Deliver Exceptional Care. On Your Terms.
DPC Hustles Harder
Paul Thomas, MD

Submit your questions to: aafp3.cnf.io
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Learning Objectives

• Understand brand creation and brand identity
• Learn best practices for marketing your practice
• Know when to hire people for different tasks related to branding/marketing
• Realize that you are your brand, and you need to tirelessly work to create value for your brand
AES Question

aafp3.cnf.io
Why does your DPC practice exist?

a) To make money
b) To meet a need
c) So that I can find my happy little practice
d) To lower the cost of health care
e) Three day work weeks, hello?
f) To right the wrongs in the healthcare system
g) A few of these
h) All of the above
i) Something else
Why does your DPC practice exist?

• What is the purpose of your business?
  • (The need you will fill)
• What will you do to meet that need?
Why = The Purpose
What is your cause? What do you believe?

How = The Process
Specific actions taken to realize the Why.

What = The Result
People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.

- Simon Sinek
“I'M HERE TODAY BECAUSE I BELIEVE HEALTHCARE SHOULD BE AFFORDABLE AND ACCESSIBLE”

- DR. PAUL THOMAS
BRANDING EXERCISE!
WHAT DO YOU THINK/FEEL WHEN YOU SEE THESE IMAGES?
What is a Brand?

• A brand is a feeling comprised of perceptions and intuitions about a product, service or organization

• A brand is **not** a logo, a product, a place, or an identity

• Rather, it is the cultural fabric of a business
A brand is the set of expectations, memories, stores and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

— Seth Godin —
YEAH, I'M USING ANOTHER QUOTE

A BRAND IS THE SUM TOTAL OF HOW SOMEONE PERCEIVES A PARTICULAR ORGANIZATION. BRANDING IS ABOUT SHAPING THAT PERCEPTION.

ASHLEY FRIEDLEIN
HOW TO PICK A NAME THAT DOESN'T SUCK
Rule #1: Keep it simple.
Hassle Free Family Medicine.
Committed To Delivering Primary Care As It Was Intended—Through Trust, Openness, And Investing In The Doctor-Patient Relationship.
we’re here for

Hassle-free care for you when, where and how you need it

LEARN MORE
Avenu Health
Medical Practice • Asheville, North Carolina • 54 followers

See all 3 employees on LinkedIn →

Follow See jobs

About us
Avenu Health is downtown Asheville’s direct primary care practice, offering comprehensive healthcare services with upfront monthly membership pricing. Founded on the mission to simplify primary care, Avenu Health provides hassle-free care when, where, and how its clients need it. The direct primary care practice delivers comprehensive care including personalized prevention, nutrition and exercise counseling, chronic disease management and care for those occasional sick days. With its vibrant and convenient location, Avenu Health offers immediate physician access including walk-in, same-day, and next-day appointments and 24/7 provider virtual access. Grounded in a human relationship, Avenu Health personalizes care and is focused on delivering an authentic experience to help its clients achieve optimal health. For more information, visit AvenuHealth.com or follow @AvenuHealth on Facebook and

Recent update
Redefining primary care...

People also viewed
No Evil Foods
Food & Beverages
2–10 employees

United Way of Asheville & Buncombe County
Nonprofit Organization Management
11–50 employees

Mission Health
Hospital & Health Care
10,001+ employees

Crawford Strategy
Marketing and Advertising
11–50 employees
Avenu Health: Homepage
https://avenuhealth.com/
But it doesn't have to be. At Avenu Health, we are redefining the experience of primary care and transforming healthcare to work better for everyone.
You've visited this page 2 times. Last visit: 6/18/18

Our Team
With a family of his own, he feels increasingly connected to our ...

Our Story
Our Story. Hassle-free care when, where and how you need it ...

Q&A
It's a hassle-free experience that provides you with care when ...

Let's Connect
Let's Connect. Avenu Health's vibrant and convenient location ...

Become a Member
As a member of Avenu Health, our comprehensive healthcare ...

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Avenu Medical – EndoAVF for Life™
avenumedical.com/
Ellipsys® Vascular Access System, an image-guided, single catheter system used to percutaneously create an arteriovenous (AV) fistula for hemodialysis ...

Avenu Health | LinkedIn
https://www.linkedin.com/company/avenu-health
Learn about working at Avenu Health. Join LinkedIn today for free. See who you know at Avenu Health, leverage your professional network, and get hired.

Avenu Health - Home | Facebook
About

FIND US
84 Coxe Avenue, Ste. 240
Asheville, North Carolina
Call (828) 552-5767

HOURS
Always Open

HISTORY
Our Story: Hassle-free care when, where and how you want it.
DIRECT.

A practice that restores the traditional doctor-patient relationship while using new technologies.
AES Question
aafp3.cnf.io
What should my website address be?

a) AppleFamilyMedicine.com
b) AppleClinic.com
c) AppleHealth.com
d) AppleMD.com
e) Apple.md
f) AppleDPC.com
Rule #2: Ensure Brand Synchrony
How to Leverage Story Telling
Person who’s a potential customer + Your product = Awesome person who can do rad stuff!

This isn’t what your business sells. This is.
What did that mean to you?
Hi, I’m Mario, and before I had the power of the flower, I felt small. Now, I really feel like I’m in control of my own destiny!
Patient overheard leaving the office today: "You make this so easy!"
Ask yourself the last time you felt like saying that while leaving your doctor's office. #timeforachange
A SIMPLE RULE FOR MARKETING:

Message x Medium = Results
TRAFFIC OVERVIEW

Unique Visitors: 3,361 (+1.361.3% yr/yr)
Visits: 4,432 (+1.247.1% yr/yr)
Pageviews: 10.1k (+1.081.4% yr/yr)

Visits by week (Mon, May 1-Mon, Jul 31, 2017)

- Sun, Jun 11-Sat, Jun 17: 1,791
TRAFFIC OVERVIEW

Unique Visitors: 20.4k (+156.1% yr/yr)
Visits: 22.6k (+106.1% yr/yr)
Pageviews: 52.7k (+109.7% yr/yr)

Visits by month (Tue, Mar 1, 2016-Mon, Jun 18, 2018)
AES Question
aafp3.cnf.io
What does “SEO” stand for?

a) Should’ve Entered Orthopedics  
b) Serious Ebola Outbreak  
c) Send Emojis Over  
d) Search Engine Optimization
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<th>SOURCES</th>
<th>VISITS</th>
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<td>Search</td>
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Google search results for "best primary care doctor Detroit" show local listings. 

1. **Plum Health DPC**
   - Rating: 5.0 stars (32 reviews)
   - Address: Detroit, MI (313) 444-5630
   - Open 24 hours

2. **DMC Metropolitan Primary Care Center**
   - Rating: 5.0 stars (1 review)
   - Address: Detroit, MI (313) 745-6817
   - Open 8AM Tue

3. **Dr. Greg S. Naman, MD**
   - Rating: 4.1 stars (7 reviews)
   - Address: Ferndale, MI (248) 336-4000
Plum Health - Direct Primary Care in Detroit, Michigan
https://www.plumhealthdpc.com/
Plum Health Direct Primary Care in Detroit, Michigan delivers affordable, accessible healthcare services in Detroit and beyond. ... Plum Health DPC Doctor.jpg.

Our Physician
Our Physician.

Contact
Direct Primary Care is a new concept, and you may have ...

Pricing
Plum Health - Direct Primary Care in Detroit, Michigan • Home ...

Schedule Now
Schedule Now.

Detroit
The Detroit Medical College was founded in 1868 by five ...

What We Do
What WE CAN DO FOR YOU: Members can access their ...

More results from plumhealthdpc.com »

Plum Health DPC - Home | Facebook
https://www.facebook.com › Places › Detroit, Michigan › Family Doctor ▾
★★★★★ Rating: 5 / 21 votes
Plum Health DPC. 1K likes. Plum Health delivers affordable, accessible healthcare services in Detroit and beyond.

Videos

Plum Health DPC

Plum Health DPC - 37 Google reviews
Doctor in Detroit, Michigan
Address: 1759 21st St, Detroit, MI 48216
Hours: Open 24 hours ▾
Products and Services: plumhealthdpc.com
Appointments: plumhealthdpc.com
Phone: (313) 444-5530
Suggest an edit

Questions & answers
See all questions (1)

Reviews from the web

Facebook
5/5
21 votes

Healthgrades
5/5
54 reviews
Google My Business

Plum Health DPC

2,317 PEOPLE FOUND YOU ON GOOGLE

59 asked for directions
   1.7% FROM APRIL 2018

51 visited your website
   -35% FROM APRIL 2018

16 called you
   6.7% FROM APRIL 2018

Stand out to customers with a post about your business.
CREATE A POST
Photos from Colin Stuart's post in DPC Docs

AdWords is a decent value if you can get your quality score in the 5-7 range. $16k/year for 4,800 clicks by people searching for a doctor. If just 3% sign up that's about $111/patient.

DPC Summit
July 13–15, 2018
AES Question

aafp3.cnf.io
After Google, which is the largest search engine?

a) Bing.com
b) Yahoo.com
c) GoDaddy.com
d) YouTube.com
e) Ask.com
f) Amazon.com
g) Facebook.com
Family Doctor Accepting New Patients in Detroit Michigan
Plum Health DPC • 38 views • 3 months ago
Hello, this is Dr. Paul Thomas with Plum Health DPC and we are a family medicine clinic in Southwest Detroit and we are ...

Family Medicine Doctor in Detroit on HealthGrades
Plum Health DPC • 12 views • 1 year ago
The HealthGrades platform can be frustrating! My name is Paul Thomas, MD and I'm a Family Medicine doctor in Detroit, Michigan ...

What is Family Medicine?
Plum Health DPC • 79 views • 1 year ago
Hello, this is Dr. Paul Thomas with Plum Health DPC and I'm a Family Medicine Doctor in Detroit. I operate Plum Health Direct ...

My First Family Practice Rotation in Detroit!
Greg Wilkerson • 98 views • 5 years ago

Family fun on Belle Isle for Detroit Grand Prix
WXYZ-TV Detroit | Channel 7 • 195 views • 2 weeks ago
Hello, this is Dr. Paul Thomas with Plum Health DPC and we are a family medicine clinic in Southwest Detroit and we are accepting new patients. As a family medicine doctor, I take care of patients of all ages and stages. This means that I can take care of children or pediatric patients as well as adults. We treat a broad range of conditions, from sore throats to coughs and colds as well as influenza, high blood pressure, diabetes, and other chronic conditions. We also perform procedures like Pap tests, skin lesion removal and biopsies, as well as rapid strep test, rapid influenza testing, and rapid mono testing. If you like to learn more about our clinic, go to www.plumhealthDPC.com Thank you so much for watching, and have a wonderful day! – Dr. Paul Thomas, M.D.
Pharmaceuticals

- Plum Health DPC
  5.0 ★★★★★ (21)
  1K like this · Detroit, Michigan · Family Medicine Practice

- CHAASS Center
  4.3 ★★★★★ (92)
  1.3K like this · Detroit, Michigan · Family Medicine Practice

- Advantage Health Centers
  5.0 ★★★★★ (7)
  318 like this · Detroit, Michigan · Family Medicine Practice

- Posts from Friends

  Phil Hellman
  March 9 at 1:58pm

  ...Just a reasonable monthly fee. Think concierge medicine but for everyone, regardless of socioeconomic status. If you are 20-40 years old, you pay $50/mo and get unlimited care, no strings attached. If...
Getting to the Top of Google Search

AN EPIC POEM
See how complete your listing is on each search engine
Explore the graph below for more information

Primary Sources
Direct Network
Indirect Network
100% 100% 100%

YP

54% Complete
31% Incomplete
Inconsistent
Duplicates
Content is King
September 12, 2017

WHY IT'S IMPORTANT TO HAVE A FAMILY MEDICINE DOCTOR IN DETROIT

Simply put, we can offer the best primary care experience in Detroit. What that means is that you have a Family Medicine Doctor or a Primary Care Doctor who is truly your advocate. I take my role seriously, and I will advocate for your health and confront cancer. How do we do this?

Tagged: Medicine, Cancer, Detroit, Family Medicine, Primary Care, Doctor in Detroit
Searches related to family doctor detroit

family doctor in detroit mi
best primary care physician detroit
primary care physician detroit mi
family doctors near me

primary care doctors near me
doctors in detroit
top primary care physicians near me
doctors in detroit mi
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<td>tedx detroit.com</td>
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Share it with the world.

Leveraging Social Media
AES Question

aafp3.cnf.io
Which social media platforms are you most comfortable with?

a) Facebook
b) Twitter
c) LinkedIn
d) Pinterest
e) Instagram
f) Google Plus
g) YouTube
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<td>Pinterest</td>
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Questions?

Submit your questions to: aafp3.cnf.io

Don’t forget to evaluate this session!

Contact Information
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Instagram @PlumHealthDPC