

MARKETING TECHNIQUES FOR ACQUIRING REGENERATIVE PATIENTS

David Greene, MD, MBA



- REPAIR
- REGENERATE

STEM CELL™ • RESTORE



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GOALS

1. Explain the marketing landscape for regenerative medicine.
2. Explain what potential prospects actually care about.
3. Walk through the blueprint of how to generate leads.
4. Elaborate on attribution, which is how to know what's generating actual patients.
5. Introduce the R3 Partnership.



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R3 Provider Training Workshop Dec 2018

R3StemCell.com

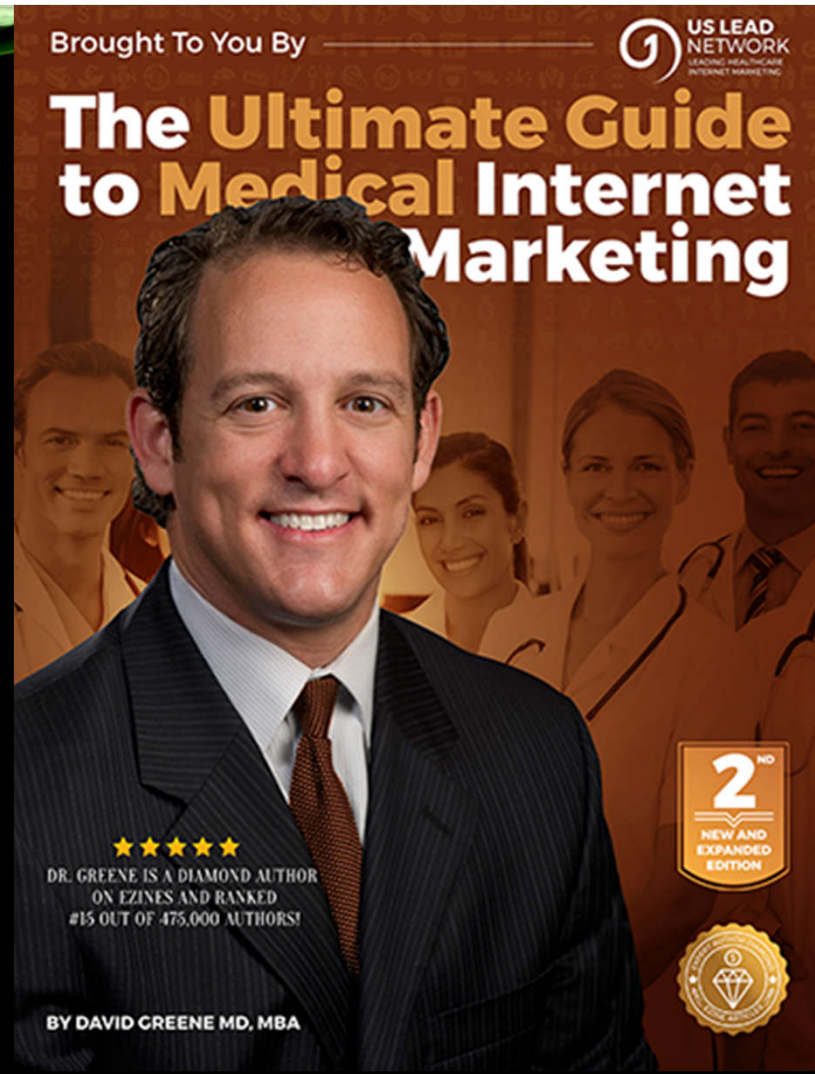
(844) GET-STEM

- Med School at UVA, trained as an orthopedic surgeon at Brown University. MBA from ASU.
- Founded US Lead Network 10 years ago.
- Founded R3 Stem Cell 7 years ago.
- Companies generate over 5000 leads per month.
- Five teams work on the integrated marketing.



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MARKETING VS SALES

Marketing

- The **marketing** concept is focused on consumers needs and wants.
- Marketing is everything that you do to reach and persuade prospects.
- Examples of persuasion:
 - Walk the dog more often.
 - Play with grandkids.
 - To look 10 years younger.
 - Make my friends envious.

Sales

- Sales process is everything that you do to close the sale.
- Picks up once the lead is generated.
- Needs to be scripted to meet prospects at their level of entry.
 - Will it work?
 - How long will it last?
 - Why get treatment from you if all biologics are the same?
 - Cost, cell counts, are you killing babies.



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WHAT ARE YOU MARKETING?

- High value procedures that multiple specialties can perform.
 - MD, DO, NP, PA, ND.
 - Procedures that cost \$1200 to \$15,000.
 - MSK, Systemic, Aesthetics.
 - High margin with a lot of consumer confusion.
 - Insurance only peripherally involved.
 - Two target markets



R3StemCell.com

Center of Excellence



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**Avoid Surgery with
Regenerative Medicine
for YOUR:**

- Arthritis
- Tendon or Ligament Damage
- Sports Injuries
- Joint Pain

Two side-by-side photographs. The left photo shows an older man and woman smiling and embracing. The right photo shows a younger man and woman running on a beach. Two red arrows originate from the text 'Two target markets' in the list above and point to these two photos.

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WHO IS YOUR TARGET MARKET?

- Want to provide marketing to the right person at the right time for the right price.
- Henry Ford once said: I know half of my marketing is working – I just don't know which half!
- Two Target Markets Mostly for Aesthetics and Wellness:
 - Older population wants to look and feel younger, keep active sexually.
 - Younger – wants to stop the aging process.



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Call R3 Stem Cell today at
(844) GET-STEM
R3StemCell.com

**Stop the Pain...
Don't Operate... Regenerate!**

***Get Your Life Back with
Stem Cell Therapy***

REALITY

- In our experience, the best cross section of who has the resources to pay for a procedure = individuals over the age of 50.
- Most ads we do- middle aged and up provoking emotion.



R3 Stem Cell

Written by AdEspresso [?] · November 21 at 9:18 AM · 🌐

[NEW] Pain and symptom relief with our groundbreaking stem cell therapy. Over 10,000 regenerative procedures performed successfully to date! Board Certified LV Top Docs.

Request a FREE consultation to learn more about this revolutionary therapy.



[NEW] Effective Stem Cell Therapy for Arthritis, Neuropathy, COPD, Autoimmune, Organ Failure

FREE Stem Cell Consultation! Call (844) GET-STEM

[HTTP://R3STEMCELL.COM/LAS-VEGAS-NV/REGENERATIVE-M...](http://R3STEMCELL.COM/LAS-VEGAS-NV/REGENERATIVE-M...)

Sign Up

**Look and Feel Younger with Safe
and Effective PRP, Stem Cells,
Exosomes and Growth Factors.**



Nonoperative Regenerative Aesthetics

- Hair Restoration
- Facial Rejuvenation
- ED Procedures - P and O Shot
- Anti Aging Procedures

**CALL NOW
(844) GET-STEM
R3StemCell.com/Aesthetics**

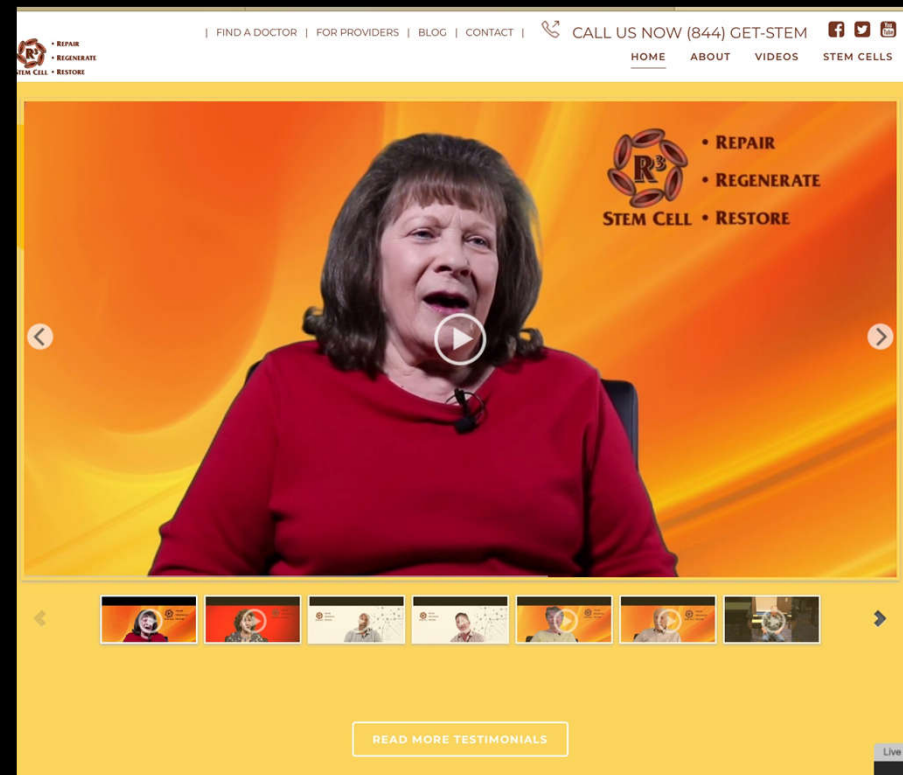
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Statements made have not been evaluated by the Food and Drug Administration. The information from R3 is not intended to diagnose, treat, cure or prevent any disease. Outcomes will vary between individuals and are not guaranteed.

WHY DO PEOPLE BUY???

- People buy on emotion and justify with logic. Emotion is the kindle to the fire.
- You need to appeal to the *human*, not the buyer.
- HBS Research – 95% of our purchase decisions take place subconsciously. This is AFTER emotion generates the interest.
- One of the best ways for a customer to experience your complex product is by sharing a vivid customer story.





PROMOTE BENEFITS, NOT FEATURES

- At the end of the day, patients care about what you can do for them.
- If you appeal to their benefits up front, that is the best way to get the click or phone call.



PUSH VERSUS PULL MARKETING

Push Marketing – Spray and Pray

- Newspaper
- Billboards
- Television
- Radio
- Slightly more targeted
 - Programmatic.
 - Social Media
 - FB, Instagram, Pinterest



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Pull Marketing

- Word of Mouth
- Doctor and Patient Referrals
- Website Organic Traffic
- Video Marketing
- Email Marketing
- Retargeting
 - Facebook (\$1-3 CPC)
- Programmatic Ads
- Pay Per Click (\$5-15 CPC)

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PUSH MARKETING



Over 95% of viewers have no need for the product or service.

High Cost versus Pull marketing.

Classic Mistakes here:
NO phone number and
it's the same site as their
pain practice.



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PULL MARKETING

stem cell therapy phoenix - Bing X

https://www.bing.com/search?q=stem+cell+therapy+phoenix&qs=n&f...

Search

See all business listings

Home - Stem Cell Therapy Phoenix #1

<https://stemcelltherapyphoenix.com>

Amniotic and Umbilical stem cell therapies with high stem cell counts and growth factors that are very effective, safe, outpatient and painless. PRP Therapy as well, often together! The Stem Cell Therapy has zero surgery treatment process.

Stem Cell Treatment | Arizona | Stem Cell Rejuvenation Center

<https://www.the-stem-cell-center.com>

All treatment and procedures done on site at our clinic in Phoenix, Ariz Stem Cell Treatment | Arizona | Stem Cell Rejuvenation Center Led by Dr. Timothy Peace, we have been performing stem cell therapy for over 10 years.

Arizona · Thank You · Fees & Contact · FAQ · Osteoarthritis · Appointments

COPD Treatment - Stem Cell Therapy Phoenix #3

<https://stemcelltherapyphoenix.com/copd-treatment>

Stem Cell Therapy for COPD in Phoenix and Scottsdale AZ Chronic obstructive pulmonary disease (COPD) is a progressive lung condition that causes difficulty breathing. As symptoms get worse, COPD will limit your ability to do usual activities, such as cooking, walking, and taking care of yourself.

Stem Cell Therapy Doctors Scottsdale & Phoenix - Stem Cell ...

<https://www.naturopathicgroup.com/treatments/stem-cell-therapy>

Stem Cell Therapy Doctors | Scottsdale & Phoenix Human stem cells are in your body to generate new and replacement cells, originating and repairing bone, muscle, cartilage, spinal discs and other specialized cells. Our stem cell therapy doctors have used stem cell treatments to successfully treat joint injuries and age-related joint degeneration, including osteoarthritis and osteoporosis.

Phoenix Stem Cell Therapy, Stem Cell Clinic Arizona #5

<r3stemcell.com/phoenix-az/orthopedic>

R3 Stem Cell offers Top Doc Board Certified Specialists providing the Southwest with several regenerative medicine options - NONOPERATIVELY. For over five years, R3 Stem Cell has been at the forefront of stem cell and PRP therapy for all joint, spine and soft tissue conditions, with comprehensive options for helping patients avoid surgery.

**BING SEARCH FOR
STEM CELL
THERAPY
PHOENIX**



ALL TIME HIGH

What Consumers See

- Average number of advertisement and brand exposures per day per person: 5,000+
- Average number of “ads only” that we have some awareness of per day: 86
- Average number of “ads only” that made an impression (engagement): 12



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BREAK THROUGH THE NOISE

Engagement

- Increasing engagement will help advertising break through the clutter of the thousands of ad and brand exposures per day.



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YOUTILITY

Education Leads to Trust



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NEW YORK TIMES BESTSELLER

why
SMART MARKETING
is about
HELP *not* HYPE

YOUTILITY



JAY BAER

COAUTHOR OF *THE NOW REVOLUTION*

FOREWORD BY MARCUS SHERIDAN,
"THE SALES LION"

**OR VISIT US
AT ANY LOCAL BEST BUY.**

1-800-GEEKSQUAD

On call 24 hours



Go ahead. Use us.™

2:39 / 2:41



Wireless Networking Basics: a Geek Squad 2 Minute Miracle

90,211 views

21 5 SHARE SAVE ...



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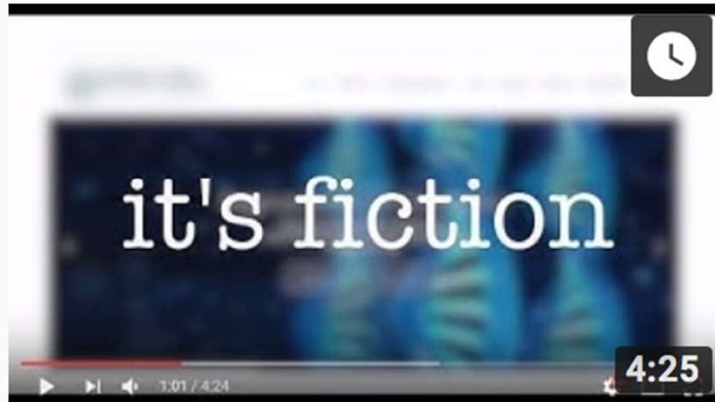
Geek Squad ✓
Published on Dec 17, 2007

SUBSCRIBE 22K



 YouTube

amniotic stem cell therapy|



The Deception of Amniotic Stem Cells

Chris Centeno, M.D. • 6.4K views • 2 years ago

Many clinics have begun offering amniotic or placental "stem cell" products these physicians are ...



Top 8 Things to Know About Amniotic Stem Cell STEM

R3 Stem Cell • 10K views • 1 year ago

<https://r3stemcell.com/stem-cells-treatments/amniotic-derived-s>
Amniotic stem cell therapy is ...



MASTER CLASS



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HOW TO WIN THE MARKETING RACE?

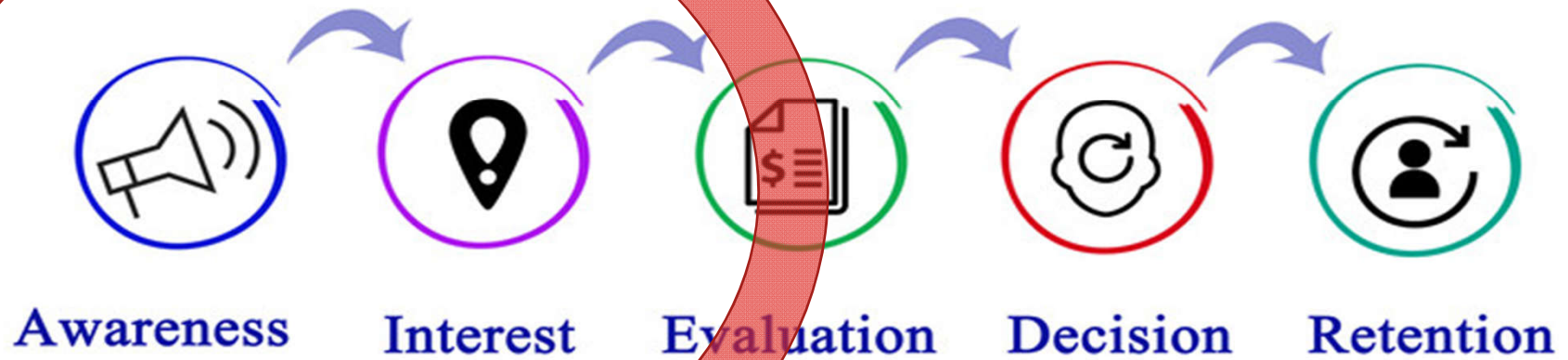


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Customer Journey



Customer Journey



TOUCH POINTS

- Average – 6 to 8 touch points to generate viable sales lead.
- PPC – only 5% effective.
- Buyer's journeys are different to becoming "sales ready":
 - Radio, internet, reviews, phone call.
 - Social media, billboard, webinar.
 - Newspaper, reviews, seminar.



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NO SILVER BULLET

- Typically multi-touch attribution.
- Example: John hears from a friend about stem cell therapy. He does a Google search and clicks on your ad. Then:
 - Downloads Consumer Guide by giving his email.
 - Opens an email from the drip campaign, watches a testimonial video on knee pain.
 - Looks at practice reviews.
 - Calls practice – goes to a seminar.
 - Then signs up for a consultation.

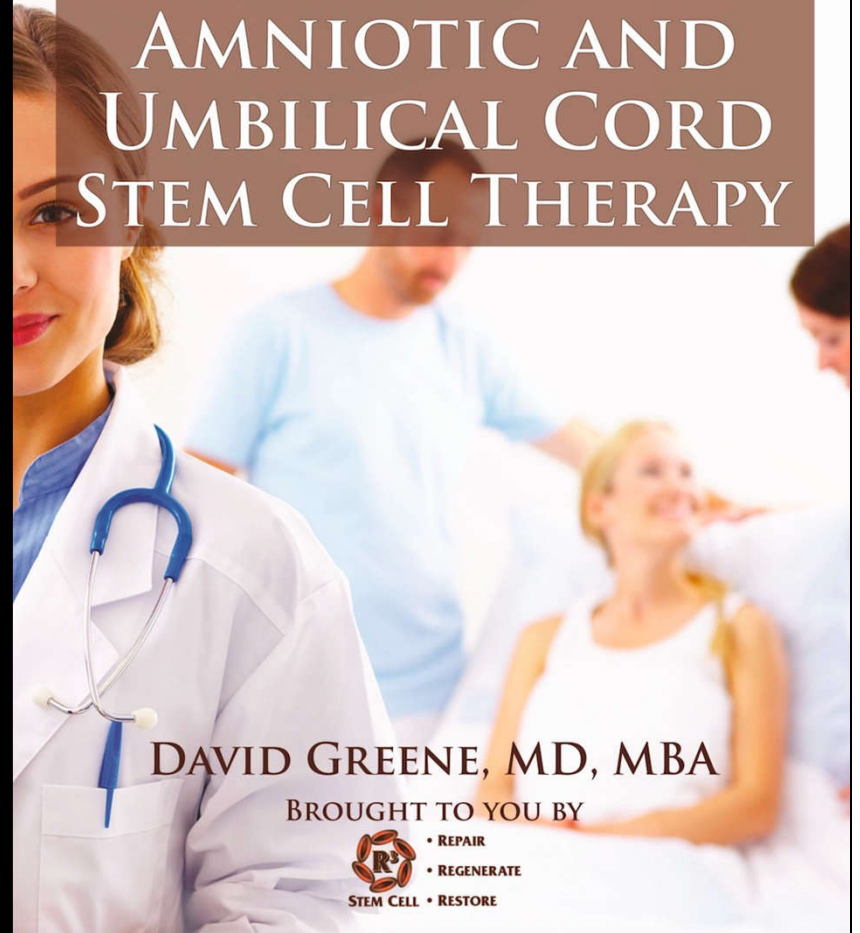


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CONSUMER GUIDE TO AMNIOTIC AND UMBILICAL CORD STEM CELL THERAPY



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BROUGHT TO YOU BY



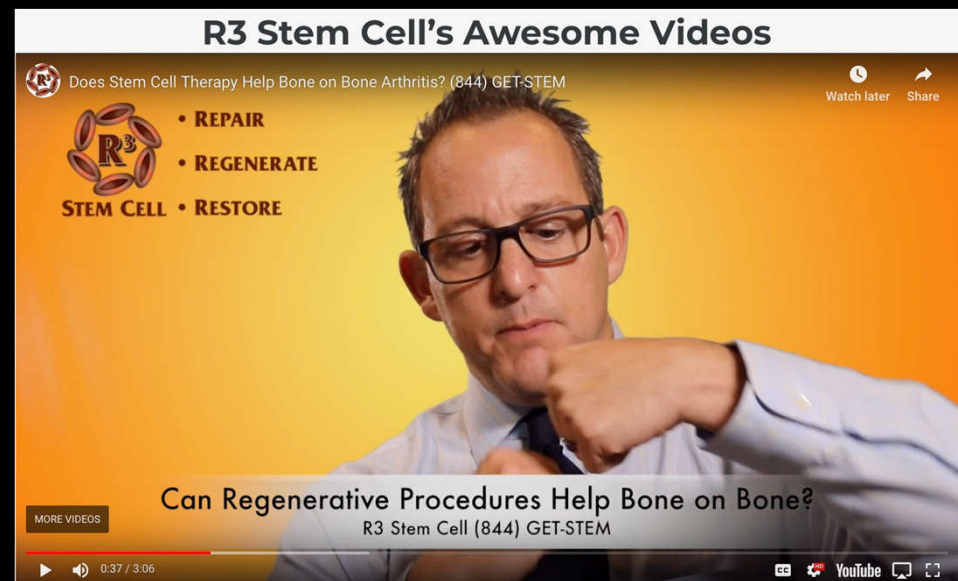
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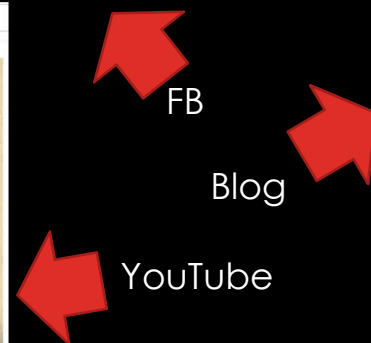
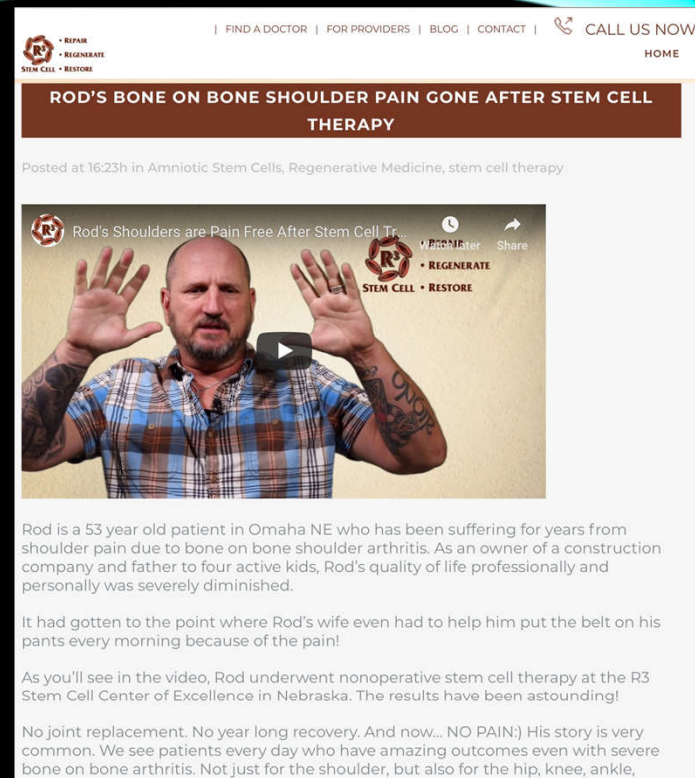
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COST EFFECTIVE DIGITAL METHODS

- Dedicated Stem Cell Aesthetics Section or Separate Website
- Landing Pages with Magnets.
- Social media presence.
 - Facebook
 - Instagram
- Youtube Channel (or Vimeo).
- Press Releases.
- Email Marketing
- Webinars





Market Your Videos!



STEM CELL™

STEM CELL MASTER CLASS

EVERYTHING PATIENTS
NEED TO KNOW!

STEMCELLMASTERCLASS.ORG



THE REAL GOAL

Target Market (Suspects)

Refine

Deploy Campaign

Prospects

Cultivate



TOP Seven Marketing Tricks



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Marketing Trick #1



- Less than 10% of people who visit your website convert on 1st visit.
- Great idea to institute retargeting for a few weeks.
- Some call it Cyber Stalking.
- Google does NOT allow retargeting for healthcare.
- How to accomplish?
 - Facebook
 - Email Marketing
 - Geotargeting

Marketing Trick #2



LOOKALIKE AUDIENCES

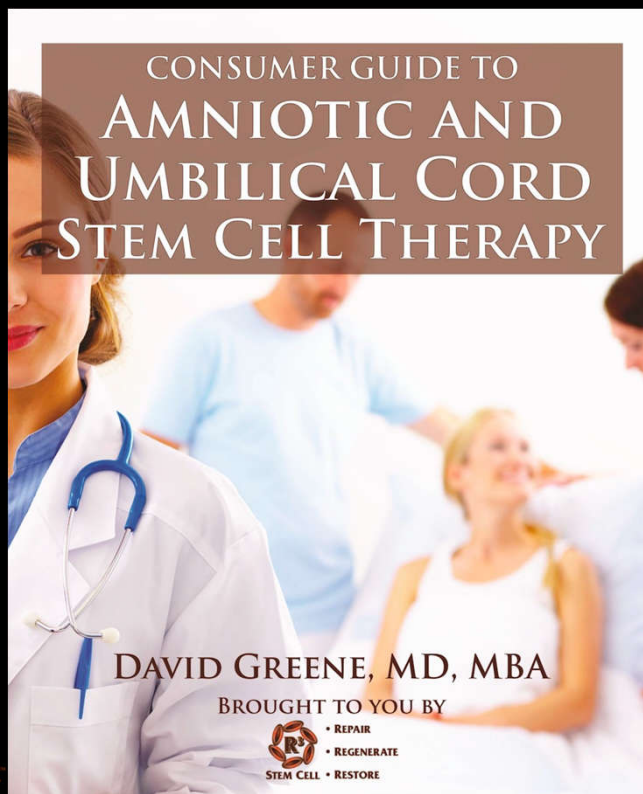
- Use your data!
- Upload a “success” file of leads/patients into FB.
- They will use a proprietary algorithm to look for people similar in the chosen geography.
- Lowers CPL on Facebook.



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Marketing Trick #3



- Incorporate Magnets
- Content is KING.
- The search engines and prospects care about Quality Content, NOT Quantity.
 - Ebooks
 - Videos
 - White Papers
 - Blogs
 - Press Releases

Marketing Trick #4



- These are expensive procedures with significant margins.
- Do NOT look cheap with your approach. (e.g. overseas writers)
- Fine to be Cost-Effective and Smart.
- Don't sacrifice your reputation by saving a few bucks.

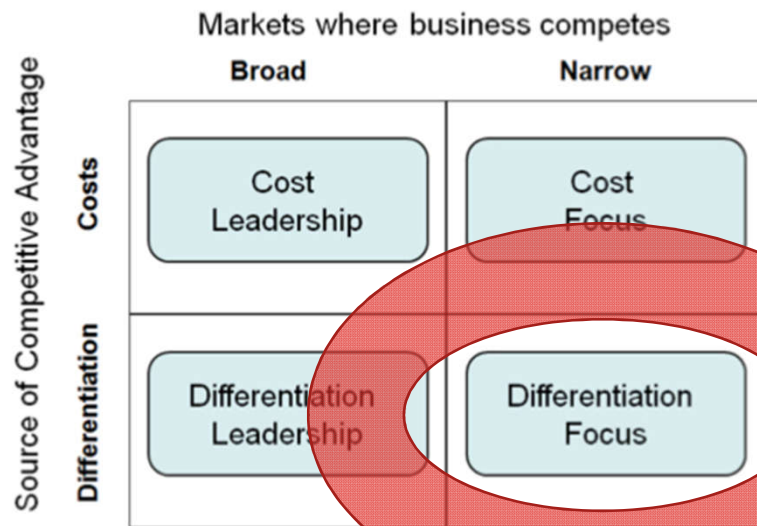


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Marketing Trick #5

Porter's Generic Strategies



- Figure out your Unique Competitive Advantage.
- And it should NOT be price!
- Value Add, Experience, Safety, Protocols, etc.
- Answering the question – WHY SHOULD I DO BUSINESS WITH YOU?

tutor2u

Marketing Trick #6

Customer Reviews



- REPUTATION MANAGEMENT
- OBTAIN REVIEWS!!
- Implement a standard process of asking for reviews.
- Have patients place on various platforms (rotate).
- Very difficult to remove removes (bury them).
- Don't engage a bad reviewer.



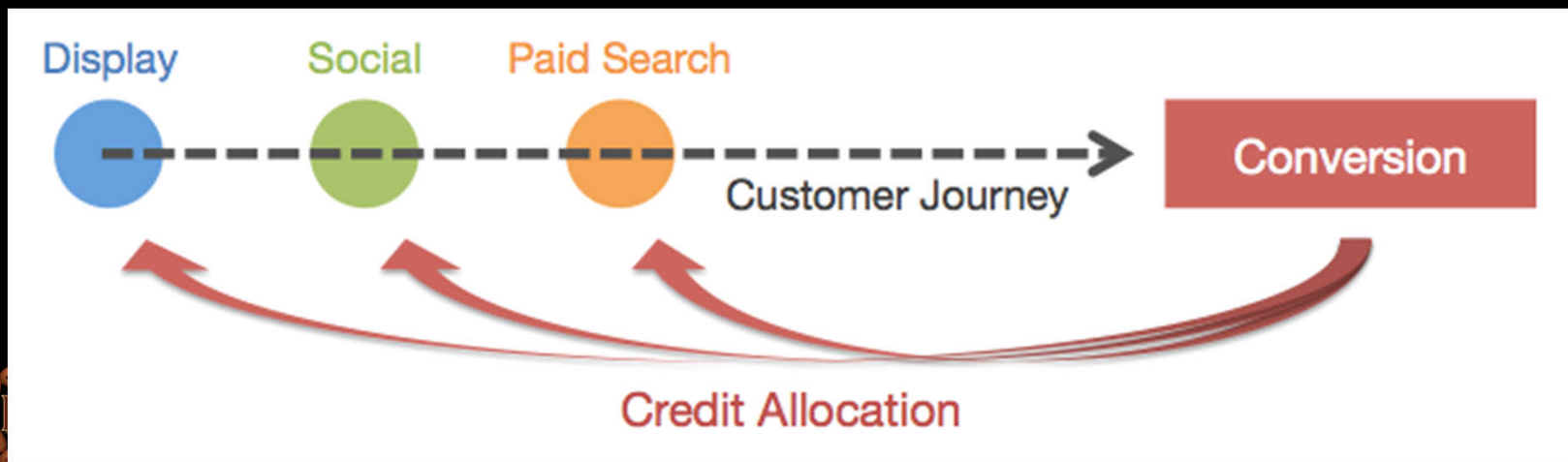
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Marketing Trick #7

- Incorporate Attribution – figure out what's working.
- Can be difficult with multiple touch points – who gets credit?
- If done properly – will lower cost per lead.



ATTRIBUTION METHODS

1. Ask your leads.
2. Use tracking methods.
 1. Call tracking.
 2. Conversion tracking – calls and form code.
 3. Google Tags – implement with Analytics. (e.g. live chat).

Call Tracking Explained

Step 1: Assign a Unique Number
To Each Ad or Ad Channel



1-800-555-7777



1-800-555-8888



1-800-555-9999

Step 2: Forward Each Number
To Your Main Number



Step 3: Check Your Call Tracking Stats
To See What Makes The Phone Ring



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PPC BASICS



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Sample Campaign

by David Greene, MD, MBA, US Lead Network

September 15, 2018 - October 14, 2018

compared to the previous period

 **COST**
SEATTLE - PAIN MANAGEMENT

\$7,744.28

↑ 98.6%

 **AVG. CPC**
SEATTLE - PAIN MANAGEMENT

\$8.22

↑ 36.2% ● \$1.00 targeted

 **CTR**
SEATTLE - PAIN MANAGEMENT

2.73%

↑ 1.9% ● 1% targeted

 **CLICKS**
SEATTLE - PAIN MANAGEMENT

942

↑ 45.8% ● 1 targeted

 **ALL CONV.**
SEATTLE - PAIN MANAGEMENT

70.38

↑ 48.2% ● 1 targeted

 **CONV. RATE**
SEATTLE - PAIN MANAGEMENT

7.64%

↑ 3.9% ● 1% targeted

 **COST**
SEATTLE PAIN

\$3,062.73

↑ 2282.0%

 **CLICKS**
SEATTLE PAIN

1,015

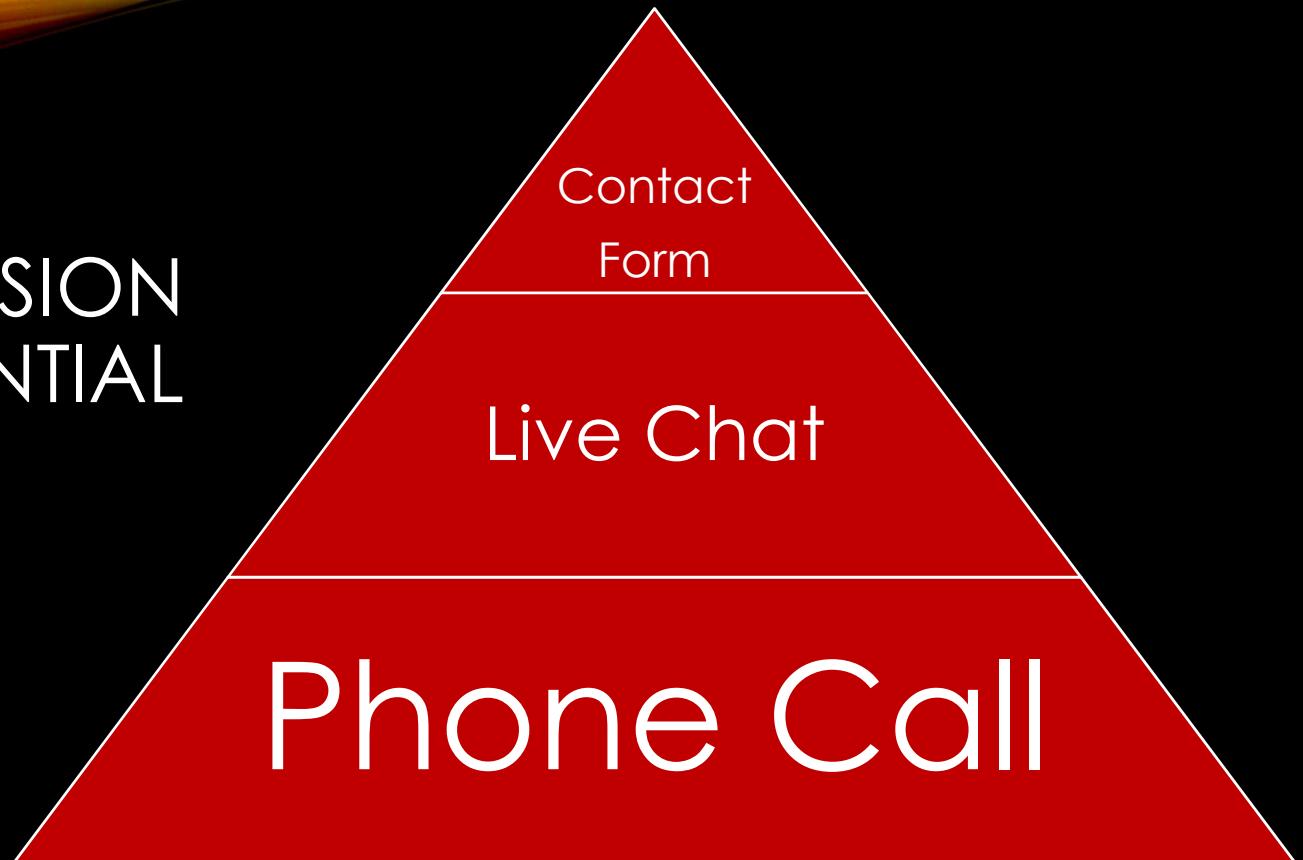
↑ 1350.0%

 **AVG. CPC**
SEATTLE PAIN

\$3.02

↑ 64.3%

CONVERSION POTENTIAL



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“

CUSTOMERS WHO INITIATE INBOUND CALLS
CONVERT TO REVENUE FASTER, SPEND MORE, AND
HAVE A HIGHER RETENTION RATE.

”

Forrester Consulting, 2017 study of 213 marketing decision makers at large companies.

ACCORDING TO THE STUDY, THE MAJORITY (60%)
OF MARKETERS AGREE THAT THOSE WHO PLACE
AN INBOUND PHONE CALL CONVERT TO A
CUSTOMER 30% FASTER THAN THOSE WHO DID
NOT.

PHONE SCRIPTING

- We've put a good one in your binder.
- SOP reduces inconsistency between personnel.
- Makes it easy to train people and audit them objectively.



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ARTIFICIAL INTELLIGENCE

WE'VE BEEN INCORPORATING AI INTO OUR MARKETING OVER THE PAST 3 YEARS INCLUDING THE FOLLOWING:

- Conversational Analytics
 - Records Conversations
 - Transcribes Conversations
 - Machine Evaluates for Lead Quality and Scores.
 - Attribution for Keywords, Channel.
- Live Chatbot
 - R3 receives 10 live chats EVERY day.
 - Goal is to save money, but not destroy the customer experience.
 - Teaching the bot on how to respond.
 - UI is cool, but light on machine learning.



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ARTIFICIAL INTELLIGENCE

- Takes analytics further. What happens on the call? If it was a good call, what drove it?
- Goal – use AI to improve marketing and lower the CPL.
- Calls are recorded, transcribed and analyzed in depth.
- Then calls are categorized and scored. Then the machine learning kicks in.



THE IMPACT OF
**ARTIFICIAL
INTELLIGENCE**
ON MARKETING



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KPIs By Phone Label

Phone Label	Number of Calls	Sales Opportunity	Sales Opportunity Rate	Sales Conversion Rate	Avg. Lead Score	Avg. Sales Call Lead Score
R3 Oklahoma City Local	14	4	67%	50%	4.3	6.0
R3 Palm Beach/Boca Local	11	2	50%	0%	2.5	4.5
R3 Phoenix	20	6	75%	67%	5.5	7.3
R3 Portland Local	47	4	19%	25%	1.5	6.0
R3 Seattle Local	48	8	36%	13%	2.2	4.8
R3 Sioux City Local	26	2	22%	0%	0.8	2.5
R3 Tampa Local	42	6	25%	0%	1.7	5.2
R3 Tennessee Local	83	7	20%	14%	1.4	6.3

Sales Opportunities and Lead Score By Day/Hour Heatmap

	Sunday	Monday	Tuesday	Wednesd..	Thursday	Friday	Saturday	Grand T..
12 AM								
1 AM					0%			0%
2 AM							0%	0%
3 AM					0%			0%
4 AM		0%	0%					0%
5 AM		0%		0%			0%	0%
6 AM	0%	0%	0%	0%	0%	0%	0%	1%
7 AM	0%	1%	1%	2%	1%	1%	1%	7%
8 AM	0%	2%	2%	2%	2%	2%	1%	11%
9 AM	1%	2%	2%	2%	2%	2%	1%	11%
10 AM	0%	2%	2%	2%	2%	2%	1%	11%
11 AM	1%	2%	2%	2%	2%	2%	1%	12%
12 PM	1%	2%	2%	2%	2%	1%	1%	11%
1 PM	1%	2%	2%	1%	2%	1%	1%	10%
2 PM	1%	2%	2%	2%	2%	1%	1%	9%
3 PM	1%	1%	1%	1%	2%	1%	1%	8%
4 PM	0%	1%	1%	1%	1%	1%	0%	4%
5 PM	0%	1%	0%	1%	0%	1%	0%	3%
6 PM	0%	0%	0%	0%	0%	0%	0%	1%
7 PM		0%	0%	0%	0%	0%	0%	0%
8 PM		0%		0%	0%			0%
9 PM				0%				0%
10 PM								
11 PM				0%				0%
Grand Total	6%	19%	18%	18%	16%	16%	8%	100%



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ADDITIONAL DATA POINTS

- Which keywords turn into best leads.
- Tells us who the problem is with – R3 team is totally scripted.
- Days/Times for best leads.
- Facebook phone integration.
- We've come a long way, still lots to incorporate.
 - Multi-touch – which touch combo works best?
 - What can be dropped?
 - How to drive more calls?



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CONCLUSIONS

- Marketing and Sales are different aspects of the customer journey.
- People buy on emotion, and justify with logic. Market for an emotional response.
- Touch points are key – there is no one Silver Bullet. Become a content generator and distribute it widely.
- Decide your Unique Competitive Advantage. NOT price!
- Incorporate attribution AND learn from it to lower your CPL.



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R3 STEM CELL PARTNERSHIP

- R3 Stem Cell offers comprehensive marketing campaigns for regenerative practices nationwide.

(I don't just lecture about it☺)

- R3 offers a turnkey program that incorporates multiple Customer Journey touchpoints.

- Components:

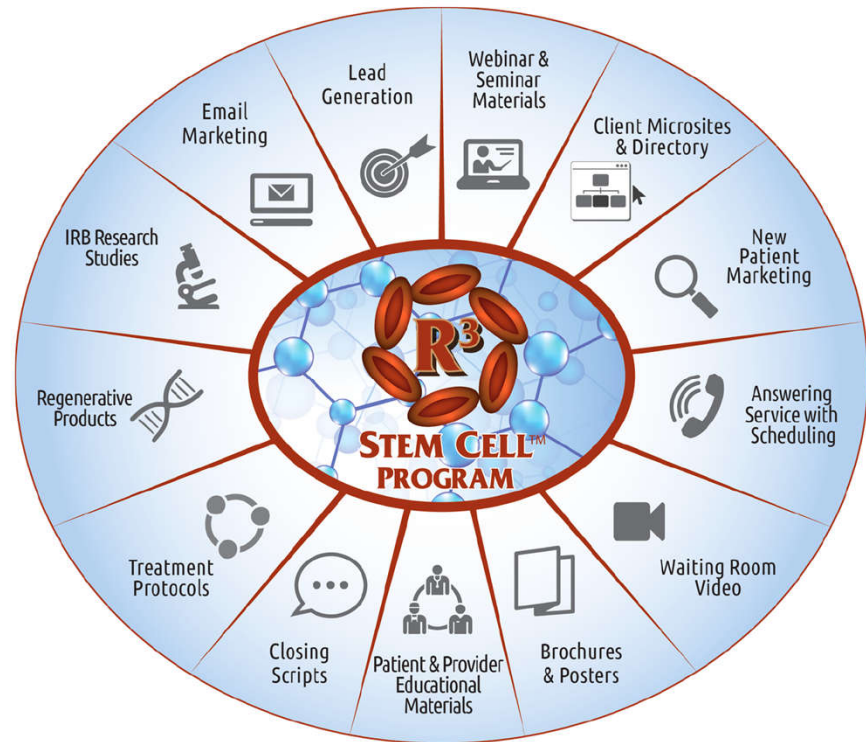
- Marketing (Collateral, Online, Seminars, Call Centers)
- Sales Support
- Products
- IRB Approved Protocols
- Provider Training



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ALL-IN-ONE REGENERATIVE MEDICINE PROGRAM



ACQUIRE NEW PATIENTS



CONVERT THEM FOR PROCEDURES



INCORPORATE IRB APPROVED RESEARCH PROTOCOLS



THANK YOU!

Book a
FREE
CONSULTATION
Today!



- Anyone who signs up for the Partnership by the end of the weekend receives \$1000 off the signup and 20% off the monthly for 3 months.
- Simply speak with Francesca (Frankie), she'll explain the specifics and how we get started.



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