TEXAS INSTITUTE FOR
NEUROLOGICAL DISORDERS

# Marketing/Business Development

## Activities & Strategies – March 2023

Presented by: Olivia Flaggert, MBA

# Overview:

Marketing/Business Development Activities

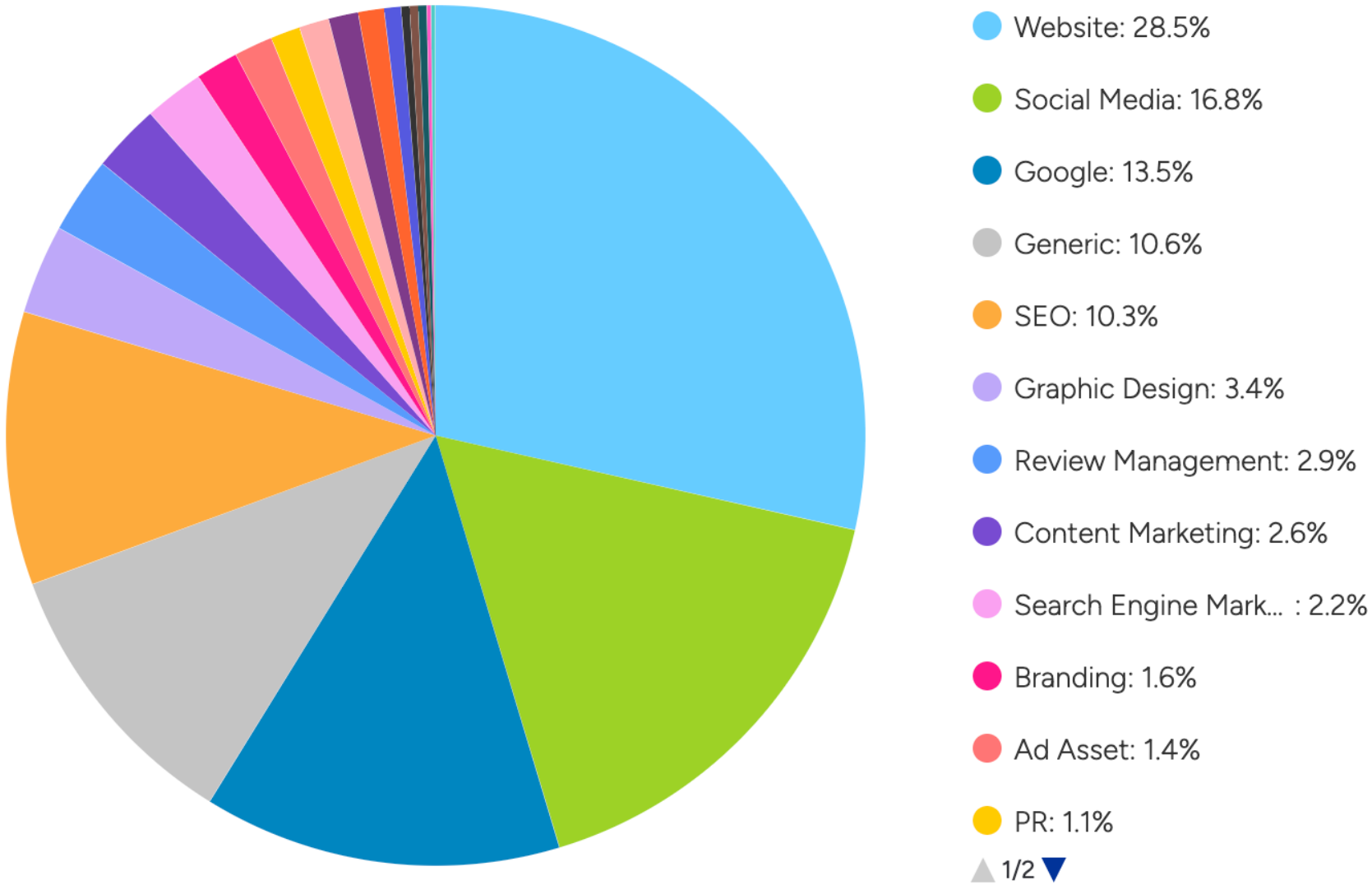
Competitor Analysis

Key Strategies to Gain a Competitive Advantage in 2023

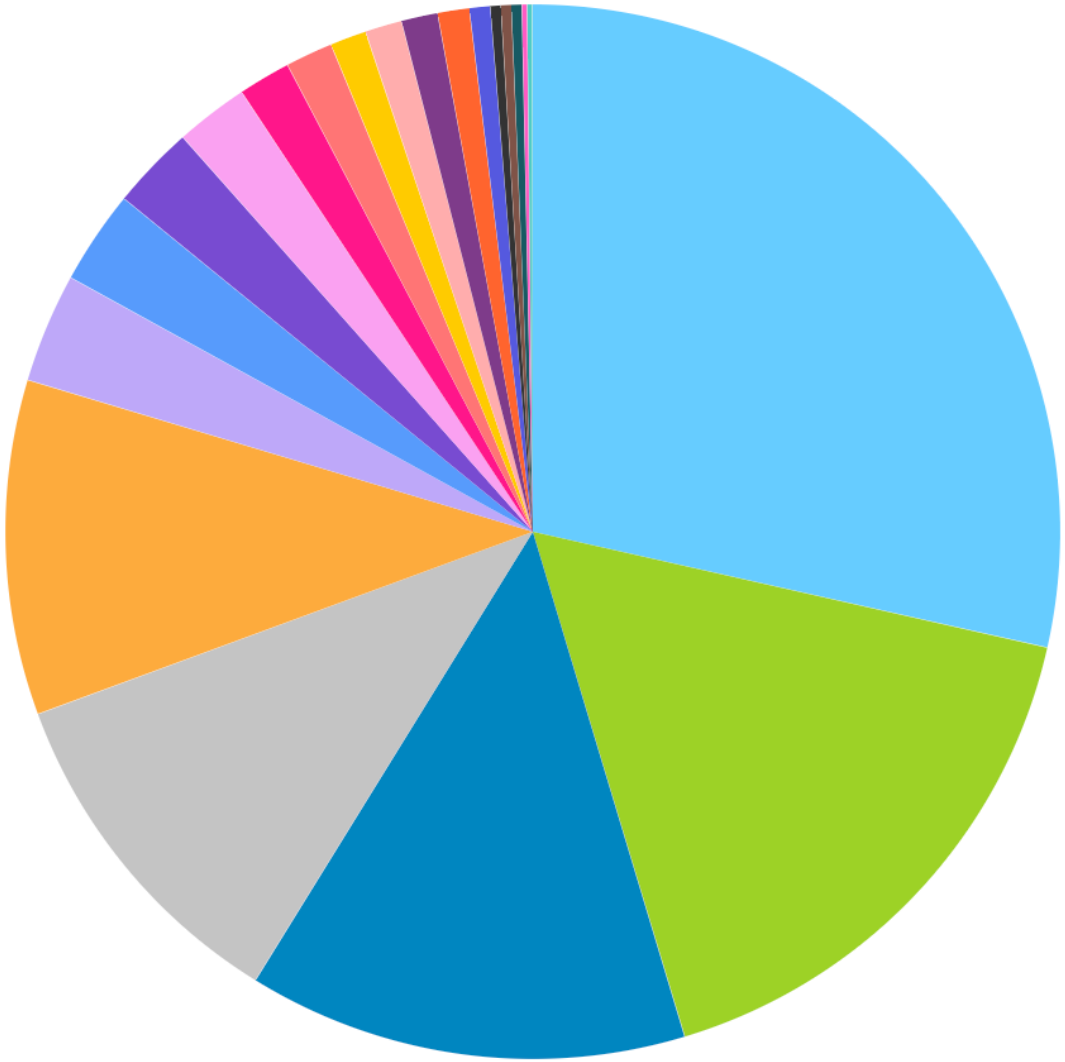
# Marketing/Business Development Activities:

| | | |
|---|---|---|
| Website | SEM/SEO | Social Media |
| Content Marketing | Review Management | Branding |
| Referral Marketing | Events | PR |

## Olivia Marketing Tasks



## Olivia Marketing Tasks

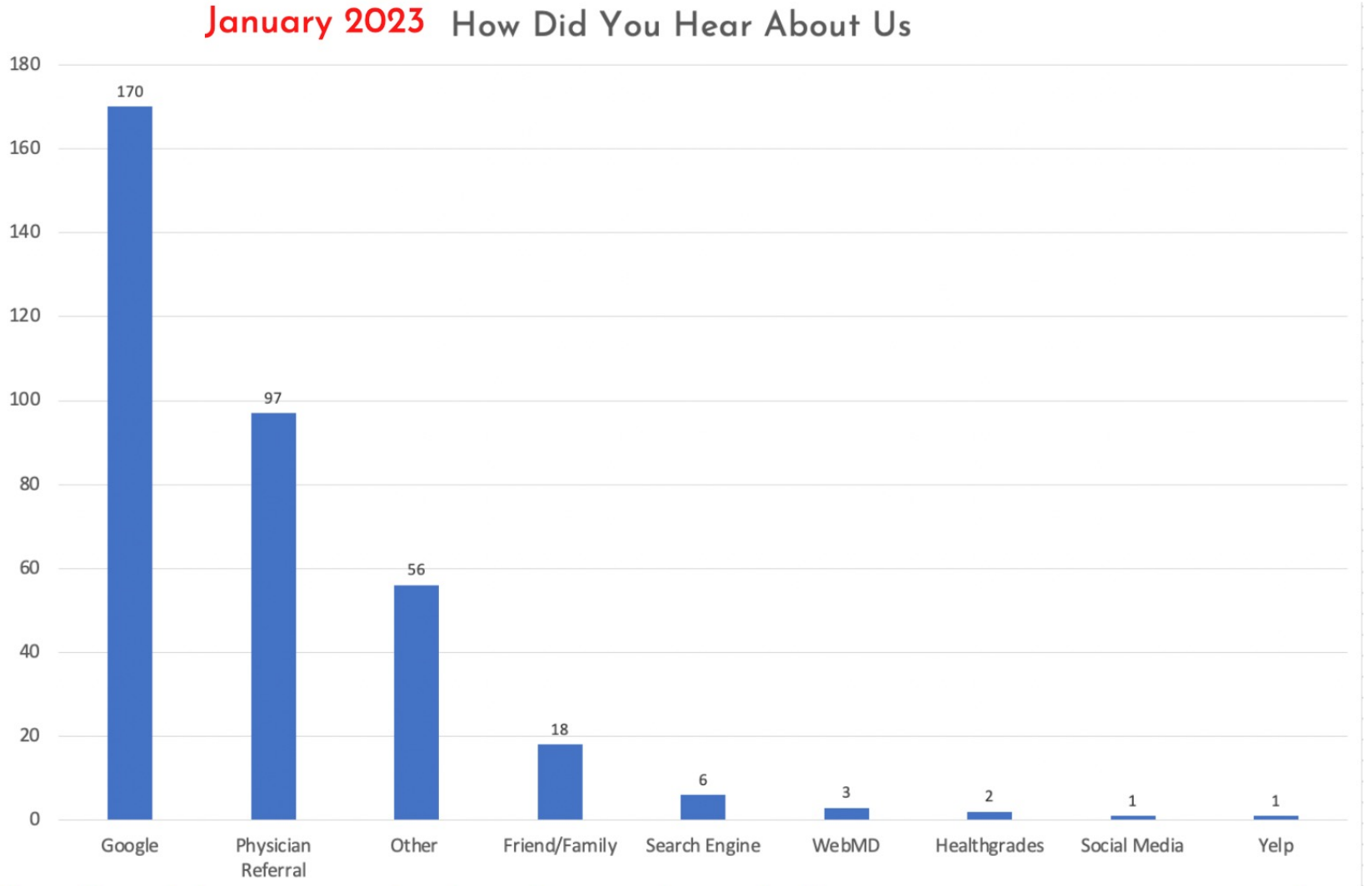


- Referral Marketing: 1.1%
- Email Marketing: 1.1%
- Event Marketing: 1.0%
- Report: 0.6%
- Marketing Data: 0.3%
- Business Developm... : 0.3%
- Healthgrades: 0.3%
- Direct Mail: 0.2%
- Patient Experience: 0.2%

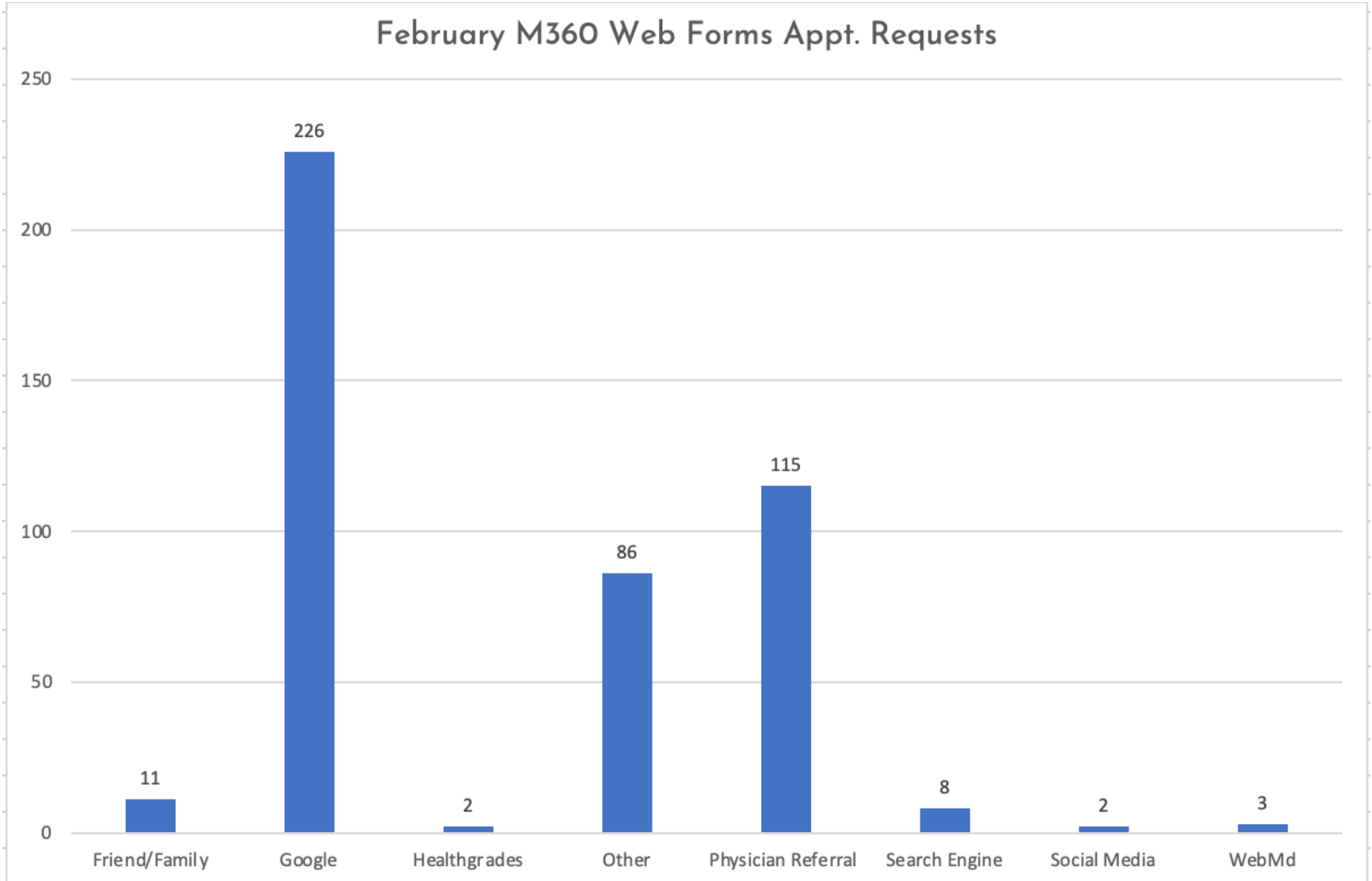
▲ 2/2 ▼

# TIND Website

- New landing page creation (ex. MS clinic, sleep clinic) – ties in with SEO efforts
- Maintenance/Security - plugin updates, regular backups
- User Experience (UX) – responsive design, content strategy, usability testing
- Optimization of key landing pages (ex. adding award graphics to provider webpages, adding review links and icons)
- Capturing conversions and tracking “How did you hear about us?”




*still only able to track this through web form appointments right now


February M360 Web Forms Appt. Requests
250
200
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226
115
86
11
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8
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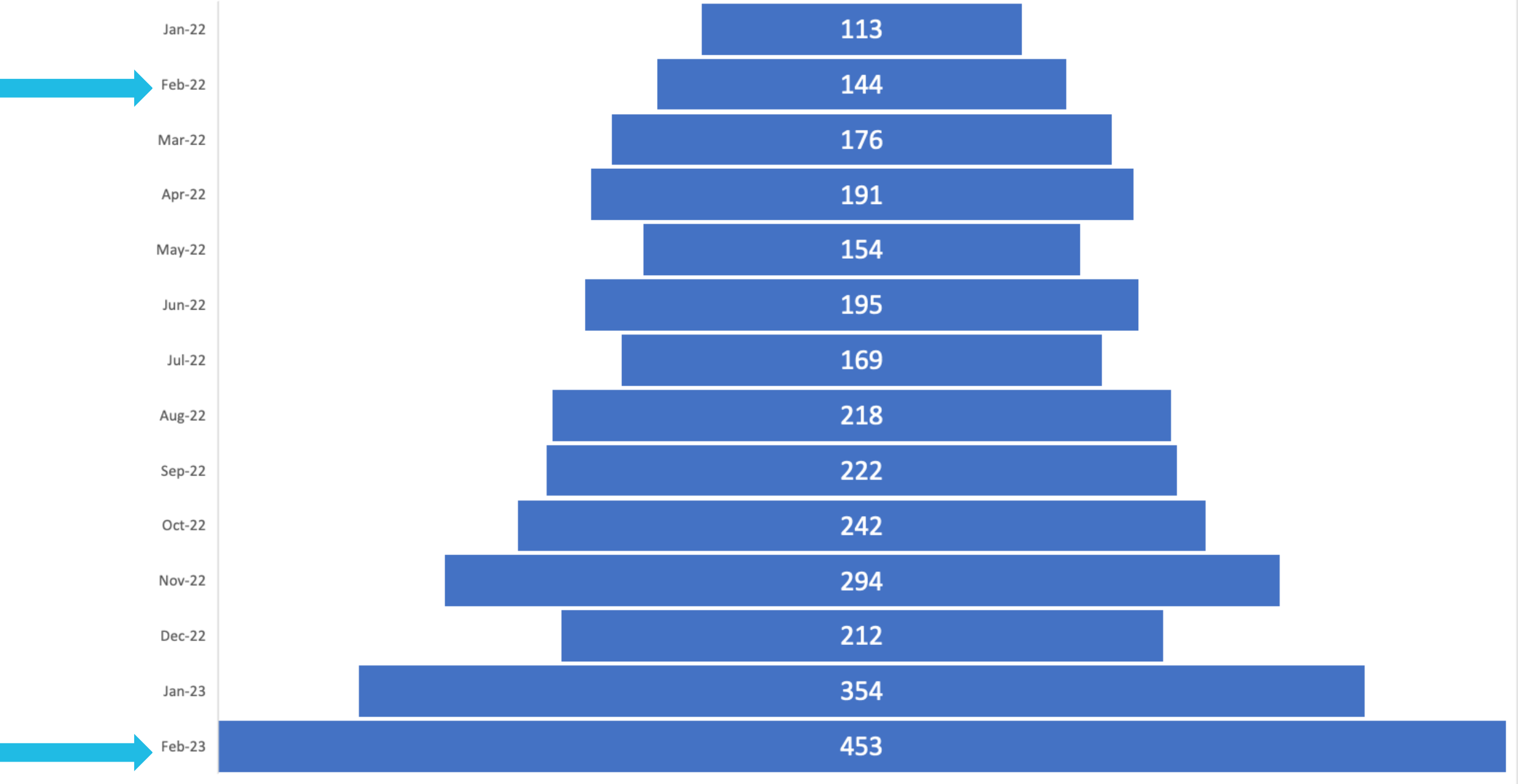
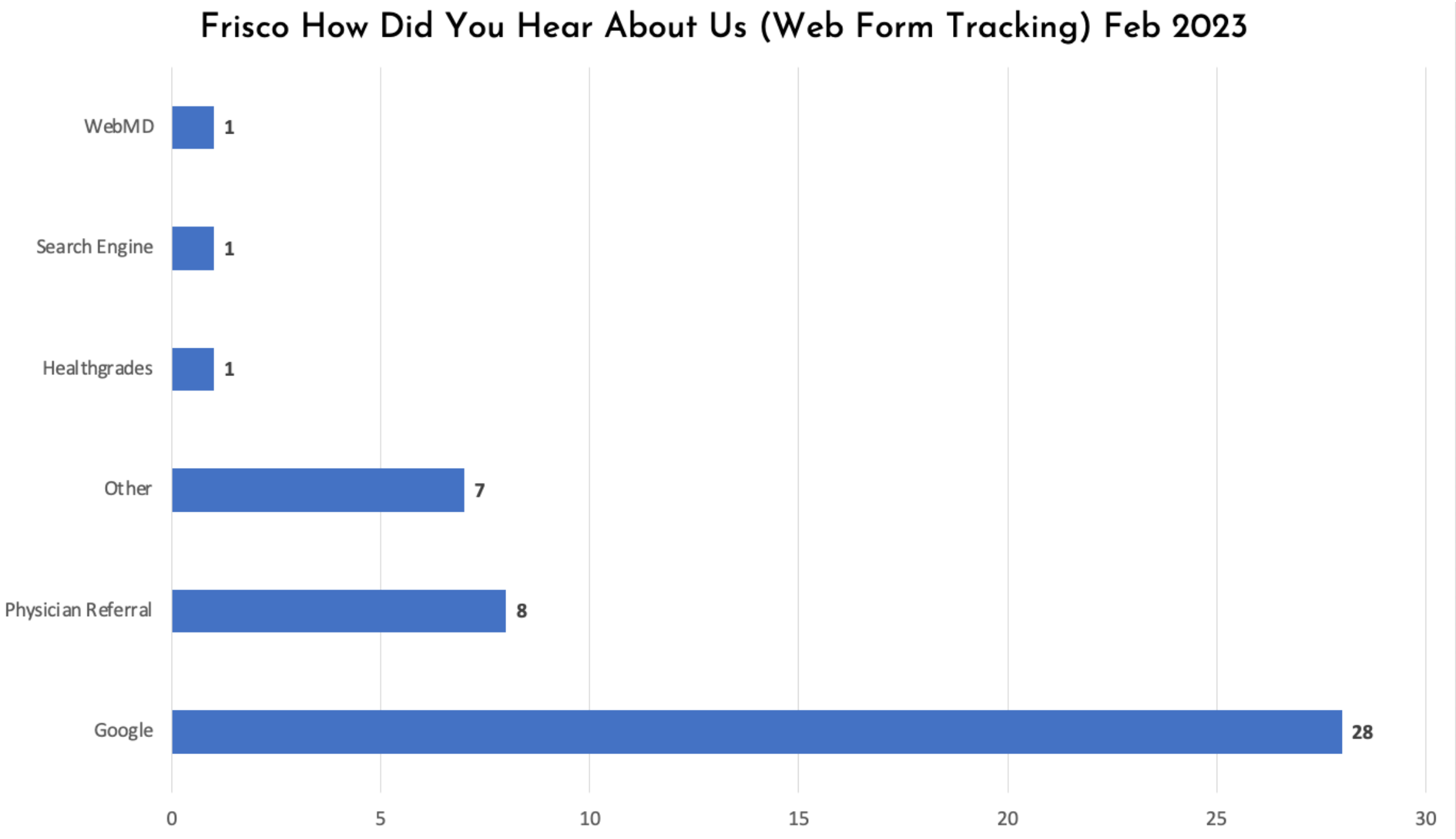
Friend/Family
Google
Healthgrades
Other
Physician Referral
Search Engine
Social Media
WebMd

# M360 Appt Requests 2022-2023




Frisco How Did You Hear About Us (Web Form Tracking) Feb 2023
WebMD
1
Search Engine
1
Healthgrades
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Other
7
Physician Referral
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Google
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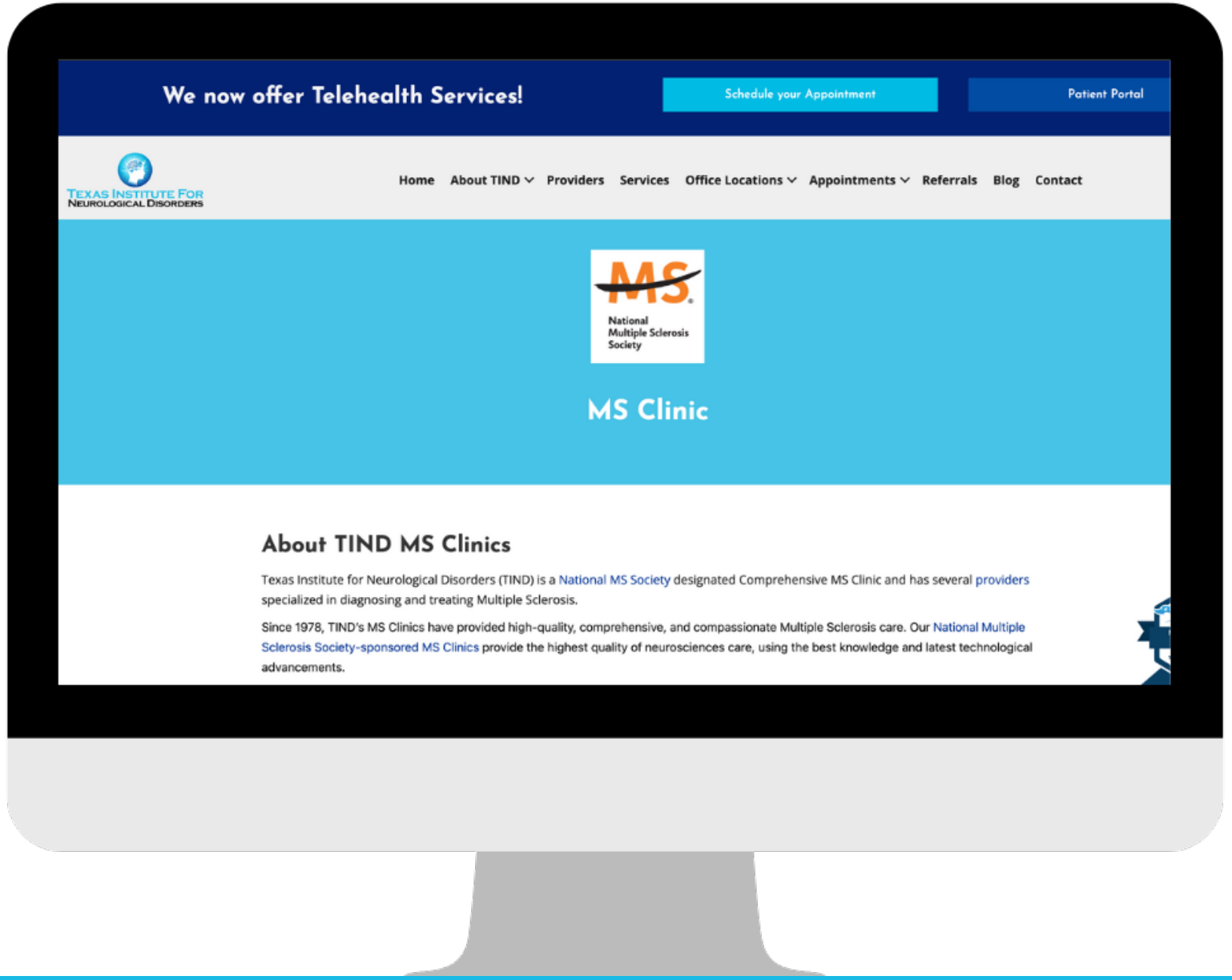
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Texas Institute For Neurological Disorders
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National Multiple Sclerosis Society
MS Clinic
About TIND MS Clinics
Texas Institute for Neurological Disorders (TIND) is a National MS Society designated Comprehensive MS Clinic and has several providers specialized in diagnosing and treating Multiple Sclerosis.
Since 1978, TIND's MS Clinics have provided high-quality, comprehensive, and compassionate Multiple Sclerosis care. Our National Multiple Sclerosis Society-sponsored MS Clinics provide the highest quality of neurosciences care, using the best knowledge and latest technological advancements.

We now offer Telehealth Services!

Schedule your Appointment

Patient Portal

Texas Institute For Neurological Disorders

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# Sleep Clinic

Sleep is essential to your overall well-being. Without adequate sleep, your body can not restore properly, which can be detrimental to your health. If you struggle with getting enough sleep or have other sleep-related symptoms, visiting a sleep specialist near you can help.

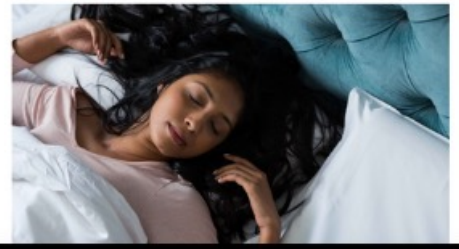
## What is Sleep Medicine?

Sleep medicine is a medical specialty devoted to the diagnosis and therapy of sleep disorders.

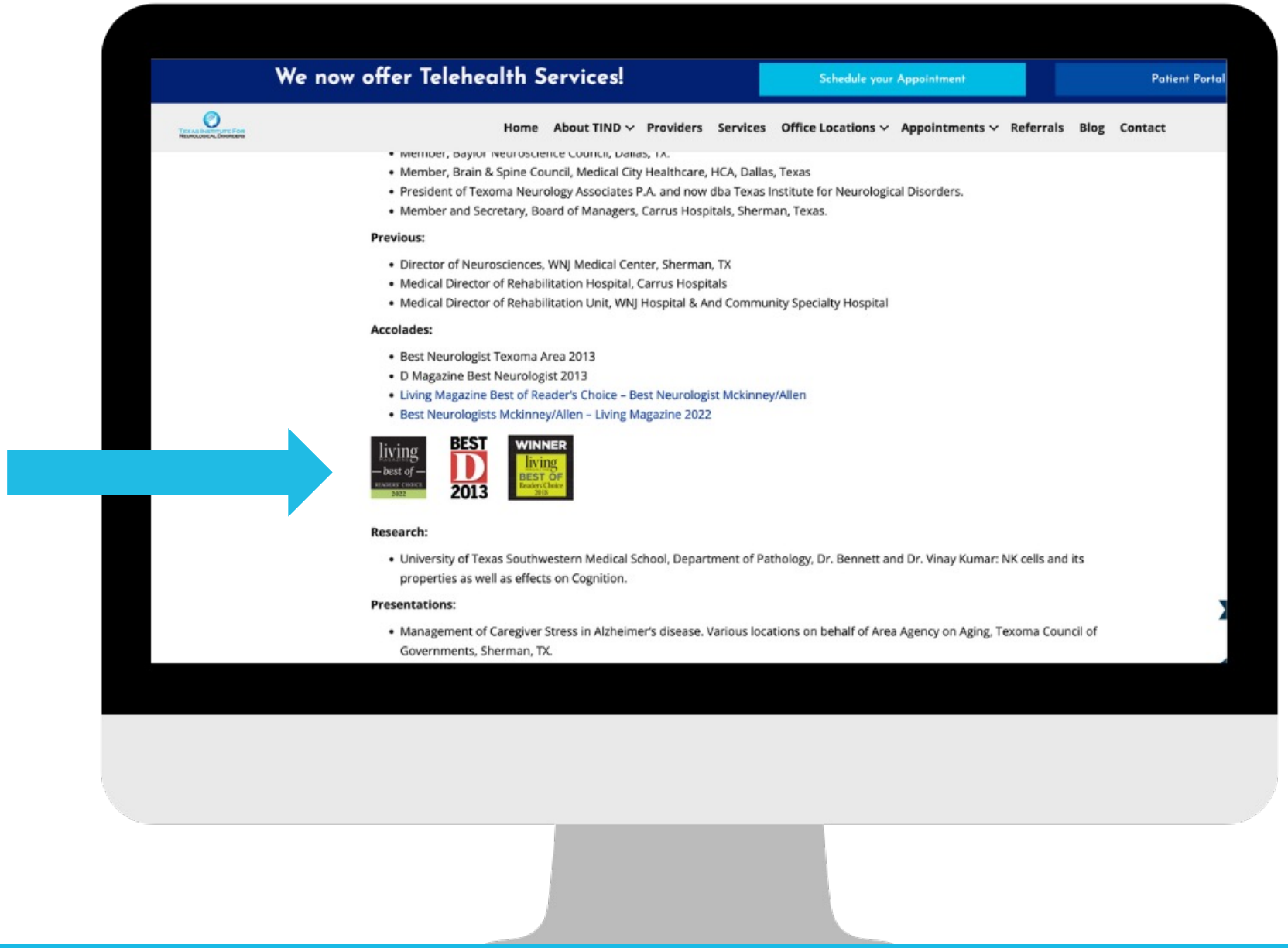
## When to See a Sleep Doctor?

Sleep doctors commonly diagnose and treat conditions, such as:

- Sleep Apnea
- Snoring
- Day Time Sleepiness
- Sleep Walking
- Narcolepsy
- Insomnia



TOP RATED
Neurology Institute
Texas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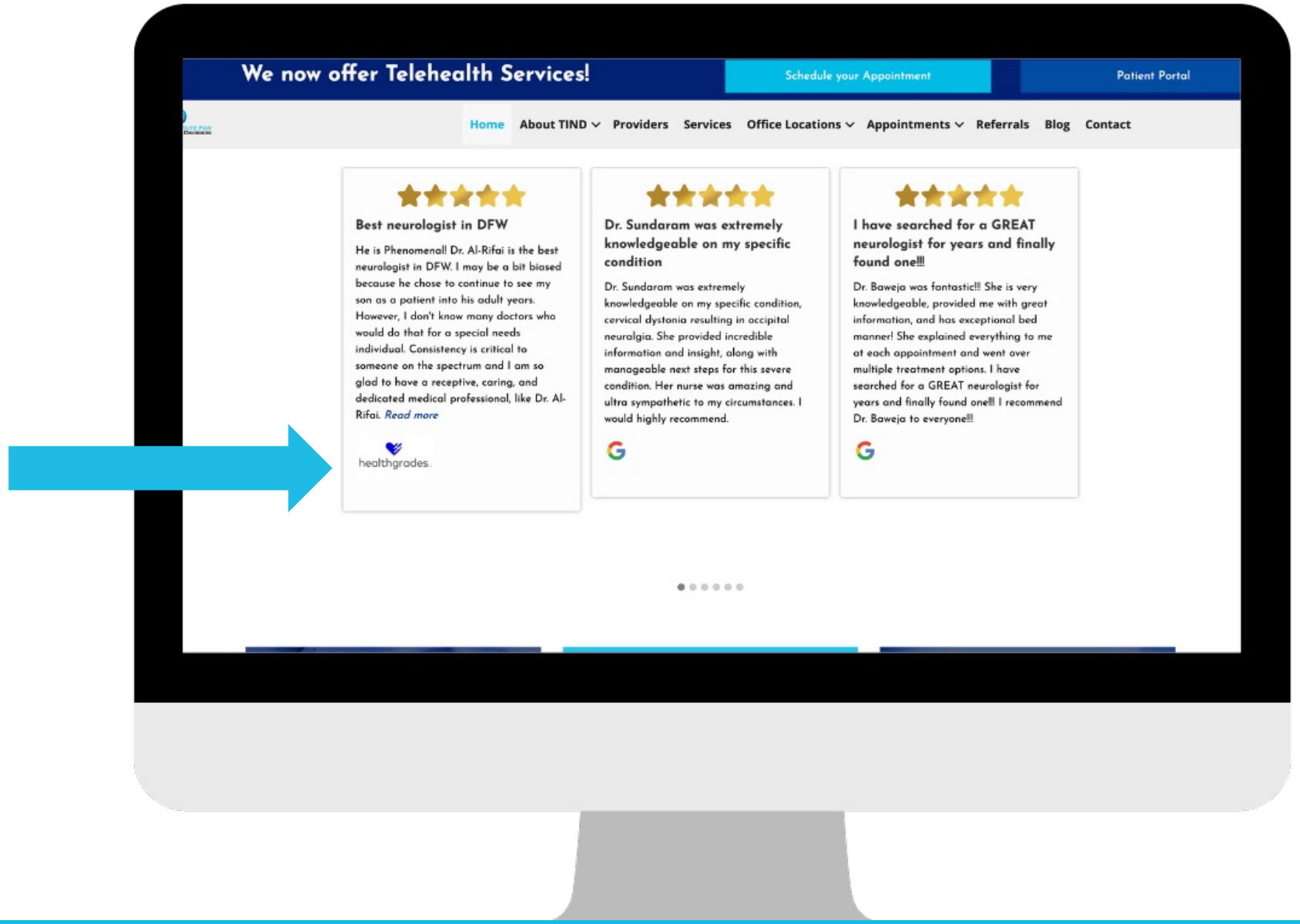
• Member, Brain & Spine Council, Medical City Healthcare, HCA, Dallas, Texas
• President of Texoma Neurology Associates P.A. and now dba Texas Institute for Neurological Disorders.
• Member and Secretary, Board of Managers, Carrus Hospitals, Sherman, Texas.
Previous:
• Director of Neurosciences, WNJ Medical Center, Sherman, TX
• Medical Director of Rehabilitation Hospital, Carrus Hospitals
• Medical Director of Rehabilitation Unit, WNJ Hospital & And Community Specialty Hospital
Accolades:
• Best Neurologist Texoma Area 2013
• D Magazine Best Neurologist 2013
• Living Magazine Best of Reader's Choice – Best Neurologist Mckinney/Allen
• Best Neurologists Mckinney/Allen – Living Magazine 2022
living
best of
BEST
D
2013
WINNER
living
BEST OF
Research:
• University of Texas Southwestern Medical School, Department of Pathology, Dr. Bennett and Dr. Vinay Kumar: NK cells and its properties as well as effects on Cognition.
Presentations:
• Management of Caregiver Stress in Alzheimer's disease. Various locations on behalf of Area Agency on Aging, Texoma Council of Governments, Sherman, TX.


We now offer Telehealth Services!
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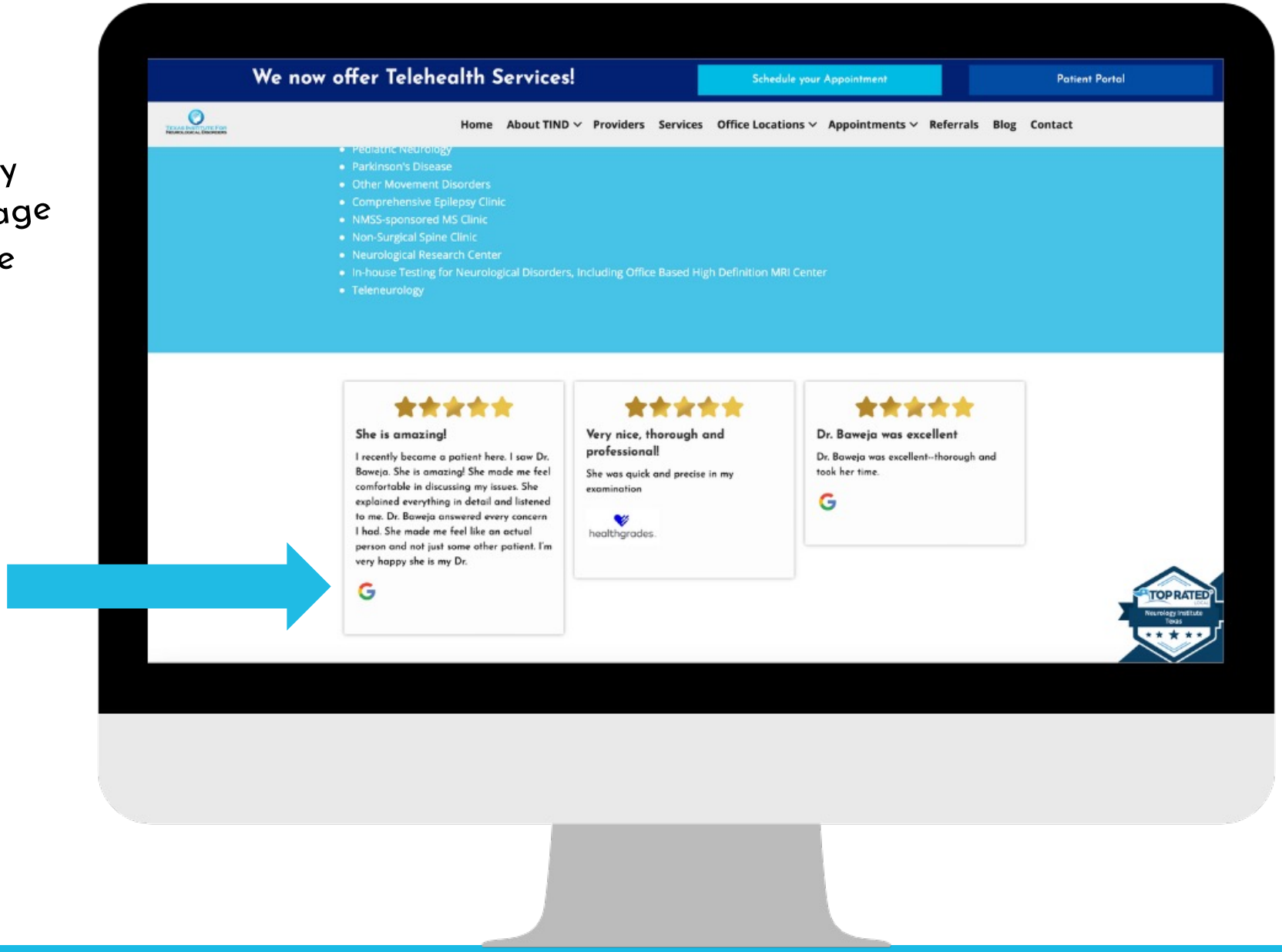
Best neurologist in DFW
He is Phenomenal! Dr. Al-Rifai is the best neurologist in DFW. I may be a bit biased because he chose to continue to see my son as a patient into his adult years. However, I don't know many doctors who would do that for a special needs individual. Consistency is critical to someone on the spectrum and I am so glad to have a receptive, caring, and dedicated medical professional, like Dr. Al-Rifai. Read more
healthgrades.
Dr. Sundaram was extremely knowledgeable on my specific condition
Dr. Sundaram was extremely knowledgeable on my specific condition, cervical dystonia resulting in occipital neuralgia. She provided incredible information and insight, along with manageable next steps for this severe condition. Her nurse was amazing and ultra sympathetic to my circumstances. I would highly recommend.
I have searched for a GREAT neurologist for years and finally found one!!!
Dr. Baweja was fantastic!! She is very knowledgeable, provided me with great information, and has exceptional bed manner! She explained everything to me at each appointment and went over multiple treatment options. I have searched for a GREAT neurologist for years and finally found one!! I recommend Dr. Baweja to everyone!!

Frisco neurology landing page example



**appointment with a TIND neurologist.**

### Caring Neurologist

Excellent caring Neurologist. I have the utmost confidence that she will get me walking again after a botched surgery by my orthopedist.

### Dr. Saligram is great

Dr. Saligram is great. As former collegiate D1 athlete and professional fitness model I needed to make sure I had neurologist that understood I have never experienced these migraine issues and they are holding me back from being the person I have consistently been. She is putting a treatment plan together as we work through process which gives me huge relief. Migraines are already getting better on 2nd day and I know she will ensure progressively continue. Highly recommend!!

### I am now sleeping 8 to 8.5 hours a night consistently

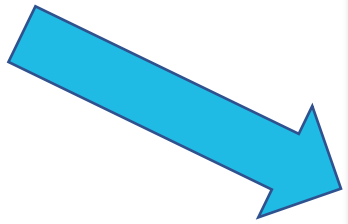
I've experienced wonderful results from my visits to Dr. Indu. She prescribed a CPAP machine which has helped my ability to sleep tremendously. Until going through the sleep tests she prescribed, I had no idea my sleep was so poor. I just knew that I snored a lot and felt tired during the day. I am now sleeping 8 to 8.5 hours a night consistently! And feeling rested the next day. Amazing. I highly recommend Dr. Indu!

TOP R
Neurology I
Texas

# BEFORE

patients in Texas and Oklahoma.

**Please call our team at (844) 754-8463 to schedule a televisit appointment with a TIND neurologist.**



### Dr. Sundaram was extremely knowledgeable on my specific condition

Dr. Sundaram was extremely knowledgeable on my specific condition, cervical dystonia resulting in occipital neuralgia. She provided incredible information and insight, along with manageable next steps for this severe condition. Her nurse was amazing and ultra sympathetic to my circumstances. I would highly recommend.

### I have searched for a GREAT neurologist for years and finally found one!!!

Dr. Baweja was fantastic!!! She is very knowledgeable, provided me with great information, and has exceptional bed manner! She explained everything to me at each appointment and went over multiple treatment options. I have searched for a GREAT neurologist for years and finally found one!!! I recommend Dr. Baweja to everyone!!!

### Best pediatric neurologist around!

Dr. Al-Rifai is a very caring doctor. He listens to your issues and finds ways to help you/your child. Best pediatric neurologist around!

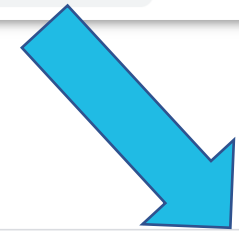
TOP RATED LOCAL
Neurology Institute Texas

AFTER

# SEO/SEM

- Google Ads (includes partner search engines)
- Bing Ads (includes partner search engines)
- GMB optimization (verification of listings and regular updates/posts)
- On-page SEO (setting focus keywords, meta descriptions, etc.)
- Key Highlights:
  - Ranking page #1 for “ms clinic” ”sleep clinic” “frisco neurology” ”dallas neurology” “richardson neurology” ”pediatric neurologist” “movement disorder specialist near me” “ms doctors”
  - 15 total verified GMB listings (gives us full access to all GMB insights and allows us to optimize the listing more fully)

Businesses
Reviews
Linked accounts
Settings
Support



Create group

29 businesses 52% verified

## Businesses

Verified (15) Add business

| Business | Status | |
|---|---|---|
| Texas Institute for Neurological Disorders-Richardson<br>3017 East Renner Road, Suite 110, Richardson, TX 75082 | Verified | See your profile |
| Texas Institute for Neurological Disorders-Plano<br>1600 Coit Road Suite 208, Plano, TX 75075 | Verified | See your profile |
| Texas Institute for Neurological Disorders- McKinney<br>2517 Virginia Pkwy #102, McKinney, TX 75071 | Verified | See your profile |
| Texas Institute for Neurological Disorders-Frisco<br>4433 Punjab Way, Suite 201, Frisco, TX 75034 | Verified | See your profile |
| Texas Institute for Neurological Disorders - Durant<br>1804 Chuckwa Drive, Durant, OK 74701 | Verified | See your profile |
| Texas Institute for Neurological Disorders - Denison<br>2201 S. Austin Avenue, Denison, TX 75020 | Verified | See your profile |
| Texas Institute for Neurological Disorders Dallas<br>221 W Colorado Blvd Suite 943 Pavillion II, Dallas, TX 75208 | Verified | See your profile |

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hrome Extension
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eyword Research
raffic Estimation
acklinks
abs NEW!
Account & Billing
Consulting Services
Support
Knowledge Base

## TRACKED KEYWORDS (518/625)

ADD KEYWORDS | EXPORT TO CSV | DELETE | 0 of 518 Selected | FILTER

| POSITION | KEYWORD | CHANGE | | VOL | SD | URL |
|---|---|---|---|---|---|---|
| 1 | ms clinic<br>English / Frisco,Texas,United States | 1 → 1 ▲ 0 | See Trend | 10 | 31 | https://www.texasinstituteforneurolog... |
| 1 | dallas neurology clinic<br>English / Richardson,Texas,United States | 1 → 1 ▲ 0 | See Trend | 10 | 13 | https://www.texasinstituteforneurolog... |
| 1 | dallas neurology clinic<br>English / Grapevine,Texas,United States | 1 → 1 ▲ 0 | See Trend | 10 | 13 | https://www.texasinstituteforneurolog... |
| 1 | dallas neurology clinic<br>English / McKinney,Texas,United States | 1 → 1 ▲ 0 | See Trend | 10 | 13 | https://www.texasinstituteforneurolog... |
| 1 | ms clinic<br>English / McKinney,Texas,United States | 1 → 1 ▲ 0 | See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |
| 1 | dallas neurology clinic<br>English / Allen,Texas,United States | 1 → 1 ▲ 0 | See Trend | 10 | 13 | https://www.texasinstituteforneurolog... |
| 1 | ms clinic<br>English / Keller,Texas,United States | 1 → 1 ▲ 0 | See Trend | 0 | 17 | https://www.texasinstituteforneurolog... |
| 1 | richardson neurology<br>English / Durant,Oklahoma,United States | 1 → 1 ▲ 0 | See Trend | 0 | 17 | https://www.texasinstituteforneurolog... |
| 1 | dallas neurology clinic<br>English / Denison,Texas,United States | 1 → 1 ▲ 0 | See Trend | 0 | 12 | https://www.texasinstituteforneurolog... |
| 2 | frisco neurology<br>English / Frisco,Texas,United States | 2 → 2 ▲ 0 | See Trend | 210 | 25 | https://www.texasinstituteforneurolog... |
| 2 | frisco neurologists<br>English / Frisco,Texas,United States | 4 → 2 ▲ +2 | See Trend | 210 | 25 | https://www.texasinstituteforneurolog... |
| 2 | pediatric neurologist<br>English / Arlington,Texas,United States | 2 → 2 ▲ 0 | See Trend | 20 | 20 | https://www.texasinstituteforneurolog... |

app.neilpatel.com/en/position_tracking/recent

ersuggest by NP digital | EN | 46 | CONSULTING | PLANS & PRICING

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- aboard
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- Opportunities
- Workspace NEW!
- ome Extension
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- Account & Billing
- Consulting Services
- Support
- Knowledge Base

ADD KEYWORDS | EXPORT TO CSV | DELETE | 0 of 518 Selected | FILTER

| POSITION | KEYWORD | CHANGE | VOL | SD | URL |
|---|---|---|---|---|---|
| | English / Arlington,Texas,United States | | | | |
| 2 | frisco neurology<br>English / Arlington,Texas,United States | 2 → 2 ▲ 0 See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |
| 2 | frisco neurologists<br>English / Arlington,Texas,United States | 8 → 2 ▲ +6 See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |
| 2 | movement disorder specialist near me<br>English / Keller,Texas,United States | 6 → 2 ▲ +4 See Trend | 10 | 5 | https://www.texasinstituteforneurolog... |
| 2 | frisco neurology<br>English / Grapevine,Texas,United States | 2 → 2 ▲ 0 See Trend | 10 | 27 | https://www.texasinstituteforneurolog... |
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| 2 | richardson neurology<br>English / McKinney,Texas,United States | 2 → 2 ▲ 0 See Trend | 10 | 23 | https://www.texasinstituteforneurolog... |
| 2 | dallas neurology clinic<br>English / Durant,Oklahoma,United States | 1 → 2 ▼ -1 See Trend | 10 | 13 | https://www.texasinstituteforneurolog... |
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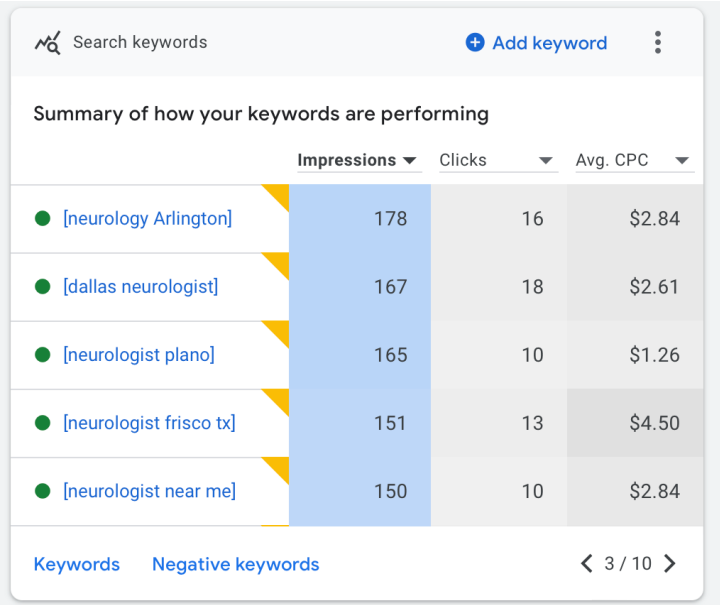
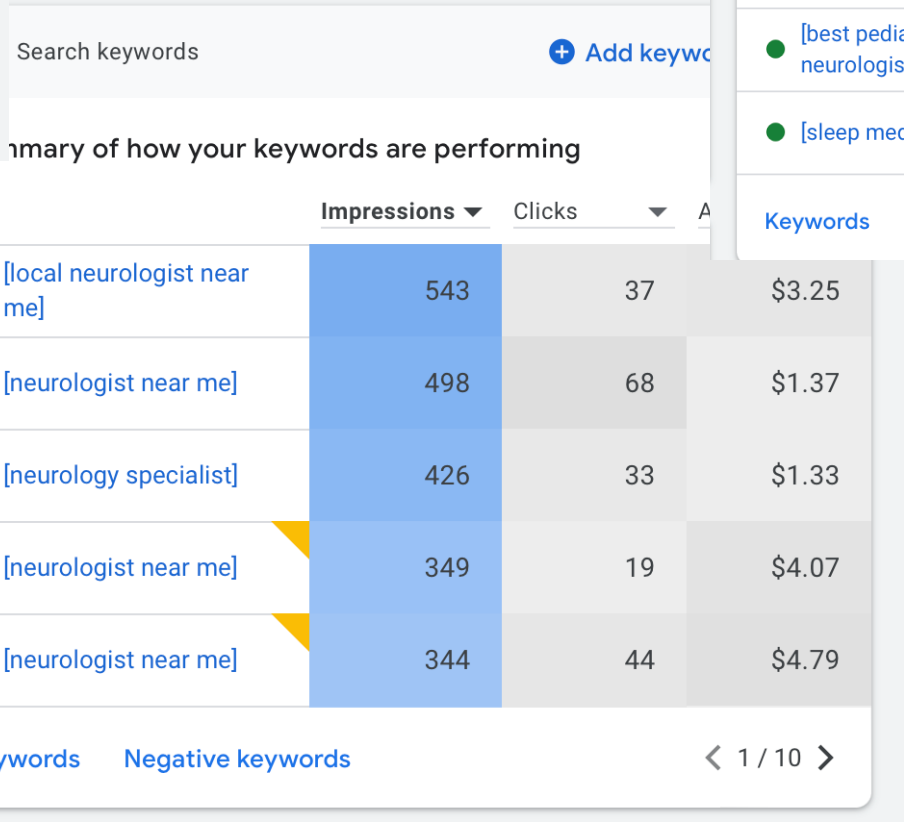
| 2 | ms clinic<br>English / Denison,Texas,United States | 1 → 2 ▼ -1 See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |
| 2 | richardson neurology<br>English / Denison,Texas,United States | 2 → 2 ▲ 0 See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |
| 2 | ms doctors<br>English / Denison,Texas,United States | 5 → 2 ▲ +3 See Trend | 10 | 27 | https://www.texasinstituteforneurolog... |
| 2 | ms clinic<br>English / Allen,Texas,United States | 1 → 2 ▼ -1 See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |
| 2 | richardson neurology | 2 → 2 ▲ 0 See Trend | 10 | 18 | https://www.texasinstituteforneurolog... |


Search keywords
Add keyword
Summary of how your keywords are performing
Impressions
Clicks
Avg. CPC
[neurology Arlington] 178 16 $2.84
[dallas neurologist] 167 18 $2.61
[neurologist plano] 165 10 $1.26
[neurologist frisco tx] 151 13 $4.50
[neurologist near me] 150 10 $2.84
Keywords
Negative keywords
3 / 10


Search keywords
Add keywo
mary of how your keywords are performing
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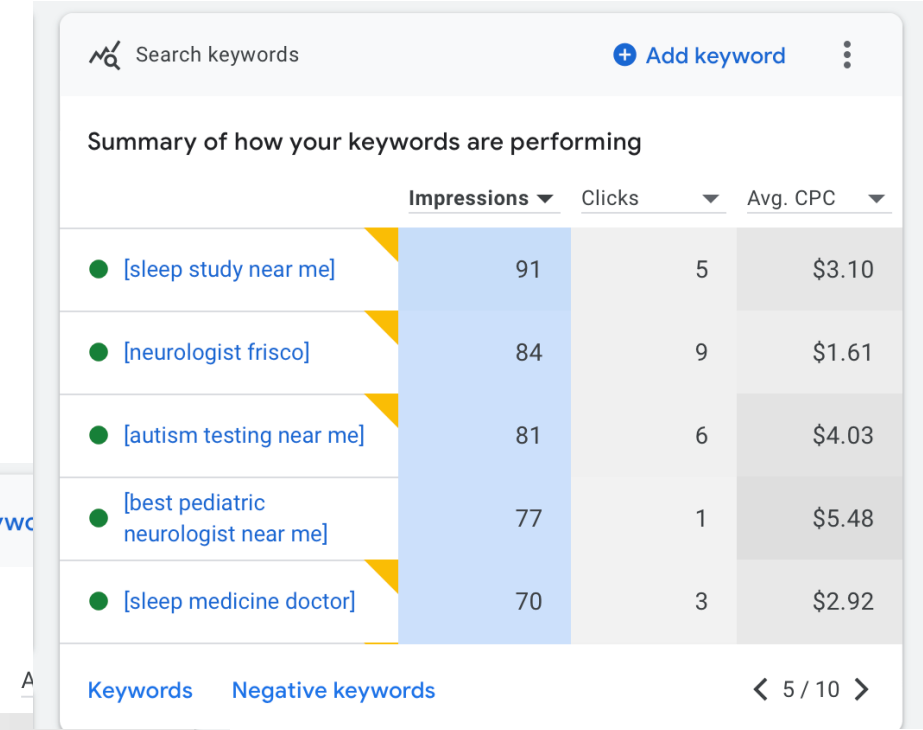
Clicks
[local neurologist near me] 543 37 $3.25
[neurologist near me] 498 68 $1.37
[neurology specialist] 426 33 $1.33
[neurologist near me] 349 19 $4.07
[neurologist near me] 344 44 $4.79
Keywords
Negative keywords
1 / 10


Search keywords
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Summary of how your keywords are performing
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Clicks
Avg. CPC
[sleep study near me] 91 5 $3.10
[neurologist frisco] 84 9 $1.61
[autism testing near me] 81 6 $4.03
[best pediatric neurologist near me] 77 1 $5.48
[sleep medicine doctor] 70 3 $2.92
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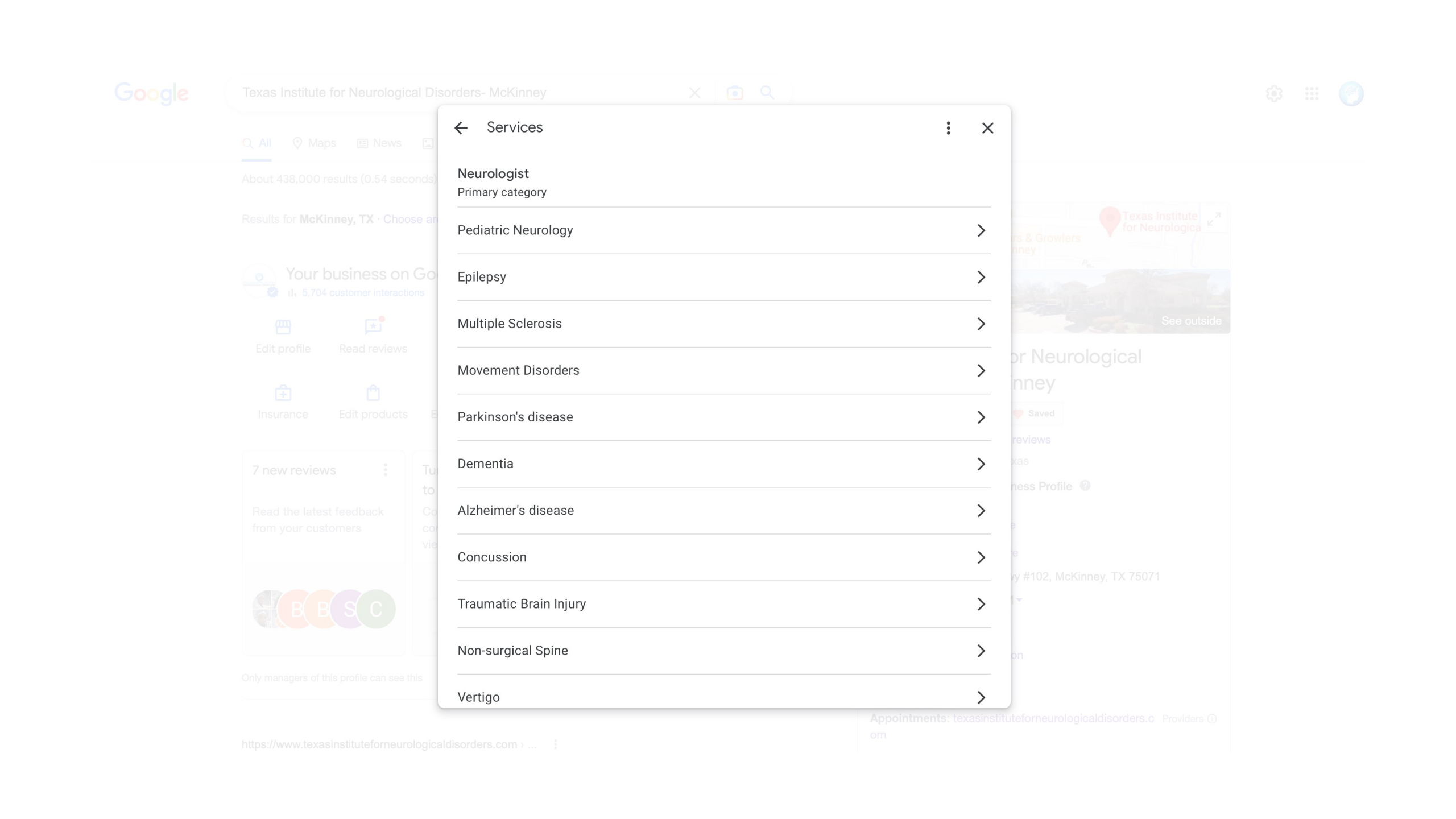
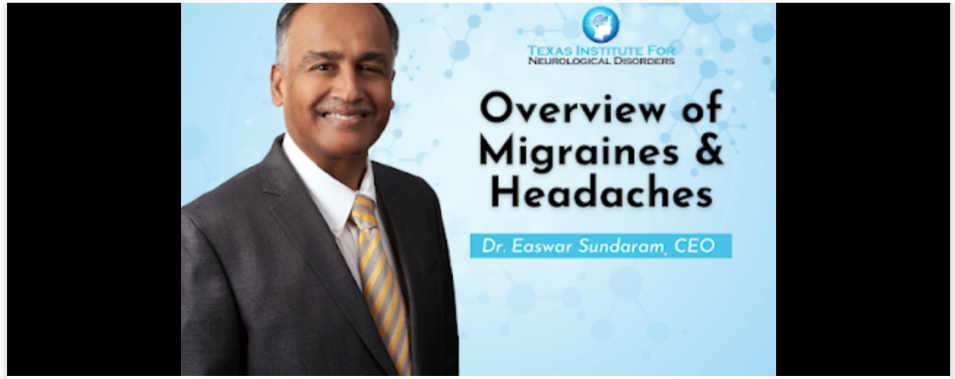

Texas Institute for Neurological Disorders- McKinney
Services
Neurologist
Primary category
Pediatric Neurology
Epilepsy
Multiple Sclerosis
Movement Disorders
Parkinson's disease
Dementia
Alzheimer's disease
Concussion
Traumatic Brain Injury
Non-surgical Spine
Vertigo

Google

Texas Institute for Neurological Disorders- McKinney

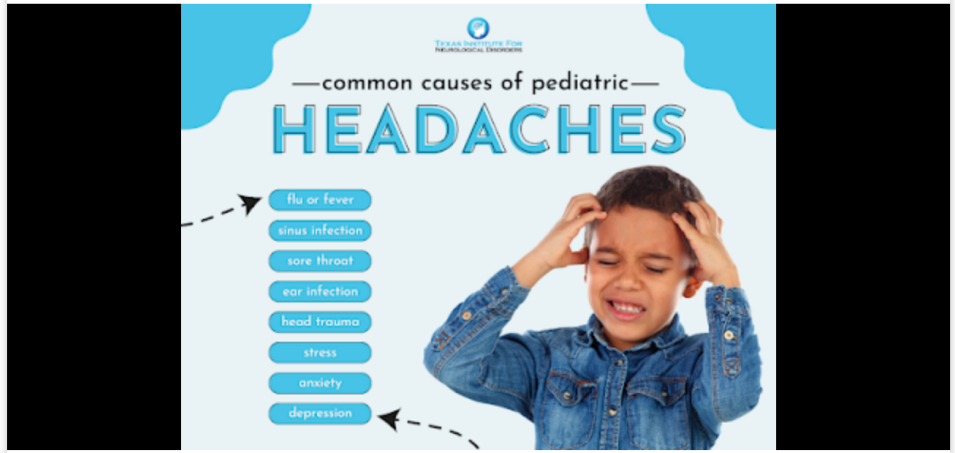
Updates




In this educational neurology video, TIND's CEO, Dr. Sundaram, discusses headaches and migraines. Dr. Sundaram talks about the different types of headaches, and how neurology doctors diagnose and treat headache… More

Learn more

Texas Institute for Neurological Disorders- McKinney
Dec 20, 2022

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Texas Institute for Neurological D
Recommended Reviews - **Texas Institute for**
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in **McKinney**, TX. You can also find other Clin

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**McKinney Texas Institute for Neurological**
services at multiple office locations. We provid
Rating: 5 · 2 votes

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McKinney Texas Institute for N
We have close to 22 **neurology** providers a
private practice **neurology** group in the No

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Add update

If your child is experiencing headaches, a pediatric neurologist near you can hel.
Dec 20, 2022
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# Social Media Marketing

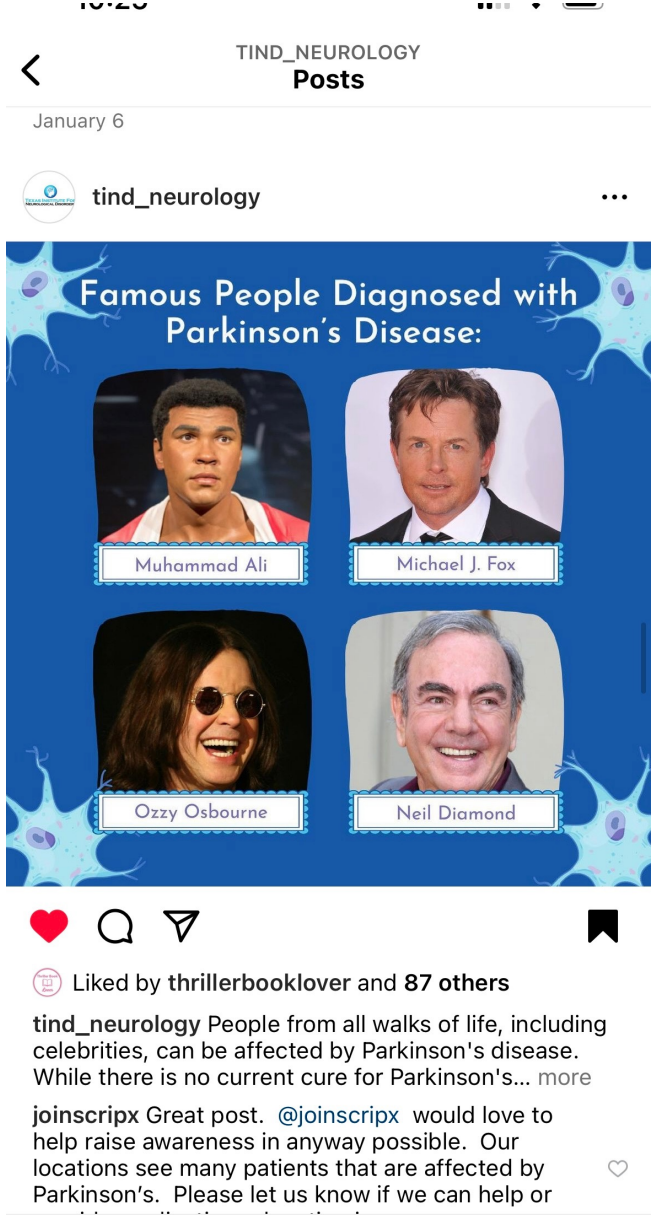
- Paid & Organic strategy
- Platforms: FB, Tik Tok, YouTube, Instagram, LinkedIn (still need admin access to the official company page), Twitter, Pinterest
- Key Highlights:
  - With paid ads, grew main FB page from 34 followers to now 445 (while new social media platforms are important, FB continues to hold a strong presence, so we want to make sure to keep our pages updated and optimized)
  - Established brand visual identity across various social networks to bring a more cohesive look to TIND's online presence

# Content Marketing

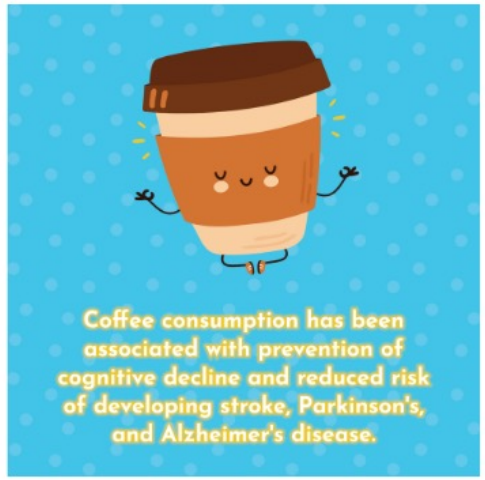
- Consistent posting to blog – also ties in with SEO efforts
- Creating engaging content for various social media platforms
- Key Highlights:

  -Instagram "Famous People Diagnosed with Parkinson's Disease" 88 likes – organic reach (not paid for)

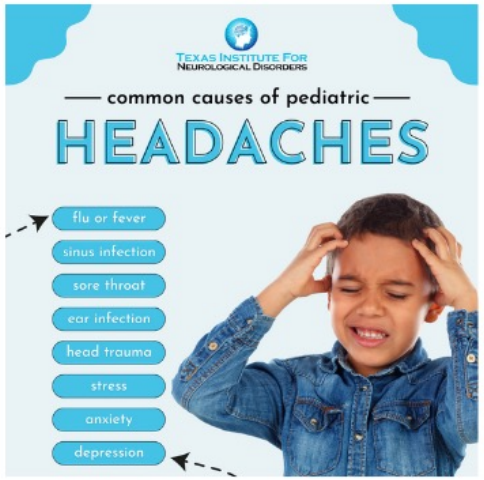
  - Increase in website visitors from our blog content (in Nov had 361 visit the blog landing page, that is not considering visits to other blog content, but that is higher than it has ever previously been)

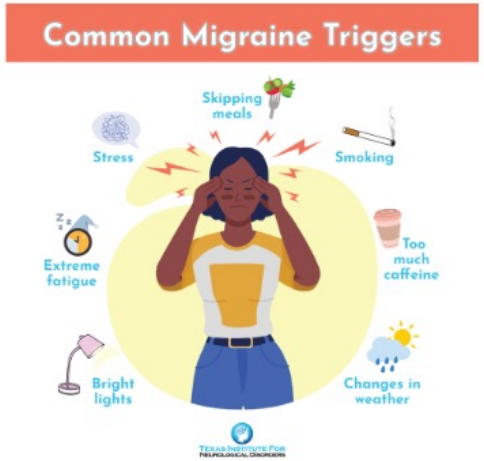


Texas Institute For Neurological Disorders
TOP RATED!
Get Award-winning Neurological Care from Anywhere in Texas with TIND Telehealth Services
BEST D 2022
BEST D 2021
BEST D 2020


Coffee consumption has been associated with prevention of cognitive decline and reduced risk of developing stroke, Parkinson's, and Alzheimer's disease.

Sleep is incredibly important. We know that poor sleep can lead to various health conditions, which include mood disorders like depression and anxiety, obesity, diabetes by changing your metabolic rate. It can cause cardiovascular diseases, meaning heart diseases & stroke in some people.
-Dr. Neha Gandhi, TIND Dallas Neurologist


Texas Institute For Neurological Disorders
common causes of pediatric
HEADACHES
flu or fever
sinus infection
sore throat
ear infection
head trauma
stress
anxiety
depression

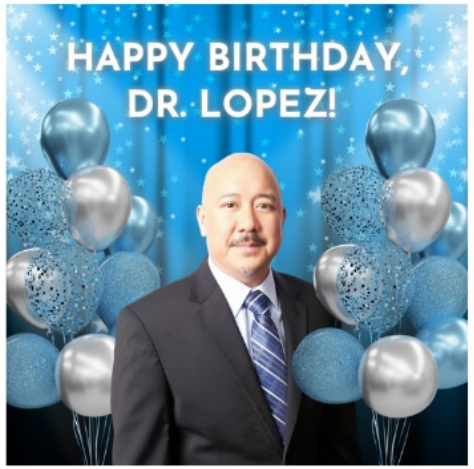

Common Migraine Triggers
Skipping meals
Stress
Smoking
Too much caffeine
Extreme fatigue
Bright lights
Changes in weather
Texas Institute For Neurological Disorders

TIND Patient Review
Dr. Sundaram Jr. and his staff have always been the absolute best medical practice we have had the opportunity to work with. We have been with the practice for over 30 years and are always treated with the upmost respect and gratitude. My wife's improvement in her neurological conditions are now and have always been of the upmost importance. Thank You TIND!

Texas Institute For Neurological Disorders
The LARGEST private practice neurology group in the North Texas area
EST. 1978

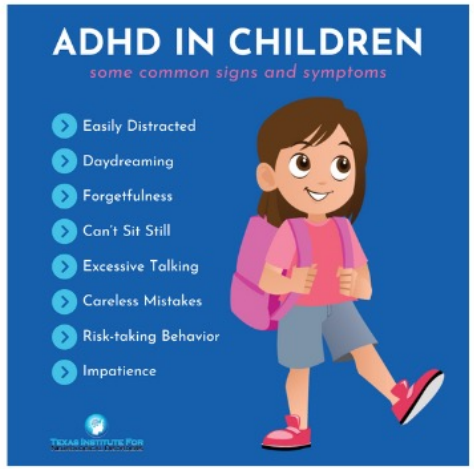
Texas Institute For Neurological Disorders
www.neuro-tind.com
Top-Rated Neurology Care Close to Home

Brain Healthy Things to Do on a Snow Day
play game
home workout
drink coffee
make soup
read a book
take nap


HAPPY BIRTHDAY, DR. LOPEZ!

Happy Women's Physician Day!
Feb. 3rd 2023
Dr. B
Dr. Baweja
Dr. Thiru
Dr. Arge
Dr. Satyan
Dr. Wang
Dr. BB
Dr. Gandhi
Dr. Indu
Dr. Saligram
Dr. Abi
Texas Institute For Neurological Disorders

Texas Institute For Neurological Disorders
2023
Brain Healthy New Year's Resolution Ideas:
start exercising
sleep more
try meditating
read books
eat more veggies


ADHD IN CHILDREN
some common signs and symptoms
Easily Distracted
Daydreaming
Forgetfulness
Can't Sit Still
Excessive Talking
Careless Mistakes
Risk-taking Behavior
Impatience

How to Get a Better Sleep at Night
Exercise during the day
Maintain a consistent sleep schedule
Turn off all lights in your bedroom
Unplug from electronic devices
Take a warm bath or shower
Texas Institute For Neurological Disorders

TIND SLEEP CLINIC
*Sleep Studies with CPAP Management
*MSLT
*Actigraph
Texas Institute For Neurological Disorders

"Every MS patient inspires me with their strong will to fight the disease. My aspiration is to help to fight their disease and bring a cure!"
Texas Institute For Neurological Disorders

# Reputation/Review Management

- Rater8
  - Increases in average star rating
  - New reviews added each month
  - Review sites: Healthgrades, WebMD, Google, Vitals, and Rater8

- Key Highlights:
  - set Focus mode on various GMB listings to achieve key results (ex. Dr. Indu increased her 4.7 to 4.8 rating on her Sherman GMB listing, Dr. Sundaram up to 4.0 on Healthgrades)
  - Overall increase in positive reviews across digital review sites

Analytics Dashboard
Advanced Reporting
Benchmarking
Google Business Scorecard
Online Reviews Scorecard
Patient Feedback Summary
pollin8™ Results
Ratings Distribution
Response Rates
Reviews Growth
Admin

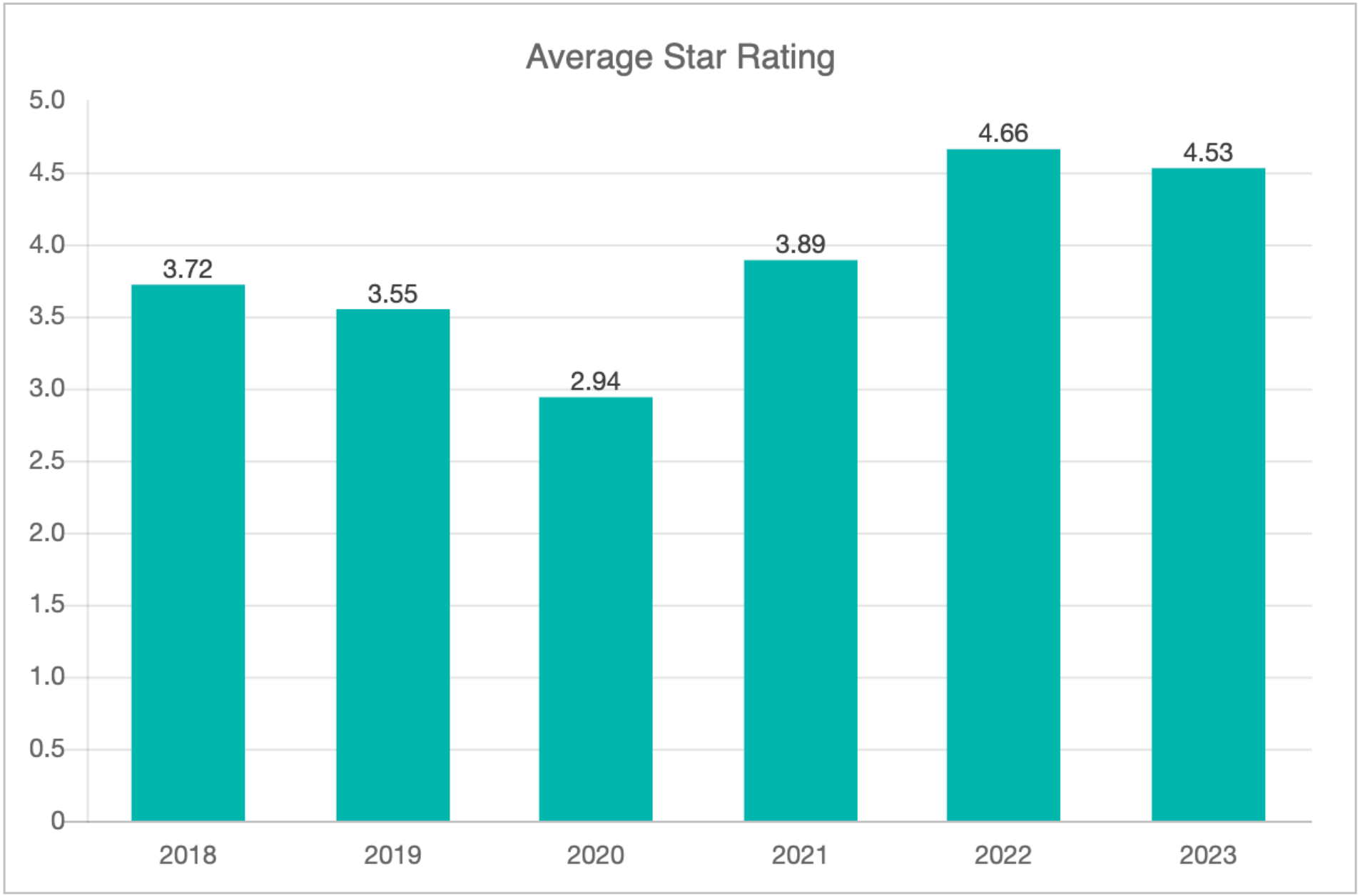
# Texas Institute for Neurological Disorders, Sherman, TX

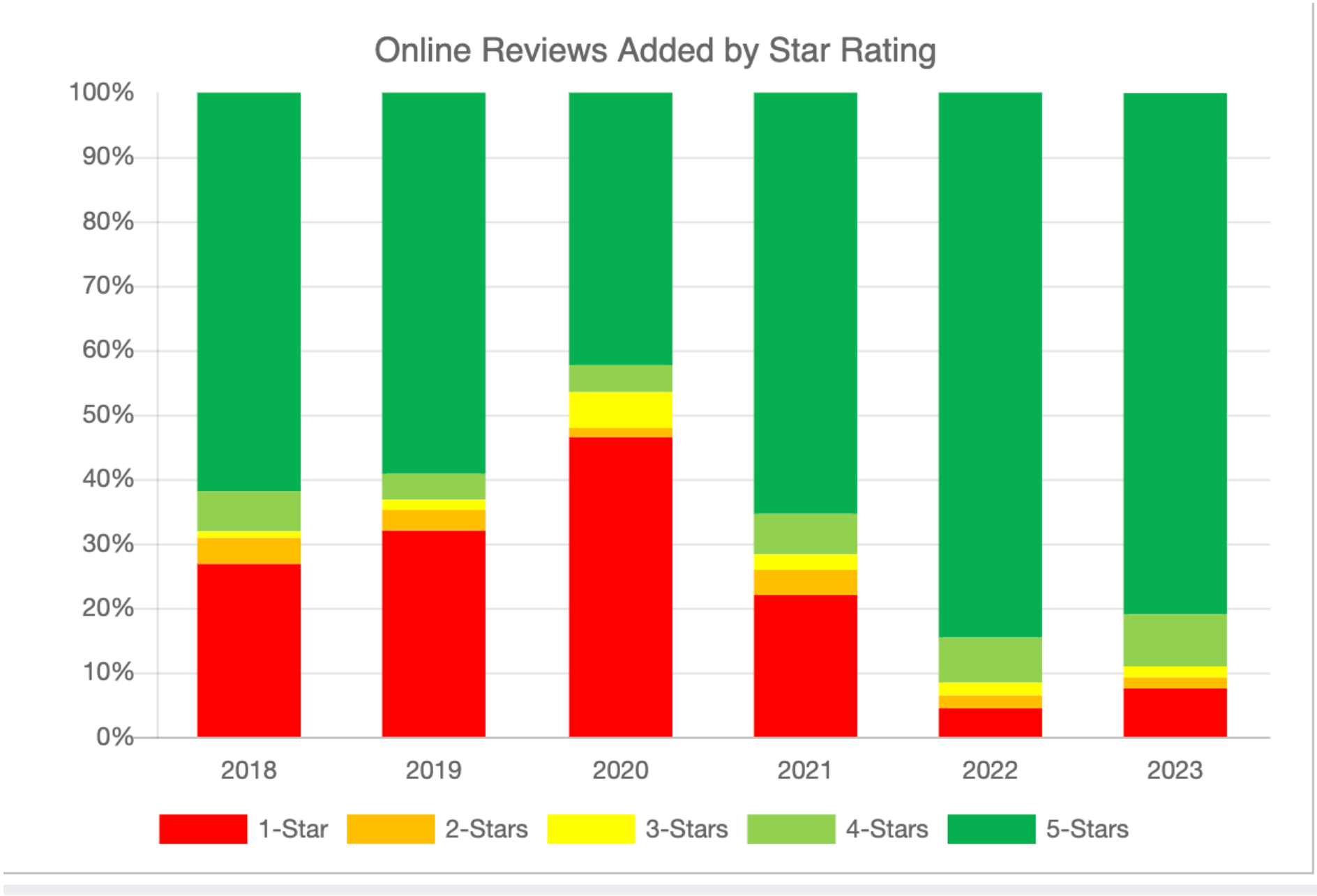
*Online Reviews Analysis from* rater8

**Overall Grade: B**

3/29/2023 | rater8 Listing Name

| | | Google | | healthgrades | | vitals | | WebMD | |
|---|---|---|---|---|---|---|---|---|---|
| **Listing Name** | **Grade** | **Rating** | **Reviews** | **Rating** | **Reviews** | **Rating** | **Reviews** | **Rating** | **Reviews** |
| **Compliance:** | **B** | **80%** | **63%** | **43%** | **36%** | **60%** | **20%** | **50%** | **0%** |
| Abi Ravichandran, M.D. | D- | *Missing* | *Missing* | *Missing* | *Missing* | 5.0 | 2 | 5.0 | 1 |
| Andres Morales, D.O. (Frisco) | D- | - | 0 | 4.2 | 10 | 4.0 | 36 | *Missing* | *Missing* |
| Andres Morales, D.O. (Sherman(Main Office)) | A+ | 4.8 | 35 | | | | | | |
| Anu Baweja, M.D. (Frisco) | D- | 3.7 | 3 | 5.0 | 2 | - | 0 | *Missing* | *Missing* |
| Bhagya Boggaram, M.D. (Keller) | B | 3.9 | 57 | 3.3 | 32 | 4.0 | 23 | *Missing* | *Missing* |
| Bharathy Sundaram, M.D. (Durant) | A- | 4.9 | 57 | 4.3 | 30 | 3.0 | 22 | *Missing* | *Missing* |
| Easwar Sundaram, M.D. (Sherman(Main Office)) | A- | 4.9 | 50 | 4.0 | 25 | 4.0 | 15 | *Missing* | *Missing* |
| Indurashmi Mayakrishnan, M.D. (Plano - Preston Road) | B+ | 5.0 | 1 | 4.1 | 56 | 4.0 | 28 | *Missing* | *Missing* |
| Indurashmi Mayakrishnan, M.D. (Sherman(Main Office)) | A+ | 4.8 | 82 | | | | | | |
| Ishaq Ali, M.D. (Richardson) | B | 4.7 | 48 | 3.3 | 24 | 1.0 | 9 | *Missing* | *Missing* |
| Jerome Lopez, M.D. (Sherman(Main Office)) | A- | 4.6 | 42 | 4.0 | 12 | 4.0 | 28 | *Missing* | *Missing* |
| Jose Matus, M.D. (Sherman(Main Office)) | B | 4.7 | 28 | 3.7 | 32 | 4.0 | 62 | *Missing* | *Missing* |
| Lauri Shebesh, AGPCNP-C | F | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* |
| Megan Nobles, NP-C (McKinney) | B+ | 5.0 | 2 | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* |
| Mohamad Al-Rifai, M.D. (Denison) | B- | 5.0 | 4 | 3.8 | 16 | 4.0 | 17 | *Missing* | *Missing* |
| Mohamad Al-Rifai, M.D. (McKinney) | B+ | 5.0 | 3 | | | | | | |
| Mohamad Al-Rifai, M.D. (Sherman(Main Office)) | A+ | 4.7 | 50 | | | | | | |
| Neha Gandhi, M.D. (Dallas) | F | - | 0 | - | 0 | - | 0 | - | 0 |
| Pat Morales, APRN | F | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* | *Missing* |

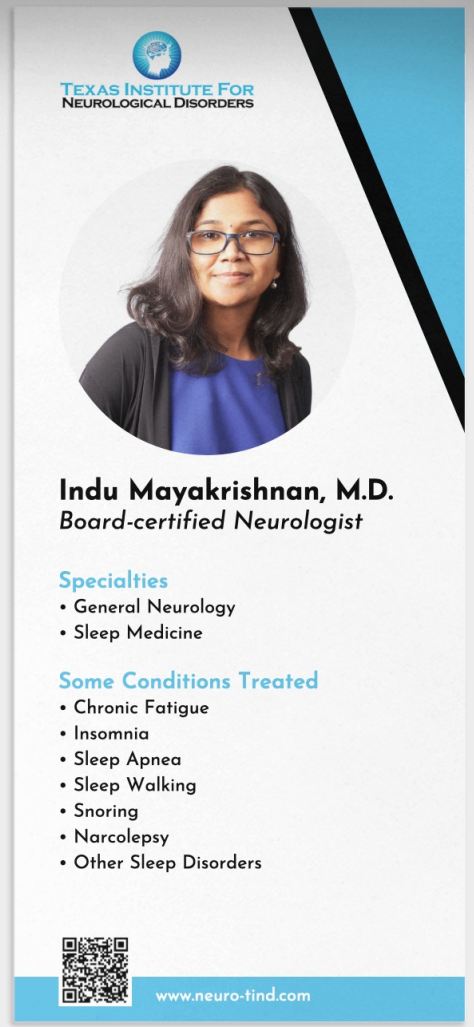

Average Star Rating
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0
3.72
3.55
2.94
3.89
4.66
4.53
2018
2019
2020
2021
2022
2023

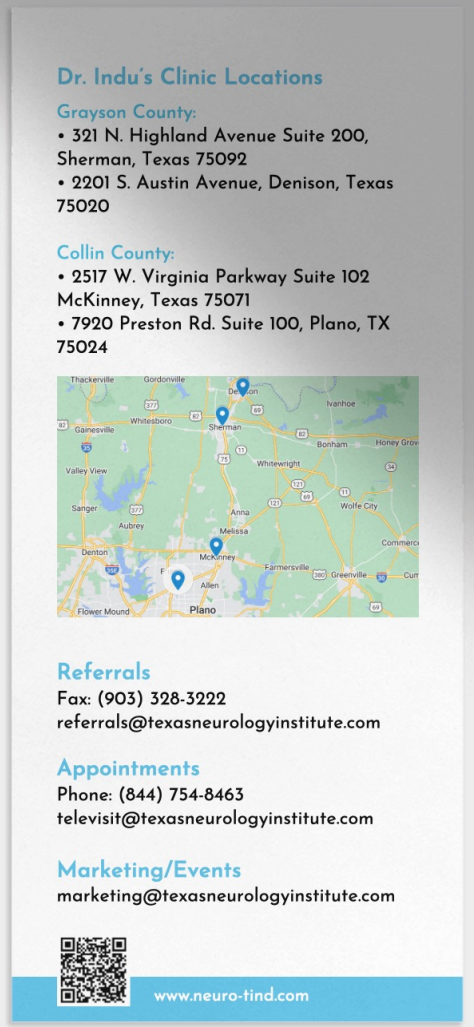

Online Reviews Added by Star Rating
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
2018
2019
2020
2021
2022
2023
1-Star
2-Stars
3-Stars
4-Stars
5-Stars

# Branding

- Creation of new cohesive marketing materials and focus on digital online presence
- Key Highlights:
  - Generic brochures
  - Physician marketing flyers
  - Cohesive appearance on social media platforms (use of same fonts, custom-designed TIND branded graphics)

# Generic Brochures & Provider Marketing Flyers Ex.'s of Branded Materials Created



# Referral Marketing

- Targeting new and existing referring providers in Tarrant County, Collin County, and Grayson County
  - Primary focus right now on Dallas & Frisco and those nearby surrounding cities to increase referrals for Dr. Gandhi and Dr. Baweja

- Key Highlights:
  - Increase in new patient appointments for Dr. Gandhi by 51.3% (Aug – Sept 2022)
  - Increase in new patient appointments for Dr. Abi 84.6% (Aug – Sept 2022)

# Referral Marketing Factors to Consider

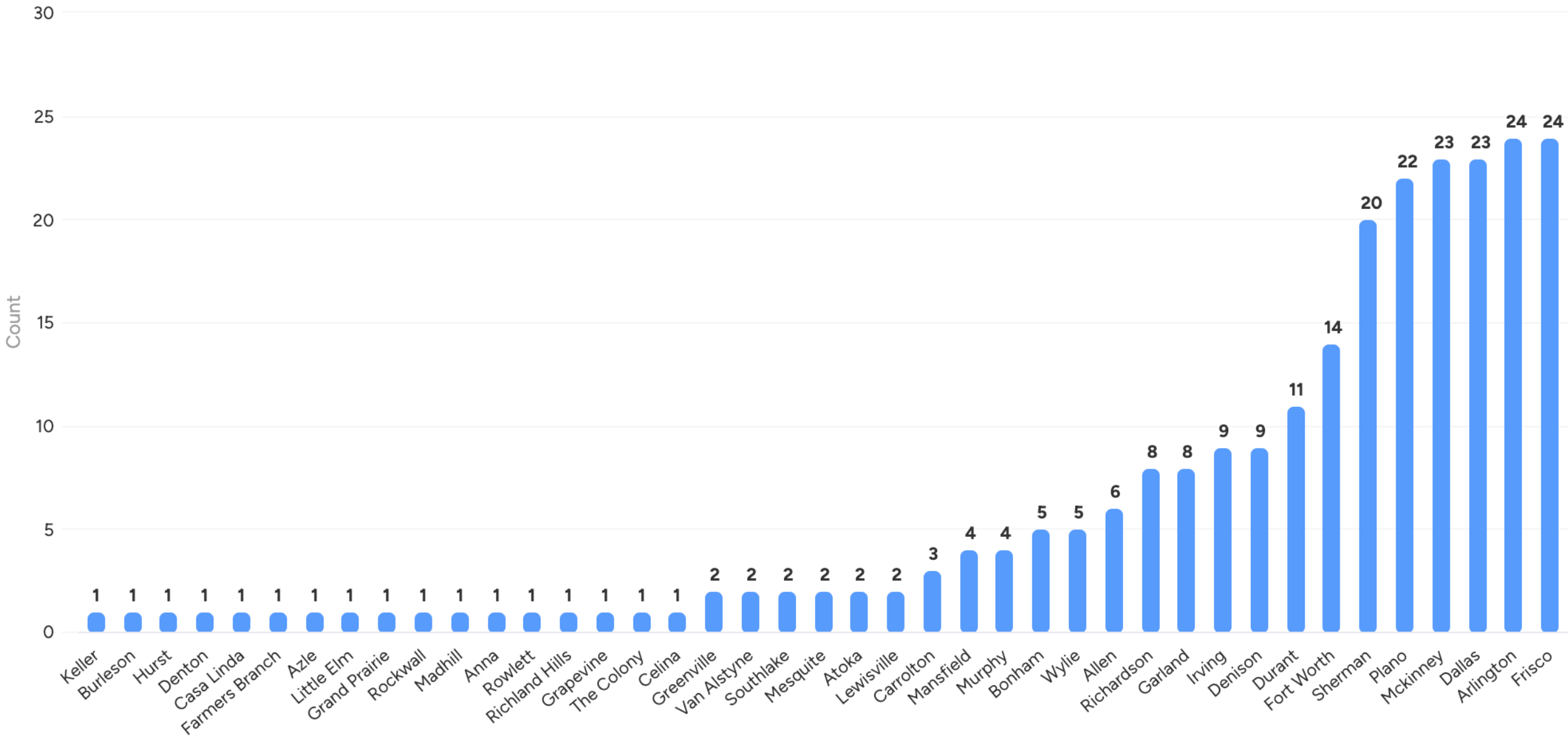
A: Doctor refers patient to TIND
Ideal situation, but could run into C and D issue

B: Doctor refers patient to "a neurologist" (not TIND) – patient does online research to find one
Need to educate these providers why TIND is best choice for their referral; also, importance of SEM/SEO

C: Doctor refers patient to TIND, but if takes too long to hear from anyone– patient goes elsewhere
This can prevent a new patient conversion, customer service/patient expectations are much higher in 2023

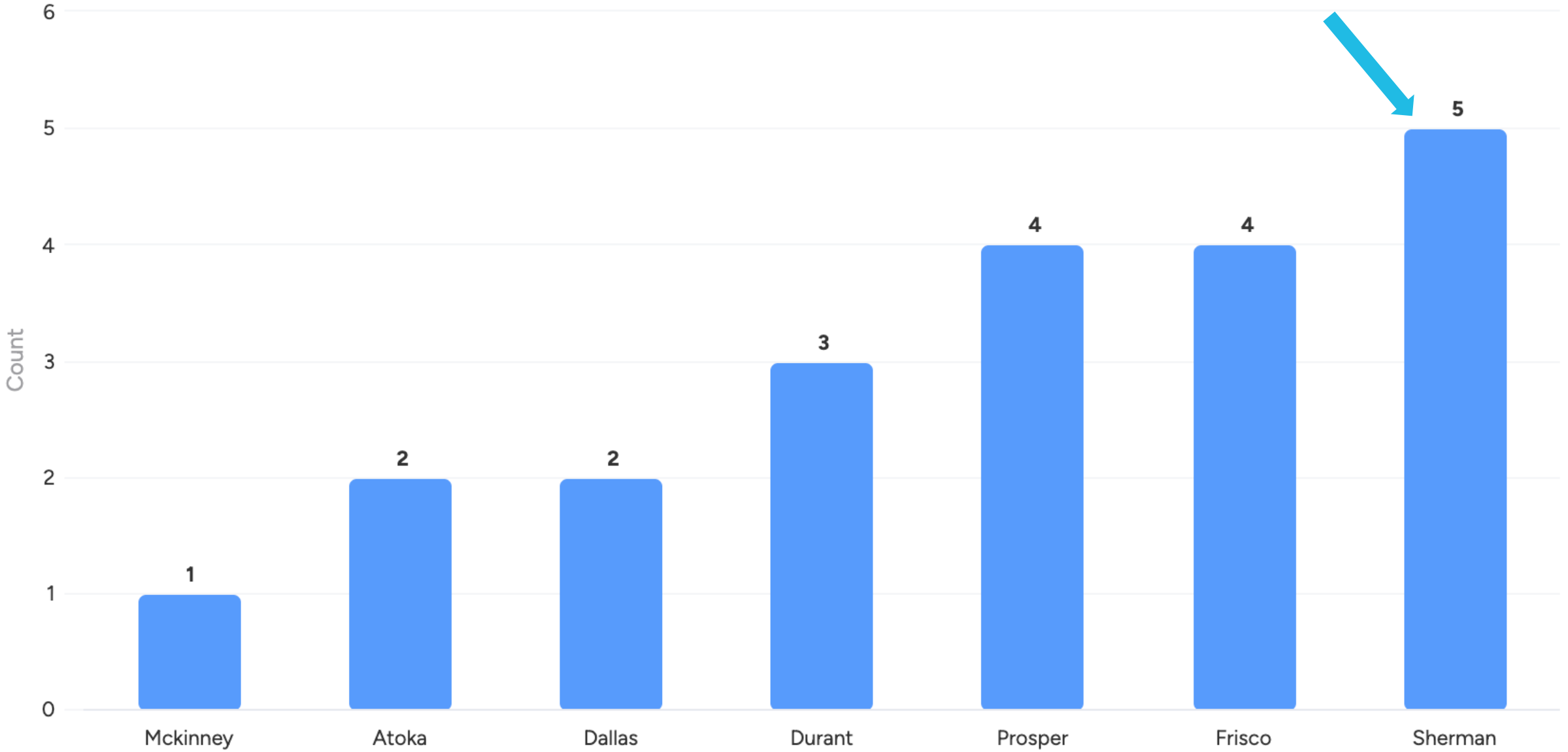
D: Doctor refers patient to TIND, but online presence leaves patient skeptical (ex. bad review)
This is why replying to and addressing any negative reviews is so important

# Lydia In-Person Marketing



# Olivia In-Person Marketing

Helping to market research trial

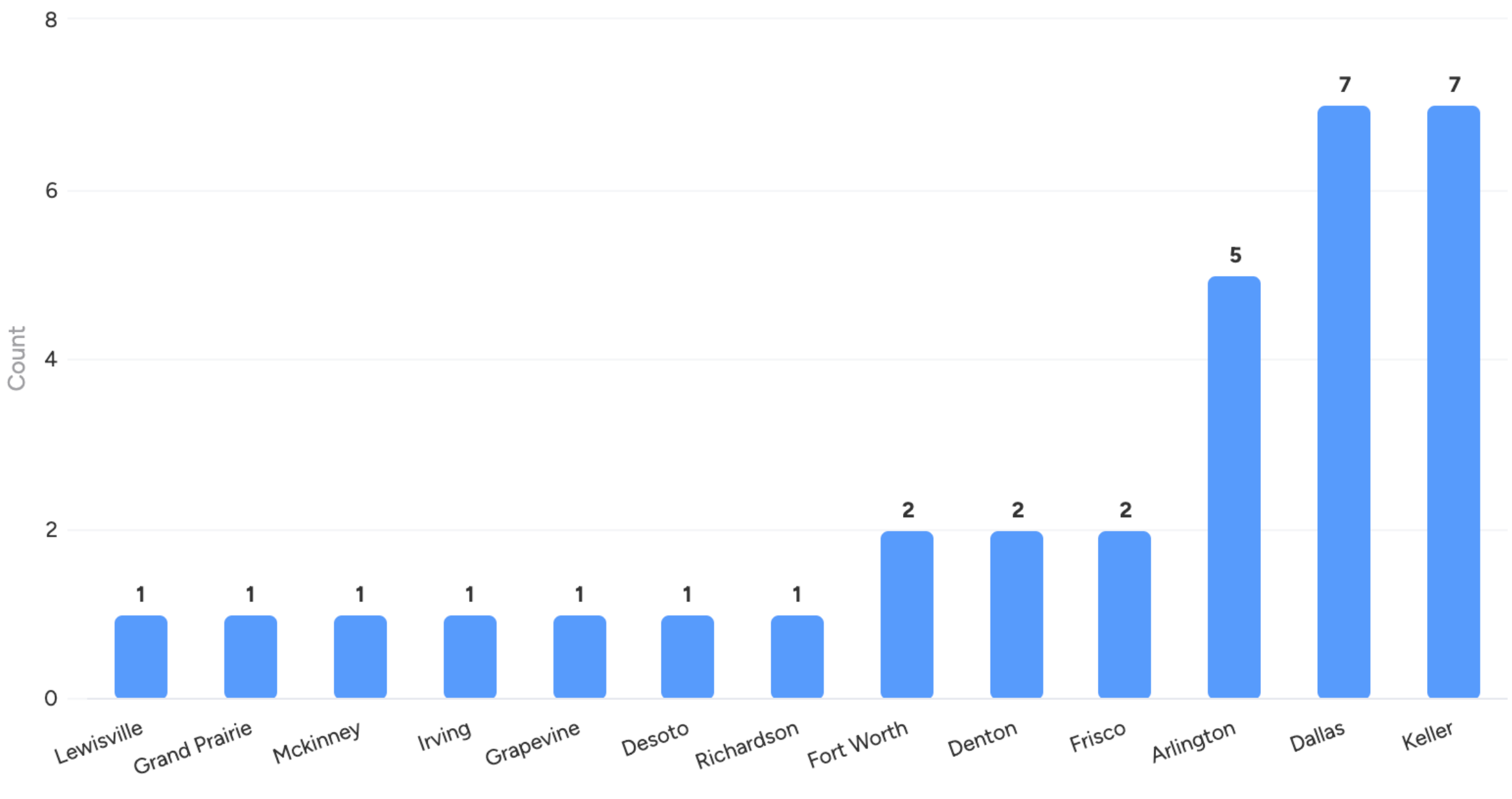


# Events

- Attendance at community events, includes any sponsorships events we have attended
- Also, looking to have many more TIND-hosted event

- Key Highlights:
  - Medical Mixer Frisco coming up!

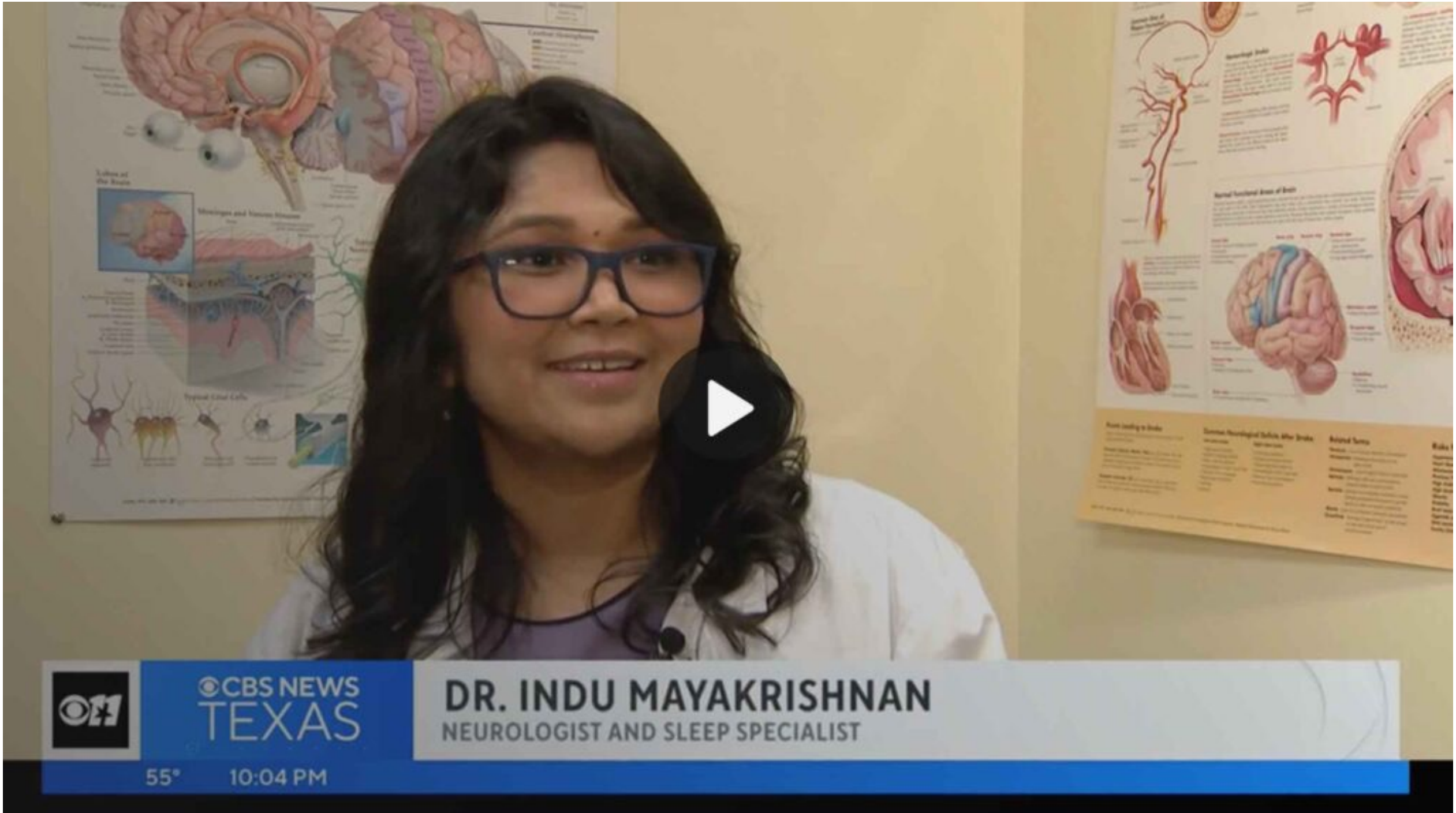
## Events


8
6
4
2
0
Count
1
1
1
1
1
1
1
2
2
2
5
7
7
Lewisville
Grand Prairie
Mckinney
Irving
Grapevine
Desoto
Richardson
Fort Worth
Denton
Frisco
Arlington
Dallas
Keller

# PR

- Have been submitting press releases
- Goal is to get any TIND events or important news featured in the local media – this will also help with and tie into our local SEO efforts with backlinks
- Many of these local media have event directories on their websites, so will also be adding any upcoming TIND events there to help get more exposure
- As the largest private practice neurology group in North Texas, we should have more of a media presence
- This is a channel I would like to focus on more to drive growth
  - Builds credibility and brand awareness

| Media Outlet | Email Address |
| --- | --- |
| Frisco Enterprise | friscoenterprise@starlocalmedia.com |
| Frisco STYLE Magazine | editor@friscostyle.com |
| Community Impact Newspaper | news@communityimpact.com |
| Frisco Online | editor@frisco-online.com |
| NBC 5 Dallas-Fort Worth | news@nbcdfw.com |


CBS NEWS
TEXAS
DR. INDU MAYAKRISHNAN
NEUROLOGIST AND SLEEP SPECIALIST
55°
10:04 PM

# Competitor Analysis (2023)

## Branding

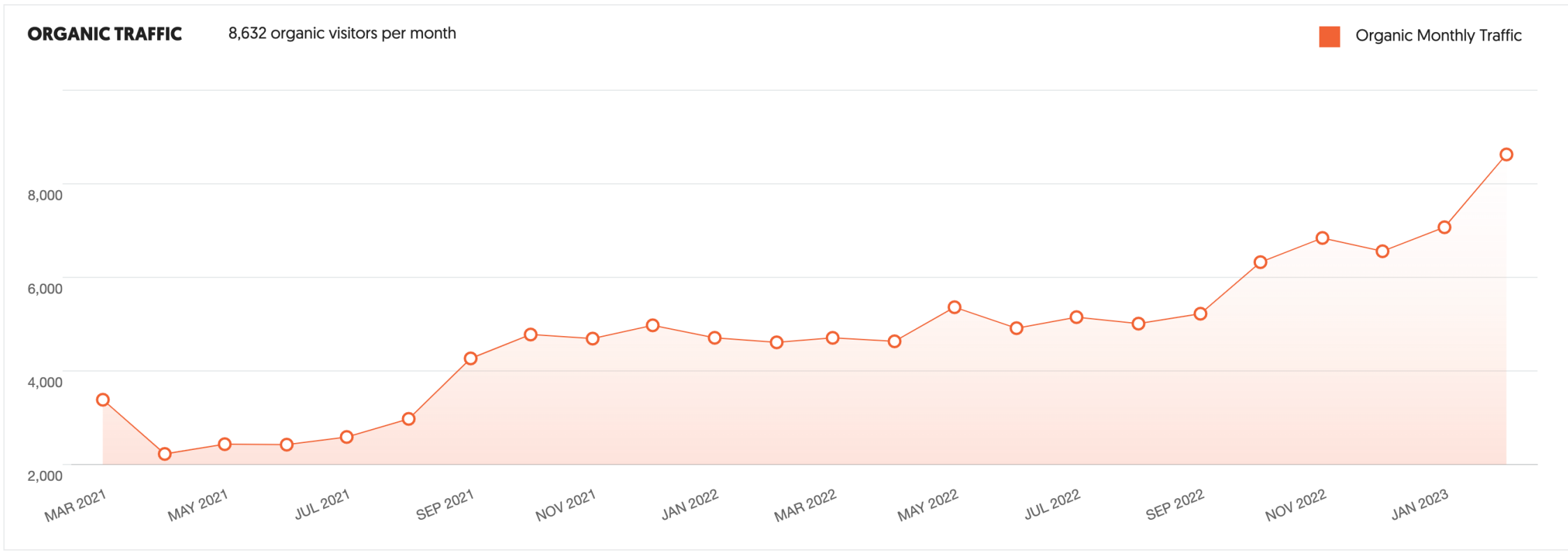
| Company | Score |
| --- | --- |
| TIND | A |
| Texas Neurology | B |
| Lonestar Neurology | C |
| Kane Hall Barry | C |
| Din Neurology | C |
| NCD | C |
| CNN | D |

# Competitor Analysis (2023)

SEO

| Company | Score |
| --- | --- |
| Lonestar Neurology | A |
| Texas Neurology | B |
| NCD | B |
| Kane Hall Barry | C |
| TIND | C |
| CNN | D |
| Din Neurology | D |

**ORGANIC TRAFFIC** 8,632 organic visitors per month



## Competitor Tracking

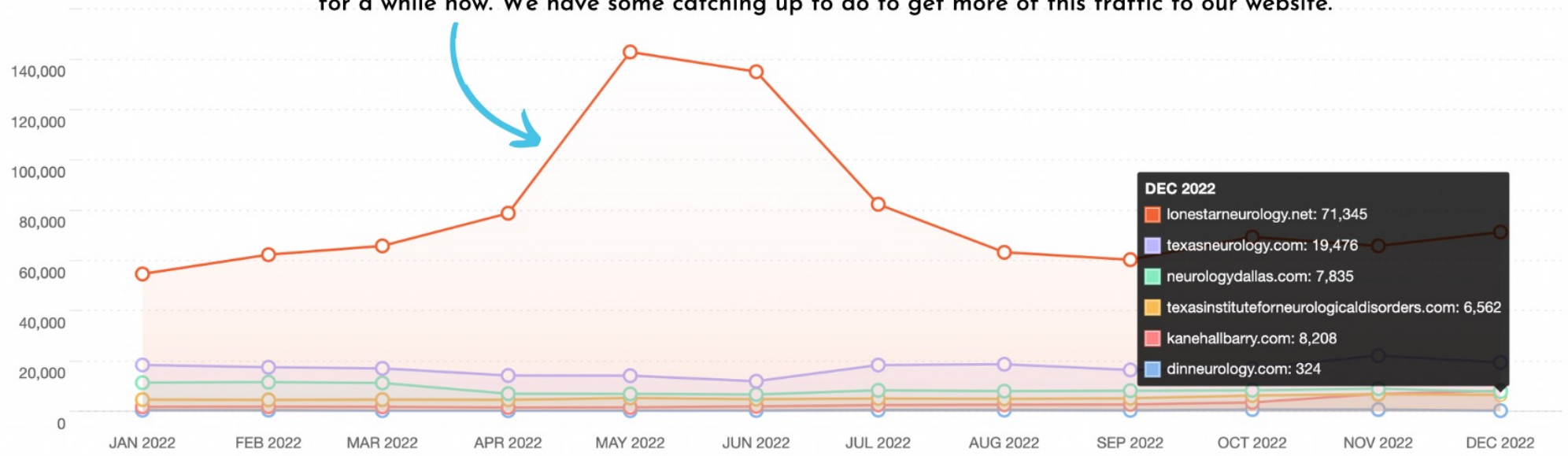
Here are the domains that are your competitors

lonestarneurology.net | texasneurology.com | neurologydallas.com | texasinstituteforneurologicaldisorders.com | kanehallbarry.com | dinneurology.com

English - United States

**ORGANIC TRAFFIC**

Lonestar Neurology is heavily invested in their SEO and consistently producing new blogs and webpages for a while now. We have some catching up to do to get more of this traffic to our website.



# Competitor Analysis (2023)

Just looking at number of clinics here since there's no available industry data to really determine this for our particular markets.

## Market Share

| Company | Score |
| --- | --- |
| TIND | A |
| Lonestar Neurology | A |
| CNN | B |
| Din Neurology | B |
| Texas Neurology | C |
| Kane Hall Barry | C |
| NCD | C |

# Competitor Analysis (2023)

Looking at factors such as # of followers, if they actively post, which social media sites they have a presence on, quality of branded content posted etc.

## Social Media

| Company | Score |
| --- | --- |
| Lonestar Neurology | A |
| Kane Hall Barry | A |
| NCD | A |
| TIND | B |
| Texas Neurology | B |
| Din Neurology | B |
| CNN | C |

# Competitor Analysis (2023)

Website

| Company | Score |
| --- | --- |
| Kane Hall Barry | A |
| TIND | B |
| Lonestar Neurology | B |
| NCD | B |
| Texas Neurology | B |
| Din Neurology | C |
| CNN | C |

# Key Strategies to Gain a Competitive Advantage in 2023: Part 1

- Patient experience – every interaction counts; patients will go to competitor if they do not receive good customer service at other areas of practice, scheduling or front desk departments seems where this can be improved based on the feedback we get from online reviews (customer service and marketing go hand in hand; word-of-mouth marketing) – importance of this for acquiring more positive online reviews
- Focus on branding to stand out; many practices are not as focused on their branding efforts (may want to consider updating business card as well at some point)
- Referral relationships
    - more consistence efforts and touch points (initiative: email marketing campaigns)
    - Increased budget to use for building relationships with new offices ex. providing a lunch and learn for an office we don't yet have a relationship with
    - Instead of annual switch to quarterly gift giving to thank for referrals (increases touch point interactions)
    - For annual Christmas gifts should also break this down by location – maybe choose top 5 from each territory – a lot of these gifts went to Sherman where we are already quite well established

# Key Strategies to Gain a Competitive Advantage in 2023: Part 2

- With such a small team, must deploy AI technologies **and more marketing automation** to improve productivity
- In addition to AI, should also look to hire some marketing interns (maybe Austin College has some marketing majors looking for a part time internship to gain experience)

# Key Strategies to Gain a Competitive Advantage in 2023: Part 3

- Digital Marketing – many of our competitors are not taking advantage of Google PCP ads or Bing ads yet, and while we work to improve our SEO, we should invest more marketing funds in these channels to attract more new patients to website
  - With popularity of telemedicine services, we need to continue to dominate with our presence through digital channels to capture those online searches (researching symptoms as well as local neurologists)
  - Need to branch into new digital marketing channels to extend our reach– could try sponsored Healthgrade ads, Yelp ads, Nextdoor advertising, Apple Business connect (new, need to investigate for ads and SEO) etc.
- SEO – building out key landing pages to market specialty clinics & more consistent updates of blog
  - Keyword focused landing pages for all services
- Content Marketing – particularly video, we need to increase our production of high-quality videos
  - Social media platforms, especially TikTok, are already being used as search engines, and we need to be creating videos to show up here
  - We need to be consistently producing informative video content and we need proactive participation from ALL providers (lack of any response from many providers when sent out email about this)

# Key Strategies to Gain a Competitive Advantage in 2023: Part 4

- PR – focus on building media relations to get more press features in local media as this ties in with local SEO, too
- User-friendly website – need to continually update and enhance to provide a better UX
    - Increased content production for website and various landing pages ex. every service we provide should have a webpage (have made progress with this, but need more)
- Data analytics: better use of marketing data to help make more informed decisions and to better understand our target audience
    - Need to find a better solution to consolidate vast amounts of data (Power BI possibly)