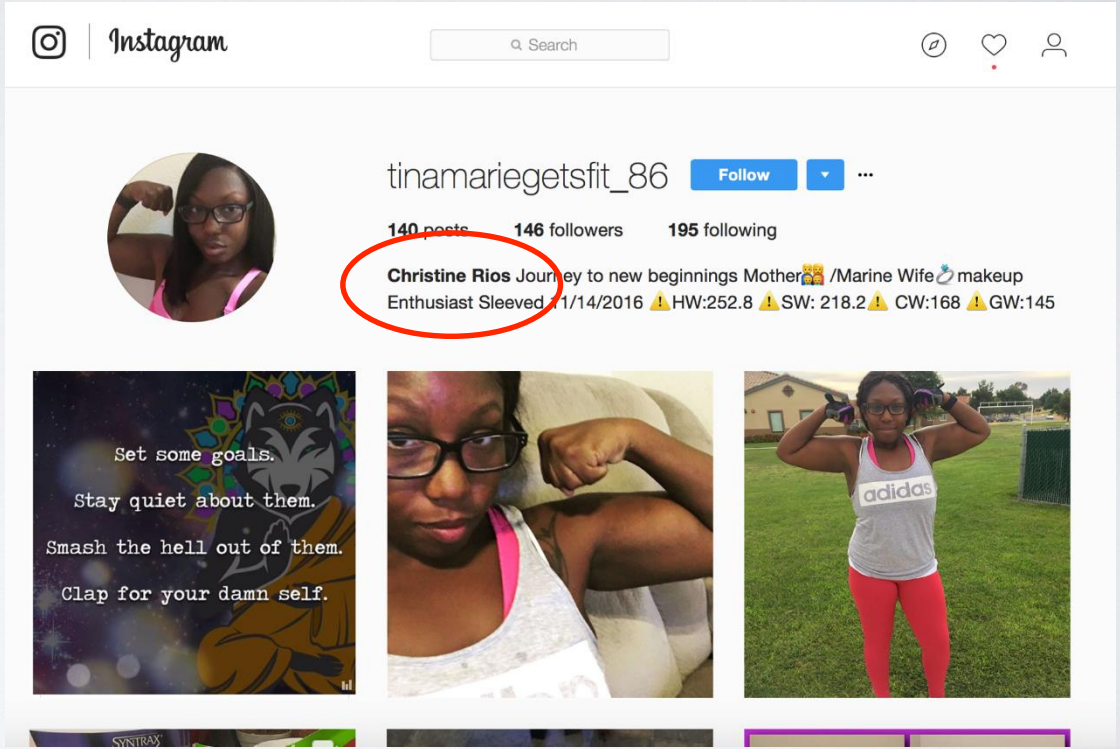
PRI € TRAN$PARENCY

Capture contact info through all channels



PRI € TRAN$PARENCY

Capture contact info through all channels



PRI € TRAN$PARENCY

Capture contact info through all channels

Dear Christine Rios,
You have expressed interest in:
-Mommy Makeover - $8,000
Learn more about Mommy Makeover by clicking here
-Brazilian Butt Lift with Tummy Tuck - $12,500
Learn more about Brazilian Butt Lift with Tummy Tuck by clicking here
-Brazilian Butt Lift using Fat Injections - $8,000
Learn more about Brazilian Butt Lift using Fat Injections by clicking here

Total MD fees : $28,500
Total OR time : 8 hours
Total implant costs : $1,850
Total garment costs : $1,050
Total cosmetic insurance costs : $300

Total estimated fees : $31,700

Dr. Kaplan can be contacted by replying directly to this email, or by calling (415) 749-9191. You will be contacted via email at Rios8688@yahoo.com or by phone at (646) 391-4226 regarding your wishlist. You can visit Dr. Kaplan online at https://www.pacificheightsplasticsurgery.com.

Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking here

Download on the App Store

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CONCLUSION

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CONCLUSION

1. ***No better "carrot"*** *to capture complete contact info than price*

2. ***Build your email database*** *for future email marketing (200 to over 7,000 in 4 years!)*

3. ***With an e-commerce platform for non-surgical services*** *capture dollars, not just leads!*

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CONCLUSION

4 ***Don't spend "tens of thousands of dollars"* to simply give the milk away for free***

*Shopping for Surgery, *Outpatient Surgery Magazine*, June 2015

5 ***Ask yourself…what could you do with an additional 10,000+ email addresses of cash-pay patients in your database?***

6 ***If healthcare.gov can show costs, so can you!***

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Check this out!

Introducing…

Pricing Assistant!

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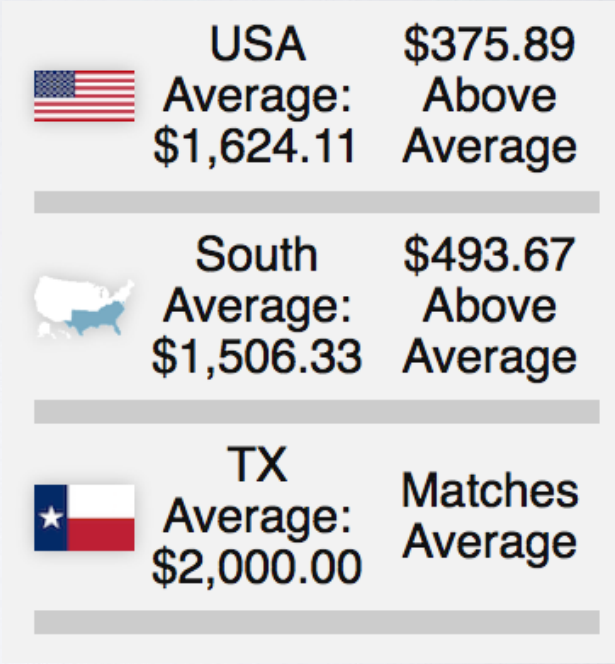
Make sure you're getting paid what you're worth!

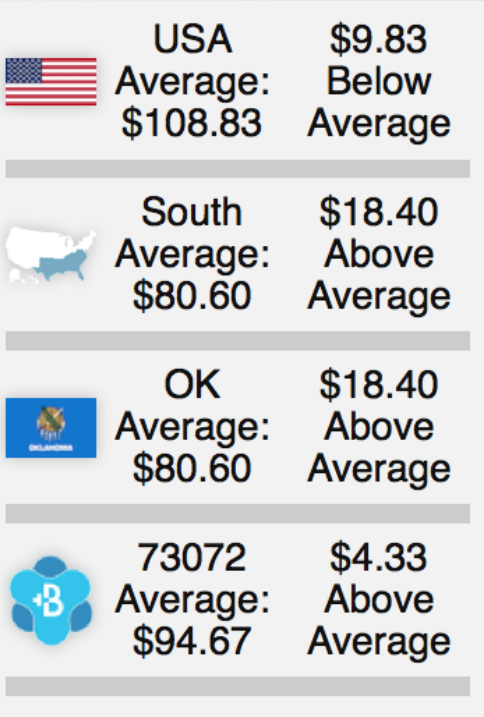
Colonoscopy



PRI $ TRAN$PARENCY

Make sure you're getting paid what you're worth!

Adult Monthly
Membership Fee
DPC/Concierge
Medicine



PRI € TRAN$PARENCY

Make sure you're getting paid what you're worth!

Breast Augmentation

	USA Avg: $6237.4	$187.4 Below Avg
	West Avg: $6499.55	$449.55 Below Avg
	CA Avg: $6588.6	$538.6 Below Avg
	94115 Avg: $5575	$475 Above Avg

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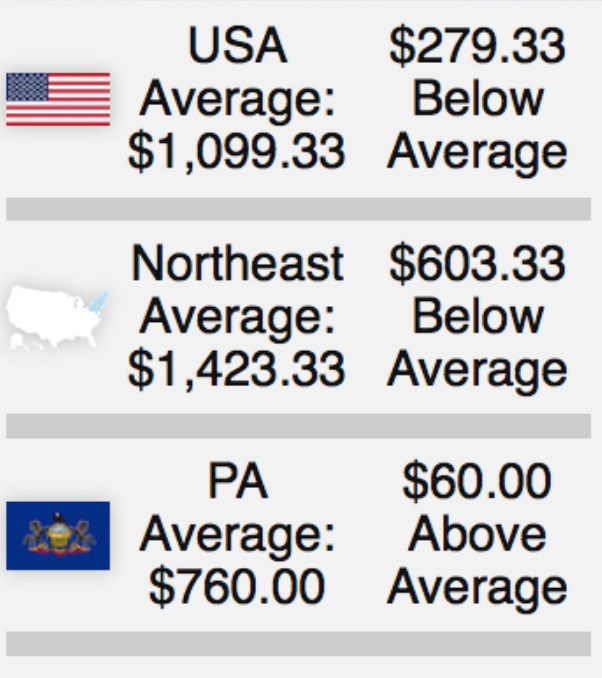
Make sure you're getting paid what you're worth!

Lumbar Epidural



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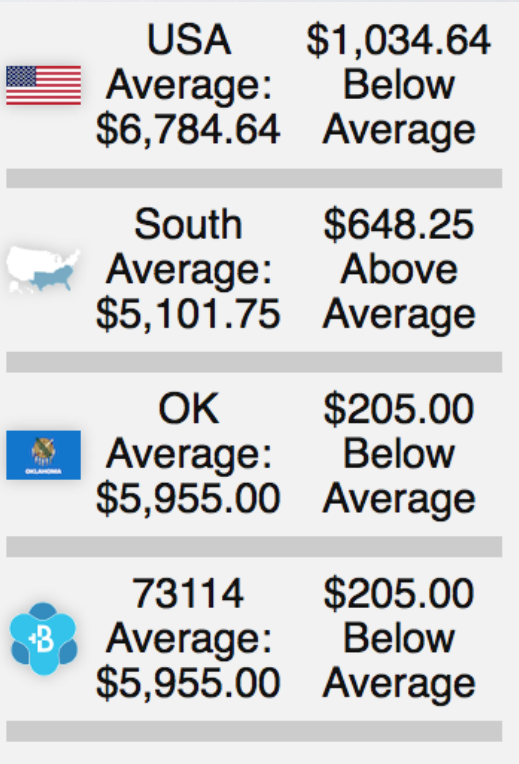
Make sure you're getting paid what you're worth!

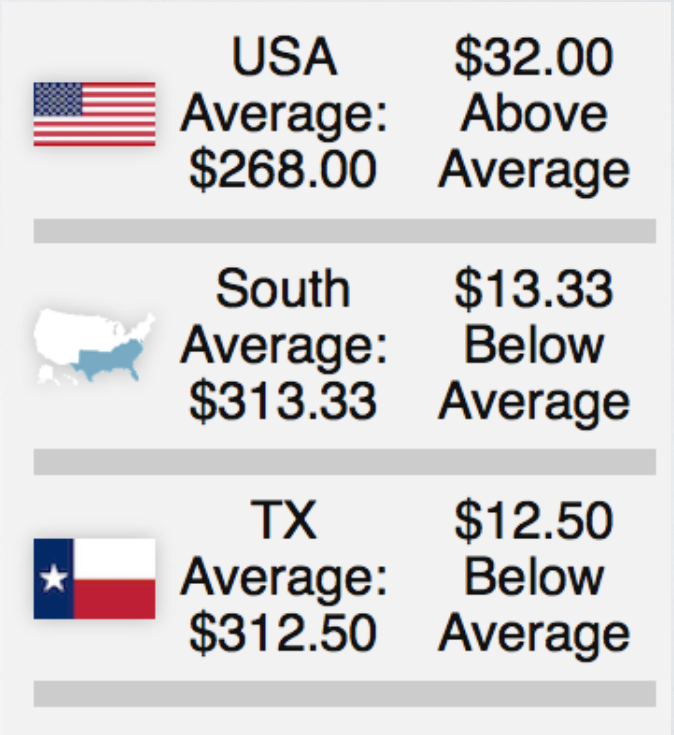
Shoulder Arthroscopy



PRI $ TRAN$PARENCY

Make sure you're getting paid what you're worth!

Lower Extremity U/S



Audience Participation

2. Based on this presentation, would you
a) prefer to show pricing and generate leads…or
b) show pricing without the possibility of generating leads?!

a or b

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Anyone can do this with their existing website

Ask me how!

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QUESTIONS

jonathan@buildmybod.com