Marketing to Medical Group Practices

A receptive, powerful audience.
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An audience for any marketer

As a marketer, you know to target the most relevant audience for your product or service. But have you ever felt that you might not have completely explored all receptive audience segments for your product or service? From time to time, many of us in the marketing field have experienced that feeling. At that point, we usually venture out and explore and test new market segments.

Medical group practice leaders, for example, are often not considered a viable audience for many products or services. Yet medical group practices function just like any other business, and the operational leader of a medical group is usually not a physician.

The leaders of medical group practices purchase office supplies, computer software and hardware, financial management services, insurance, furniture, marketing services and many other commonly used business products and services. Additionally, they consume products and services specifically developed for the healthcare industry.
An audience for any marketer

WHAT PRODUCTS AND SERVICES DO MEDICAL GROUP PRACTICES PURCHASE?

- Financial management and planning
- Accreditation and education
- EHR and practice management systems technology
- Employment, recruitment and HR
- Insurance
- Information technology hardware and software
- Banking
- Claim submissions, clearinghouses and EDIs
- Consulting services
- Financial and accounting services
- Patient communications
- Pharmaceuticals
- Architectural design
- Associations and non-profit organizations
- Medical equipment and supplies/GPOs
- Coding systems and software
- Outsourced services
- Patient satisfaction
- Practice management systems and software
- Collections and profit recovery
- Document management and imaging
- Facility services and medical apparel
- Leasing and capital financing
- Office and building supplies
- Payer contracting and negotiation
- Transcription, speech recognition and dictation
- Risk management
- Marketing services
- Legal services
- Furniture and supplies
As one of the biggest and ever-growing industry segments in the United States, the healthcare industry represents tremendous purchasing power. Medical group practice leaders acquire goods and services worth billions of dollars each year.

The medical practice industry as a whole represents $185 billion in annual purchasing power.¹

¹ Source: MGMA Cost Survey Analysis

THAT’S RIGHT — WE MEAN BILLION, NOT MILLION.
Medical group practices come in all shapes and sizes

Medical group practices exist in all sizes and specialties, from a single-specialty practice such as a Cardiology or OB/GYN practice, which focuses on only one specialty, to large multispecialty group practices that integrate many different specialties and sometimes belong to even larger healthcare systems.

Smaller practices might only have a few physicians while large groups or healthcare systems incorporate multiple locations and employ hundreds of physicians.

Administrative practice leaders hold the purse strings and are the primary decision-makers and the target audience to focus on in medical group practices.

They connect physicians, staff, vendors and other healthcare entities and are responsible for all aspects of the business operations of a medical group practice.
Healthcare is delivered in a variety of settings:

- Solo practice
- Partnership practice
- Group practice
- Single-specialty practice
- Multispecialty practice
- Academic practice
- Health system
Managing a medical group practice requires the ability to wear many hats

The medical group practice manager — also referred to as the administrator, practice manager, operations manager, and more — is usually an executive-level employee who functions as the gatekeeper and the head of central operations for any medical practice. These skilled individuals are responsible for initiating organizational change and purchase decisions.

It is the medical group practice leader who gathers information to build business cases for purchases of products or services, makes specific recommendations and ultimately balances the needs of the business to create an environment that delivers excellent patient care, runs efficiently and produces the targeted revenue.

HR issues, building maintenance, budgetary and revenue cycle decisions, contract negotiations, financial planning, creating a safe and clean environment to deliver quality patient care, and many other areas of are the responsibility of the medical group practice leader.
What our corporate partners have to say:

“A lot of people think you have to talk to the doctor, when actually the administrator or practice manager should be the first person with whom you speak and to whom you market. They get it. If you have them as your ally and they have a vested interest in your product or service, they can sell it for you. That’s why MGMA is powerful.”

Michael Earley, Vice President of Business Development, SRSsoft
Physicians and professional practice leaders team up to serve patients

<table>
<thead>
<tr>
<th>DUTIES</th>
<th>PHYSICINANS</th>
<th>MEDICAL PRACTICE PROFESSIONALS</th>
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<tbody>
<tr>
<td>Sets strategic direction for the practice</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Treats patients</td>
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<td>Organizes educational opportunities</td>
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<td>Manages business operations</td>
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<td>Oversees financial managers</td>
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<td>Serves as human resources manager</td>
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<tr>
<td>Sets the daily direction for the practice</td>
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<tr>
<td>Ensures that patients have convenient access to high-quality care</td>
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<tr>
<td>Monitors compliance with private and government payer initiatives</td>
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<td>Complies with regulations pertaining to privacy, workplace safety,</td>
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<td>antitrust laws, and medical malpractice</td>
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Start reaching this influential audience today!

Marketers often look to physicians or hospital administrators as a primary target in the healthcare industry, but medical group practice leaders should not be overlooked.

The increasing complexity within medical group practices has created a powerful market segment of highly educated, skilled administrative leaders that are eager to hear about solutions that can make their medical practices run better.

Marketers who understand the intricacies and obstacles of managing today’s medical group practices find an attentive audience in these professional leaders and executives.
Medical Group Practice leaders look to MGMA to help navigate the rapidly changing healthcare environment

As the leading association for medical practice professionals and executives since 1926, the Medical Group Management Association® (MGMA®) helps improve members’ practices through exclusive member benefits, education, resources, news, information, advocacy, and networking opportunities, and produces some of the most credible and robust medical practice economic data and data solutions in the industry.

VISIT MGMA.ORG TO LEARN MORE.
MGMA Membership

**HIGHEST DEGREE HELD**
- 50% Masters degree
- 30% Bachelors degree
- 10% MD and doctorate degree (PhD, DO, MSD, etc.)
- 4% High school degree
- 7% Associates degree

**U.S. GEOGRAPHIC REGION**
- 27% Eastern
- 20% Midwest
- 33% Southern
- 19% Western

**PROFESSIONAL TITLE**
- 40% Medical practice manager or administrator
- 34% Other
- 15% CEO, other c-suite, president, owner etc.
- 10% VP or director
- 1% Physician

**ORGANIZATION SIZE** (Based on full-time physicians)
- 19% Small (up to 10)
- 21% Medium (11 to 150)
- 11% 151 or more FTEs
- 49% Other org. structures

Data measured through June 2013.
MGMA represents 33,000 medical practice administrators and executives nationwide.

280,000 physicians are represented in organizations led by MGMA members.

57% of MGMA members are female.

55% of MGMA members have a master’s degree or higher.

MGMA members represent $100 billion in annual purchasing power.\(^2\)

\(^2\) Source: MGMA Cost Survey Analysis

AGAIN, BILLION — NOT MILLION!
What are MGMA members buying?

- **$62,857,000** | Support staff salary and benefits
- **$2,600,205,607** | Information technology
- **$9,187,467,290** | Drugs, medical and surgical supplies
- **$8,809,494,330** | Building and occupancy
- **$1,778,373,333** | Furniture and equipment
- **$1,660,337,196** | Admin supplies and services
- **$2,061,867,664** | Professional liability and other insurance
- **$1,380,277,882** | Legal, consulting and outside professional fees
- **$539,081,121** | Promotion and marketing
- **$2,014,557,259** | Clinical laboratory
- **$1,331,885,857** | Radiology and imaging
- **$419,532,461** | Other ancillary services
- **$4,977,293,956** | Other operating costs

3 Source: MGMA Cost Survey Analysis
MGMA members represent a variety of different medical specialties.

Anesthesiology 1
Cardiology 2
Family practice 3
Gastroenterology 4
Hematology/Oncology 5
Obstetrics/Gynecology 6
Ophthalmology 7
Orthopedic Surgery 8
Pediatrics 9
Radiology 10

*Many other specialties are represented within the MGMA membership base. The top 10 are based on members employed in practices in that specialty area.
Challenges provide opportunity for solutions

SOME OF THE BIGGEST CHALLENGES FOR MEDICAL GROUP PRACTICE LEADERS⁴ INCLUDE:

1. Dealing with rising operating costs
2. Preparing for reimbursement models that place a greater share of financial risk on the practice
3. Managing finances with the uncertainty of Medicare reimbursement rates
4. Collecting from self-pay, high-deductible and/or health savings account patients
5. Clear understanding the total cost of an episode of care (from the payer’s perspective)

⁴ Based on the 2013 research “Medical Practice Today: What members have to say”
5 things every marketer needs to know before marketing to medical group practice leaders

1. Clearly describe how your product or services can provide a solution to a pain point

2. Understand that good business relationships matter tremendously

3. Look for efficiencies you can deliver to reduce operating costs

4. Make transitions to your products/services easy

5. Don’t overload them with touches! They are busy and will tune you out. Take the quality over quantity tactical approach and really get to know your audience first
Reach the decision-makers via multiple channels

MGMA provides access to a target audience with tremendous purchasing power and consistently assists its corporate clients with building inclusive marketing campaigns to meet a specific objective. Our account managers work with each partner individually to find the most effective way to reach the target by building a campaign that includes tactical options such as advertising, geotargeting options, list rentals for email blasts, corporate membership and partnership packages with special benefits and many exhibit and sponsorship opportunities.

“While attending an MGMA event as an exhibitor, new corporate partners have experienced great success with one common campaign approach: Exposing their brand to MGMA conference attendees via print and electronic advertising tactics before the event yields increased booth traffic and creates higher lead volume.”

Susan Paulin-Schubert, Senior Manager, MGMA Corporate Relations
Reach the decision-makers via multiple channels (continued)

mgma.org is the No. 1 information resource for MGMA members, with over 5.7 million views annually.

MGMA electronic advertising options
- mgma.org web ads in various sizes
- Geotargeted ads
- eNewsletter ads
- Text ads

Print ads
- MGMA Connection magazine
- MGMA Executive View

MORE OPTIONS:
LIST RENTAL
BUYERS GUIDE

91% of Americans read magazines

MGMA Connection magazine is ranked as one of most important member benefits by MGMA members.

6 Source: GfK MRI, Spring 2013
Connect with MGMA members through face-to-face conferences

Exhibiting and sponsoring at an MGMA face-to-face event is a great gateway to building solid relationships with decision-making medical group practice leaders.

UPCOMING MGMA EVENTS:

MGMA SPRING SHOWS focused on specific healthcare industry segments or specialties:
- Financial Management and Payer Contracting Conference
- Business of Care Delivery Conference
- Anesthesia Conference

MGMA ANNUAL CONFERENCE
Once a year, more than 3,000 medical group practice leaders from all over the United States come together to learn, network and discover products and service to improve their medical practices.

MGMA 2014 Annual Conference
Las Vegas | Oct. 26-29, 2014

MGMA 2015 Annual Conference
Nashville | Oct. 11-14, 2015

Source: MGMA 2013 Annual Conference attendee survey data
MGMA marketing solutions work

“Exhibiting, sponsoring and advertising with MGMA have generated a return on investment two to three times greater than with other healthcare associations. On average, we make $2.50 for every $1 spent with MGMA. MGMA delivers consistently, making it a win-win for everyone involved.”

Jim Bettendorf, Director of Compliance and Business Development, Gateway EDI
Medical group practice leaders are always in the market to explore and find better solutions that help them improve their practices.

When putting together your next marketing campaign, consider these decision-makers as a viable segment for the promotion of your products and services.

MGMA provides plenty of opportunities to effectively reach this audience through multiple channels, and we are here to assist you at any time.

For more information about available marketing options at MGMA®, visit mgma.org/marketing-solutions, call 877.275.6462, ext. 1836, or email us at busdevelop@mgma.org.

LEARN MORE ABOUT MGMA: VISIT MGMA.ORG/MARKETING-SOLUTIONS