What I Told Intuit Health About Marketing to Medical Practices

Last week I had the pleasure of speaking with 50 employees of **Intuit Health** (live in Cary, NC and virtually in Menlo Park, CA) on the workflow of the medical practice and what makes medical practices unique from a marketing prospective.

Why is healthcare so very different from other markets and so often frustrating for medical salespeople?

- Confusion over who has the “D” – who is the decision maker? Is it the practice administrator, the formal physician leader or the informal physician leader? Is it a consultant or adviser?
- Lack of business training by the business owners (the physicians.)
- Lack of strategic planning and budgeting for capital expenditures. Practices are well known for being penny wise and pound foolish.
- Heavily referral-based system which means no practice wants to be first to use any product and every practice wants at least one solid reference from a similarly-sized practice in the same specialty.
- A dearth of current, helpful information about who practice administrators are.
- Difficulty in getting through the switchboard operator or front desk to the practice administrator.
- Physicians rarely take calls from patients, much less salespersons.
- Most practice administrators are completely averse to cold calls and you might get on their blacklist just for calling.

- Doctors and administrators are suspicious that everyone has their hand in the doctor’s pocket.

Thanks to Yvette and Jim and the amazing folks at Intuit Health for a great afternoon!

If you are interested in a presentation to your sales or customer service team about marketing to medical practices, or understanding medical practice operations and workflow, please email me ***here,*** *or call me at 919.370.0504.*