

Education, Targeting are Key Components in Payor Marketing

Marketing your practice to payors may be one of the most important and challenging target groups in your marketing efforts. Payor groups include insurance providers, third-party administrators, attorneys, self-insured employers, and workers' compensation case managers and adjusters. This target market can present tremendous referral potential for your practice and can have a positive impact on overall payor policy related to EDX medicine.

Educate

Education is the key component to successful payor marketing. Selling your practice to insurance companies by providing positive and documented outcomes and communicating a willingness to review cases creates a win-win working relationship. Consider providing an educational session or in-service for case managers highlighting diagnostic and treatment protocols that will ensure that patients receive quality EDX care without overutilization. Present your practice as a high-visibility practice with quality outcomes, accessibility, and cost-effective treatment. Adhere to and promote the AANEM Practice Guidelines as the standard of care in your EDX practice. Get a head start on your educational presentation by utilizing any of the AANEM presentation slide sets that are available on the website.

Get Personal

Meet face-to-face with plan administrators, medical directors, or physician liaisons to show them what you can do for the plan and how you can save it money. Having the necessary documentation to back up your information and

AANEM Marketing Resources to Reach Payors

A sampling of resources to help you reach payors is available at: www.aanem.org/publications/MarketingYourPractice.cfm

2008 AANEM Annual Meeting Course Book,
"Practice Management"
Presentation Slides
AANEM Practice Guidelines
And more!

patient satisfaction surveys to support your commitment to quality patient care and customer satisfaction will build credibility with the payor.

Targeting Payors in Your Area

You can identify your target payors by starting with the payors who currently send you referrals and expanding your marketing efforts to this key group. Look to major employers and plans in your demographic area for potential market growth opportunities. The AANEM has trained State Liaisons who may be able to assist you in identifying key payor contacts in your state or region. Want a more active role? Sign up to take part in the next State Liaison program.

Using education to reach this important target group will increase their knowledge about EDX and neuromuscular medicine and through your marketing efforts will open a gateway to new working relationships with payors and a source of referrals to your practice.