



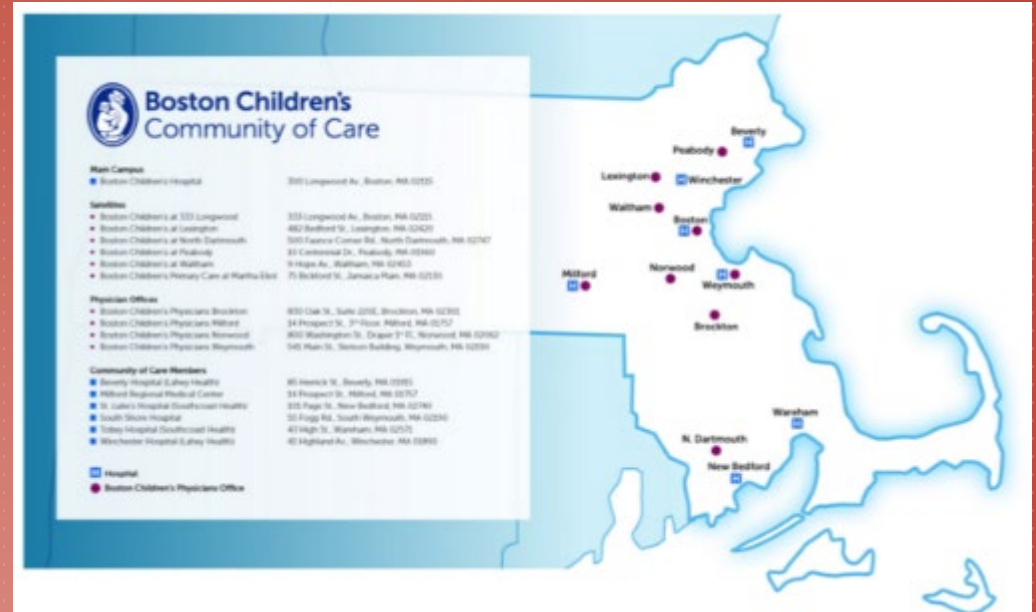
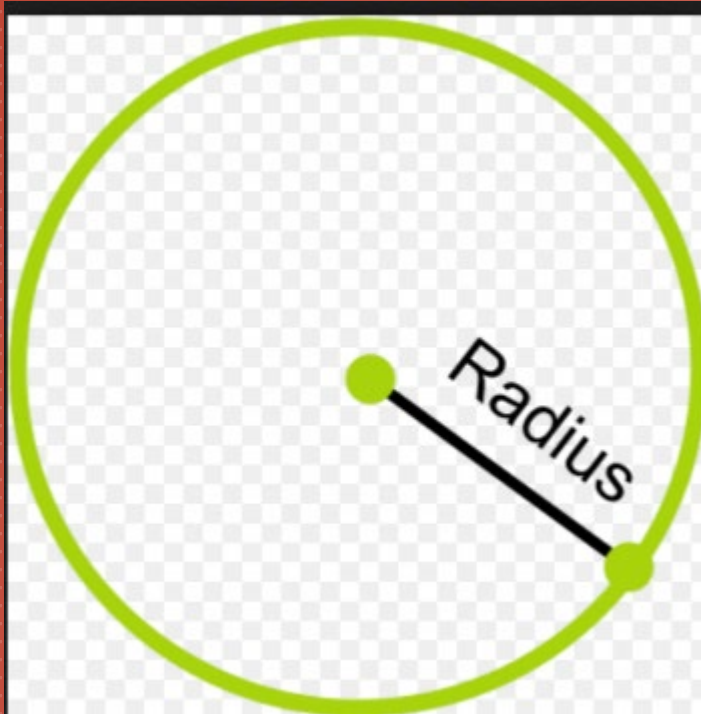
MARKETING STRATEGIES TO LAUNCH A NEW PRACTICE

Devi Nampiaparampil, MD, MS
Founder, Metropolis Pain Medicine PLLC
Clinical Associate Professor
NYU Grossman School of Medicine
New York, New York

- ▶ No relevant financial disclosures
 - ▶ Consultant for Doximity, Walmart and Google
 - ▶ Speaker for Abbvie
- ▶ No conflicts of interest



TRANSITIONING CONSIDER NON-COMPETE CLAUSES



MARKETING STARTS
WITHIN YOUR NETWORK
OF FRIENDS AND COLLEAGUES



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[FAQs](#)

Register a Trademark

Search!

How Do I Form a Limited

partnership-style flexibility. The flexible business. The owners of an LLC are a corporation, a partnership, another

- Biennial Statements
- Business Corporation Formation

SMALL BUSINESSES

- ▶ Which state?
- ▶ Methods of taxation
- ▶ Publication fees
- ▶ Legal fees
- ▶ Licensing requirements
- ▶ Naming conventions
- ▶ Get as much information as possible BEFORE submitting application



CONSIDER THE NAME OF THE PRACTICE

→ www.dos.ny.gov/corps/bus_entity_search.html

 **Services** **News** **Government** **Local**

DEPARTMENT OF STATE, DIVISION OF
CORPORATIONS, STATE RECORDS & UCC
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[DOS Home](#) [Division Home](#) [I would like to...](#) [Corporation/Business Entity Filings](#) [State Records](#) [Uniform Commercial Code](#) [Fee Schedules](#) [FAQs](#)

Search the Corporation & Business Entity Database

The Corporation and Business Entity Database includes business and not-for-profit corporations, limited partnerships, limited liability companies and limited liability partnerships, as well as other miscellaneous businesses.

The Corporation and Business Entity Database online search is intended for status inquiries of entities already on file with the Department of State. Customers are cautioned to avoid interpreting database search information as an indication that a name is or is not available for use.

Search Criteria: *(Items marked with * are required)*

1. Business Entity Name*:

2. Status Type* 3. Search Type* 4.

Search Instructions:

1. Enter the Corporation or Business Entity Name being searched
2. Select a Status Type
3. Select a Search Type
4. Click the Search Button

Please note that the database does not include corporate or other business entity assumed names filed pursuant to General Business Law, §130. Assumed name filings are filed and maintained by the Division of Corporations for corporations, limited liability companies and limited partnerships. Although maintained by the Division of Corporations, searches of records of assumed names used by corporations, limited liability companies and limited partnerships must be made by a written, faxed or e-mail request to the Division. All

News *All Division News*

- Organizational tax; taxes on changes of capital

Database Searches

- **New!** Local Laws Search
- Corporation/Business Entities
- State Tax Warrant Notices
- Child Support Enforcement Notices
- Uniform Commercial Code/Lien Search
- List of Public Corporations that have filed a Certificate of Designation for Service of Notice of Claim

Select Links

- Complete Forms Listing
- Expedited Handling Services
- Faxed Filings
- **Online Filings:**
 - Biennial Statements
 - Business Corporation Formation
 - Benefit Corporation Formation

WHICH ADDRESS TO USE?

- ▶ Office?
- ▶ Home?
- ▶ Friends/ family?
- ▶ UPS and similar services?



- ▶ Once you have an address, start building a web presence around that address—
 - ▶ Google (Google Maps)
 - ▶ Website → When you're starting out, it can even be as simple as a business card/resume type format with a photo

INSURANCE- PARTICIPATE?

- ▶ In-network or out-of-network
 - ▶ Marketing through insurance panels
 - ▶ Out of network → marketing through surgery centers and referral sources
- ▶ Relationships
- ▶ Realistic assessment of how many patients you can attract to your practice

EXPECTED PATIENT POPULATION?



EXPECTED PATIENT POPULATION?



EXPECTED PATIENT POPULATION?



- ▶ If you know who you can attract– or who you want to attract– work backwards and figure out where you can find those patients

CLINIC & PROCEDURE SPACE

- ▶ Distinguish the two
- ▶ Consider goals
- ▶ Buy vs. Lease vs. Sublease
- ▶ Location

STAFFING

- ▶ Who should be part of your support team?
- ▶ What are you looking for when you place ads and do interviews?
- ▶ What should be included in the contract?
 - ▶ Incentives for marketing or referrals or patients seen?



WORK FLOW

- ▶ Choreograph each movement
- ▶ Keep track of your referrals out and who is referring you patients
- ▶ How are you keeping track of—
 - ▶ Medical record requests (outgoing)
 - ▶ MRI pre-auths
 - ▶ MRI and x-ray results
 - ▶ Your procedures

MANAGE ONLINE REPUTATION

- ▶ Have staff ask patients for reviews
- ▶ Manage your online presence (as much as you can)
- ▶ Be cautious about testimonials and misleading advertising on your site

LOCAL NEWS

- ▶ Watch the news or read the news and find producers who might allow you to discuss pertinent medical issues
- ▶ Make a YouTube playlist that you can show in the waiting area

BECOMING IN-NETWORK

- ▶ The environment in New York City
 - ▶ University affiliations/ hospital admitting privileges
 - ▶ Merging with other practices

EXPANSION

- ▶ When and how?
 - ▶ Additional services?
 - ▶ Additional staff?
 - ▶ NP vs. PA vs. Physicians

THANKS!

- ▶ www.doctordevi.com
- ▶ @DrDeviForNYC

