

Cracking the Physician Code



*Accelerate your practice growth by
acquiring more physician clients*

Dr. Vicki Rackner
Founder of the Academy of Physician Engagement
www.TargetingDoctors.com

Cracking the Physician Code

Your step-by-step online guide

In this course, you will learn how to

- *Dramatically improve your ability to reach physicians*
- *Talk so physicians will listen*
- *Engage more physician prospects*
- *Craft offers physicians love*
- *Secure your role as a trusted expert*
- *Graciously generate more introductions*
- ***Accelerate your business growth by acquiring more physician clients***

Presented by

Dr. Vicki Rackner

Founder of the Academy of Physician Engagement

www.TargetingDoctors.com

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Medical Bridges PLLC
8441 SE 68th #298
Mercer Island WA 98040
Phone: (425) 451-3777

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Welcome!

The goal of this *Cracking the Physician Code* course is simple: **you will learn how to accelerate your business growth by acquiring more physician clients.**

You are about to learn **proven strategies** and **powerful tactics** to position yourself as the go-to expert to doctors in your community.

Imagine how your life will change as you **work with more doctor clients.** Think about what it will mean for your business revenue, your personal income, and the advantages you can provide for your family.

You have made a wise investment. This is the right time to **mine the treasures** in the medical market.

We are here to support you every step of the way so you can enjoy the **personal, professional, and financial rewards** that come with success in the medical market.

My best,

Dr. Vicki

Vicki Rackner, MD

Founder of the Academy of Physician Engagement

Cracking the Physician Code Begin Here

This workbook belongs to _____

Step #1

Note your start date _____

Step #2

Schedule the course into your calendar.

Step #3

Join the conversation at the Targeting Doctors LinkedIn group.

Note your completion date _____

Be sure to send in for your graduation certificate upon completion.

Course Agenda

Preface

Introduction to the Medical Market

Module 1: The 10 Laws of Physician Engagement

Module 2: Find Your Focus

Module 3: Research: Gather Intelligence

Module 4: Invest in Expert Positioning

Module 5: Engage Physician Prospects

Module 6: Next Steps to Convert Prospects to Clients

Module 7: Develop a Culture of Introductions

Module 8: Your Blueprint for Success

Preface

When my son was a toddler, he had a love affair with trucks. One day we passed by a huge construction site. He pointed his chubby little toddler finger at the dirt pile and said, “Touch trucks.”

I said, “That would be great, Sweetie, but, look, there’s a fence all around the construction site. Plus do you see that sign on the gate? It says ‘Do not enter.’”

He thought for a moment, and then suggested, “Take down sign.”

Acquiring physicians as clients can be like making your way onto that locked construction site. You see doctors’ offices as clearly as my son could see the trucks. Physicians’ gatekeepers may as well be a lock and chain keeping you from the prospects you want to reach.

The goal of this course is to help you get in front of doctors with the marketing message that will lead to your desired business outcome.

Here’s the most important point you’ll learn here: **physicians are wired differently than business-minded people.** Marketing campaigns that attract business prospects may repel doctors.

I learned this lesson the hard way.

You see, I’m a physician myself. I decided to become a doctor as I woke from my lifesaving operation in my mid-twenties. I’ve run my own private surgical practice, served as faculty at the University of Washington School of Medicine, and had the honor of treating tens of thousands of patients.

In 2000, I launched a consulting business helping doctors and patients collaborate more effectively. I imagined this would be an overnight success. After all, everyone wants better medical outcomes, lower healthcare costs, and higher productivity that accompanies health, right?

Wrong!

My early years as an entrepreneur reminded me of traveling in China. I felt like a complete foreigner observing strange customs.

I studied the world of business intensively. I hired mentors who served as my guides. As I learned how things work in business, I enjoyed greater success.

It's humbling and thrilling to take the stage as a keynote speaker at national meetings, be interviewed on NPR, and find myself quoted on CNN and in the *Wall Street Journal*, *USA Today*, and the *Washington Post*, to name a few publications.

“Do business people experience the same challenges entering the world of medicine as I had when I entered the world of business,” I wondered.

You now have your own personal tour guide showing you how to successfully navigate the world of medicine.

Some people tinker in the medical market. I call them hobbyists. They make investments by trying to market to physicians but do not see the results of their efforts.

Here you'll learn to join the ranks of high performers by applying an understanding of these concepts:

- The political, cultural, and economic forces that shape medicine
- The neuroscience of decision-making
- How physicians think and interact within their professional networks

This is your step-by-step guide for cracking the physician code and dramatically improving your ability to

- Generate physician leads in the most effective way
- Engage more physician prospects
- Accelerate your growth by acquiring more physicians as clients

Introduction to the Medical Market: The Inner Work

Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.

—Mahatma Gandhi

Objectives for this module

- Gain clarity about why you want to work in the medical market.
- Explore your beliefs about working with doctors.
- Debunk myths and affirm realities about working with physicians.

Questions answered in this module

- What is the lifetime value to you of a single, new physician client?
- What makes the medical market attractive?
- What makes the physician niche challenging?
- What is the overlooked barrier to success in the medical market?
- What is the first step to success in the medical market?
- Action Steps

What is the lifetime value to you of a single, new physician client?

Let's face it: most professionals would like to have more physician clients.

Many try to target doctors. Most of them will fail. You are about to find out why.

Further, you are about to uncover the insider secrets to help you gain the competitive edge in the medical market.

What makes the medical market attractive?

You have chosen your niche wisely. Here are the top reasons so many people want doctors as clients.

Practicing physicians earn top dollar. In fact, according to the US Bureau of Labor Statistics, 9 of the top 10 earners in the United States call themselves “doctor.”

Physicians are loyal clients. Once you have a doctor's trust, you will most likely have it for life.

Physicians will tell their colleagues about you. Doctors share information with each other. It's easy to build a culture of introductions and turn one doctor client into many.

The time is right. The Affordable Care Act—also known as Obamacare—is the source of acute financial pain for doctors. Their pain is your business opportunity.

What makes the physician niche challenging?

The barrier to entry in the medical market is very high.

Here is how many people explain their challenges in acquiring doctor clients:

- **“I can’t get past the aggressive gatekeepers.”**
- **“I can’t get doctors’ attention because they are so busy.”**
- **“They will never leave their brother-in-law.”**

While all of these things are true, I believe the real challenge is a failure to understand

- The customs in the world of medicine
- What captures doctors’ attention
- How to engage doctors and inspire them to take action

What is the overlooked barrier to success in the medical market?

Your beliefs about working with doctors can propel you to success—or turn into your biggest barrier.

Since we were small children, we were taught how to behave around doctors. These habits can be hard to break.

Unexamined beliefs about working with doctors have an uncanny tendency to become reality.

Let’s explore some common misperceptions.

Perception: “You can’t reach physicians.”

My Response: You can! You just need to know how, and I’ll lay it out for you.

Perception: “Physicians live in their own worlds.”

My Response: True! You and your physician clients think differently. Once you understand the differences, you are much more likely to successfully engage them. I’ll show you how.

Perception: “Physicians are intimidating.”

My Response: Doctors put on their pants one leg at a time, worry about their kids, and forget to pick up milk on the way home, just like you. You can address physicians as peers. I’ll show you how.

Perception: “Physicians seem to pay more attention to what their peers say than to what I have to say.”

My Response: True! Make that work for you rather than against you. You’ll learn how to build relationships with key physician opinion leaders and build a culture of introductions. This is the secret to accelerated growth.

Perception: “I don’t know if I’m good enough to work with physicians.”

My Response: Do you improve your clients’ condition? Do you know your stuff? Do you care about your clients? If you can answer yes to these three questions, you have everything it takes to be successful with physicians.

Perception: “Physicians are a pain to work with.”

My Response: The skills and temperament traits physicians needed to get through medical school can be the same traits that make them challenging prospects. Doctors learn to screen out distraction to focus on patient care. This becomes a challenge when you are seen as the distraction.

If you do not enjoy working with any given client, don’t! You do yourself and your prospect a service by saying no to them. Then you have room for more best-fit clients.

Perception: “You have to wine and dine doctors, and after you spend lots of money, they still may not become your clients.”

My Response: Physicians want a relationship with a trusted expert. You’ll learn to launch high-ROI marketing campaigns to accelerate your practice growth. I’ll lay them out for you.

Perception: “I can’t get the physician to take action.”

My Response: You will learn how to reach out with a message that will spur doctors to take action. I’ll show you how.

What is the first step to success in the medical market?

Before you learn anything about doctors, I invite you to take a look at your thoughts and beliefs about working with doctors.

I also invite you to paint a clear mental picture of why you want to work with more doctors, and how your life will be different when you achieve success in the medical market.

Here are some action steps to help you get started.

Action Steps

Action Step #1: What's your why?

There's a reason you're drawn to the medical market. Sure, it's a smart business choice because there's money in the medical market.

Please go deeper. What inspires you to work with physicians?

Maybe you like a professional challenge.

Maybe you had a medical experience, and you want to give back.

Maybe you had a physician parent, and you want to help your clients avoid the mistakes your parents made.

Maybe you always wanted to be a doctor but your life took you in a different direction.

Take a moment and consider why you want to work with more doctor clients.

Exercise: My Story

Tell the story of how and why you became interested in working with more doctor clients.

Action Step #2: What does success look like?

Olympic athletes mentally rehearse success. Long before it's a reality, they see themselves on the podium with a gold medal around their necks listening to their national anthem.

What will your life be like when you experience the level of success you seek in the medical market? Please describe it here. Use as many senses as possible.

Exercise: My Success

Imagine that you have achieved the success you seek in the medical market. Describe what it looks like and feels like. What are you doing? Engage as many senses as you can.

Action Step #3: Describe your ideal medical encounter.

Try this simple exercise. Think about the last time you or a loved one faced a medical challenge. Now please answer these questions.

Exercise: Explore the Ideal Doctor-Patient Relationship

Describe the qualities of your ideal physician. _____

—

—

Describe your ideal medical encounter. _____

—

—

Describe how you respond when you're a patient. _____

—

Chances are good that you will be most successful when you conduct yourself like your ideal doctor, create the ideal medical encounter with your clients, and have compassion when your doctor-client responds like you do when you are a patient.

Action Step #4: What are your beliefs about working with physicians?

You hold beliefs about what it would be like to work with physician clients. Please write them here.

Exercise: What are your beliefs?

Identify your beliefs and assumptions about working with physician clients. What evidence do you have to support your beliefs?

Now ask yourself, “What evidence do I have that this belief is true?” Are there different beliefs that are true?

Action Step #5: Who has your back?

Success in the medical market requires focus. Who are your mentors, coaches, and supporters who can celebrate success or help you when you get stuck?

Exercise: Who has your back?

Identify the people who will support you as you enter the medical market.

1. Vicki Rackner (425) 451-3777 rackner@targetingdoctors.com

2. _____

3. _____

4. _____

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7. _____

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9. _____

10. _____

—

Module 1: The 10 Laws of Physician Engagement

When in Rome, do as the Romans do.

Objectives for this module

- Describe the differences between doctors and business-minded clients.
- Learn the 10 Laws of Physician Engagement.
- See how the high performers in the medical market apply the 10 Laws.

Questions answered in this module

- What is the most important take-away message from this course?
- What are the 10 Laws of Physician Engagement?
- Action Steps

What is the most important take-away message from this course?

You are a native of the world of business.

When you acquire physician clients, you will be entering the world of medicine, both physically and culturally.

The world of medicine works differently than the world of business. Further, doctors (let's call them White Coats) are wired differently than business-minded clients (let's call them Suits).

Lessons from *Shark Tank*

What happens when Suits and White Coats try to engage in a business relationship?

An episode of TV's popular entrepreneurial show *Shark Tank* beautifully illustrates the potential pitfall that you can avoid as you acquire doctor clients.

A doctor entrepreneur entered the *Shark Tank* asking for a \$3 million investment to grow his medical device company. He had an innovative product, a large proven market, and \$10 million in sales. The five *Shark* investors recognized the clear business opportunity.

This would have been the biggest deal in *Shark Tank* history.

As the doctor wrapped up his pitch, I thought to myself, "This guy is going to get a deal with all five Sharks!"

Then the Sharks started asking questions. Kevin O'Leary tried to discern the true value of the doctor's business. Here are snippets from the exchange:

Doctor: "We could be making quite a bit of money if I wanted to. I'm not all that interested in the money. It's a tool I use to hire people."

Kevin O'Leary: "What about profits? Do you care about this?"

Doctor: "I will at some point."

Kevin: "Not encouraging words to an investor."

The background music gave viewers clues that the doctor's answers alienated the Sharks. By the end of the exchange, four Sharks were out. The doctor left with a commitment for a \$3 million investment from Robert Herjavec that subsequently fell through for undisclosed reasons.

Some entrepreneurs leave the Shark Tank without a deal because of questions about the product's value or the potential for profit. That's not what happened here.

Any casual viewer knows that Sharks want to protect and grow their money. Further, any reasonable person knows that the best way to get what you want is to help others get what they want.

This episode of *Shark Tank* illustrates the consequences of a seller's insensitivity to the buyers' wants, needs, and priorities. This doctor said to the very people he was trying to persuade, "I don't care about the thing that is most important to you."

Imagine how different the outcome would have been if this doctor had been coached to say instead, "Yes, here's the clear path to hundreds of millions of dollars in sales."

Unlike this doctor, high performers also master the fine art of engaging their prospective buyers.

I encourage you to watch the 10-minute segment, and see the Sharks' enthusiasm peak and then evaporate. <https://youtu.be/pMXIvlu5ZIQ>

Shark Tank vs Surgeon's Lounge

Now imagine another show called *Surgeon's Lounge*. You—a financial advisor—enter a room with five Surgeons seated in the Sharks' chairs. Your goal is to persuade the Surgeons to do a deal with you.

At least four of those five Surgeons sitting in the chairs have the exact relationship with money articulated by the doctor entrepreneur. "I don't care about money; money is a tool that allows me to do what I want."

What will your strategy be? How will you get doctors to engage with you?

Let's address the core cultural differences between the Shark Tank and the fictitious Surgeon's Lounge.

1. Core values

Sharks want to know, “Do you care about my money?” Surgeons want to know, “Do you care about me?”

2. Relationships

Sharks compete; Surgeons collaborate. If Sharks see an attractive opportunity, they compete for it. If Surgeons see something of value, they share it with their colleagues.

3. Wealth

For Sharks, wealth is measured in dollars; for Surgeons, wealth is measured by the freedom to do what they want to do when they want to do it.

Once this first Surgeon client trusts you, the real magic happens. They tell their colleagues about you. Your first Surgeon clients make it easier to get your second, third, and fourth clients.

What are the 10 Laws of Physician Engagement?

The goal of this course is to help you get yourself in front of doctors, deliver a compelling pitch that captures their attention, and answer their questions in a way that helps you secure deals with them.

First, let’s dive deeper and understand the forces that drive doctors’ behavior.

Like the laws of gravity, the 10 Laws of Physician Engagement describe the way things work. They help you predict the most likely result of your action.

Gravity is neither good nor bad. However, an understanding of gravity helps you position yourself for success. You can make gravity work for you by deciding to ride your bike downhill instead of uphill.

If you want to accelerate your practice growth, align your actions with the laws. Make them work for you.

Law #1: Physicians answer a call to service.

Physicians are driven by their desire to

- Serve others
- Alleviate pain and suffering
- Build their legacy

Physicians engage in a rigorous, lengthy, and expensive training to be in a position to serve. Here is the path to becoming a practicing physician:

- Undergraduate degree (4 years of college—usually from age 18 to 22)
- Medical school (4 years—usually from age 23 to 27)
- Residency (3 to 5 years—usually from age 28 to early 30s)
- Optional fellowship training (1 to 3 years)

Physicians and their family members make tremendous personal sacrifices to support a medical calling.

We all want to make an impact in the world. Physicians use clinical outcomes—not profits—as a yardstick by which they measure professional success.

What this law means for you: Adopt a spirit of service.

Here is the biggest secret to success in the medical market: **If you want to conduct business with physicians, conduct yourself as one.**

You know that people work with people they know, like, and trust. Now neuroscience explains why. Our brains are wired with mirror neurons that mirror others. The statement “I like you” really means, “I’m like you. I see part of myself reflected in you.”

You build rapport by triggering mirror neurons.

A quote every physician learns is this: “For the secret in the care of the patient is caring for the patient.”

The secret in building business relationships with doctors is demonstrating that you care about them. You put their interests before your own. In Module 4 you will find out exactly how to communicate this critical message.

Law #2: Physicians behave like tropical fish; think of them as “fish-icians.”

Like tropical fish, physicians congregate in groups of like-minded individuals.

Physicians commonly gather on the basis of a shared medical specialty. For example, in a long-standing tradition called “M&M” (Mortality and Morbidity), surgeons meet to ask and answer the question for each patient/case, “What could have been done differently to get a better medical outcome?” This exercise helps the whole group deliver better care.

Other groups of doctors gather on the basis of a shared religion, ethnic heritage, gender, or professional mission. These tend to be close-knit groups.

Why do tropical fish gather? The group offers protection from predators.

Physicians experience themselves as financial prey. To keep themselves safe, they separate the world into “insiders” and “outsiders.” Insiders elicit trust; outsiders raise suspicion.

Physicians like clubs that exclude outsiders. While some physicians have joined LinkedIn, many more participate in Doximity, sometimes called the “LinkedIn for doctors.”

What this law means for you: You accelerate your growth by targeting groups of like-minded physicians who congregate. You will learn exactly how to do this in Module 2.

Further, master the “mental handshake” and show that you are not armed with a sales pitch. As you become a trusted insider, it’s easier to engage more members of this group.

Law #3: The most influential person in a physician's life is another physician.

Tropical fish swim together and change direction as a group; so do physicians.

The treatment choices of a group of physicians influence the treatment choices of individual physicians. I was taught never to be the first physician or the last physician to prescribe a new medication.

The recommendations of a key physician opinion leader can be more persuasive than scientific data.

For example, when I went to medical school, I was taught that excess stomach acid causes ulcers. Treat the acid and treat the ulcer.

In 1982 Australian physicians Robin Warren and Barry Marshall suggested that an infection with the bacteria *Helicobacter pylori* (*H. pylori*) causes ulcers. Treat the infection with antibiotics and treat the ulcer.

In 1995, only 5% of ulcer patients were treated with antibiotics. In fact, nearly 90 percent of surveyed patients with ulcers were unaware that *H. pylori* causes ulcers.

In 1997 the Centers for Disease Control and Prevention (CDC), with other government agencies, academic institutions, and industry, launched a national education campaign to inform healthcare providers and consumers about the link between *H. pylori* and ulcers.

It took over 35 years for this to become the standard of care in the medical community. The Australians won the Nobel Prize in 2005 for this discovery. So you see, it takes time to change minds and practices, even in the face of scientific proof.

What this law means for you: You want to become known among a group of physicians as the “go-to guy or gal.” Here’s how that works:

One day I got a big check. I said to a colleague, “Bob, I just got a big check. What do I do?”

He said, “Vicki, you need a financial advisor. Call Paul. He’s a good guy.”

As far as I was concerned, I had found my financial advisor.

This is how most physicians find their advisors.

Your blueprint for building a physician-friendly practice includes plans for building a culture of introductions. In Module 7 you will learn the details.

Law #4: Physicians manage their wealth as patients manage their health.

Consider the last time you went to see your doctor about a serious medical concern. You might have been frightened about possible bad news. You may have dreaded talking about embarrassing topics. You almost certainly felt out of your element and had to make important decisions when you were not at your best. You turned to the wisdom and advice of a trusted medical expert.

Doctors are intelligent people who do not get any formal training in business, marketing, or finance. When the conversation turns to money, doctors are out of their element. In fact, they feel about as comfortable talking about money as you do talking about those embarrassing medical topics like peeing, pooping and procreating.

When you help doctor-clients, they behave like the patient wearing the exam gown. They look to you as the doctor wearing the white lab coat.

What this law means for you: As you work with physicians, you may be surprised at their relatively low financial literacy. Have compassion!

In Module 6 you will learn about how you can harness the power of methodical metaphor and a rapport-building tool.

Law #5: Physicians want to work with experts.

If someone you loved were diagnosed with a rare medical condition, you would want to see the specialist who sees patients with this diagnosis

every single day. Medical studies demonstrated that patients get the best outcomes in the hands of experienced clinicians.

Physicians prefer to work with professionals who help clients like them every day.

What this law means for you: Physicians want to work with advisors who work with colleagues just like themselves every day. In Module 4 you will learn how to plant your flag in the medical market and let people know that you help specific groups of doctors.

Law #6: Emotions drive motion.

Our brains have three anatomic and functional components: the thinking brain, the feeling brain, and the reptile brain. At any given moment in time, one part of the brain drives action.

If someone acts like a toddler having a temper tantrum, the reptile brain is in charge.

When your personal physicians make considered recommendations about your medical care, they are acting from their thinking brains.

We would like to believe that we make most of our choices with our thinking brains. Neuroscience tells us otherwise.

We make most choices with our feeling brains. Our behaviors are driven by a desire to achieve a desired emotional state that lowers our stress level. This explains how and why someone with an absolute commitment to weight loss responds to a bad day with a trip to Krispy Kreme.

Logic and numbers are the language of the thinking brain; stories and pictures engage the feeling brain.

What this law means for you: You want to persuade physicians to take action. You have a much better chance by telling the story of another physician than by running through the numbers. In Module 6 you will learn how to leverage what we know about neuroscience to optimize your chances of successfully engaging physicians.

A story about a physician is much more likely to persuade a prospect to take action than a compelling logical argument.

Law #7: In the absence of the recommendations of a key physician opinion leader, physicians need repeated exposure to a message before they take action.

Pharmaceutical sales reps know that physicians need to be exposed to a marketing message six to ten times before they take action.

What this law means for you: Throughout this course you will learn where you are most likely to win your first physician clients. You will see how to build rapport. You will also see the power of leveraging technology to stay in regular contact with physician prospects and clients. Most importantly, you will not give up too soon.

Law #8: Busy physicians triage and delegate.

On the battlefield, the demand for medical care often outstrips the resources. In a process called triage, doctors and nurses decide which patients get treated first.

Physicians' time and attention are limited resources. They have developed discipline for putting first things first.

They often delegate tasks so they can focus on patient care.

What this law means for you: Retirement planning can take a back seat to the many immediate concerns that physicians face.

You are most likely to be successful if you help doctors solve problems high on their priority list. The Affordable Care Act offers many new opportunities.

Throughout the course, you will see how to build relationships with physicians by helping them navigate the complexities of the rapidly changing medical landscape.

Law #9: Physicians value the doctor-patient relationship.

The doctor-patient relationship is the foundation of the healthcare system. Physicians value and nurture this relationship.

What this law means for you: Re-create the doctor-patient relationship with your physician prospects and clients.

The truth is that your professional activities parallel that of physicians. You and physicians both

- Collect information and make assessments
- Manage risk in the face of an uncertain future
- Make recommendations that can change lives for the better—or for the worse
- Take action without the safety net of a definitive right answer

Both you and physicians find the answers that are right for each individual.

What qualities do you look for when it's time to find a new doctor? Your ideal physician prospect may be looking for those same qualities in you.

How do you find a new physician? Do you recognize that something needs attention, then turn to someone you trust for a recommendation? That's most likely how your physician-clients will find you.

How do you want to be treated when you are a patient? Your ideal physician-client may look for the same things in you.

If you want to conduct business with doctors, conduct yourself as one. Treat your doctor clients as you would like to be treated when you are a patient.

What qualities do you look for when it's time to find a new doctor; your ideal doctor-prospect may be looking for those same qualities in you.

Physicians are loyal clients. Once you have a physician-client, you will most likely work with him or her for life.

Relationships can be more profitable for you than assets under management.

Law #10: Physicians are people.

When you travel abroad, you may initially be struck by differences in language and sights and smells. However, when you dig down, you discover that we are more alike than different. A smile is universally understood. People are people.

As you begin working with doctors, you may be struck with the ways in which they are different from your other clients; however, as you get more experience, you will discover that physicians want the same things that the rest of your clients do. They want to experience success. They want the best for their children. They want to hold out hope for a bright future.

Physicians dedicate their careers to helping others, yet they have few people in their trusted inner circles who are there to help them.

Doctors tend to be lonely people. They greatly value peers who will pose challenging questions, listen, and help them reach their dreams. They want truth-tellers more than yes-men. You can be one of the former.

This is a dark hour for physicians. Obamacare poses many challenges you will learn about. There are few sources of optimistic leadership.

What this law means for you: As much as you need a physician when you get sick, physicians seek solutions to many new and pressing problems.

They want and need trusted advisors in their corners looking out for their best interests.

They need your help.

Summary

Physicians are wired differently than business-minded clients.

Sensitivity to the culture of medicine supports success.

Let your actions be guided by the 10 Laws of Physician Engagement to accelerate your growth.

Action Steps

- Print out the 10 Laws of Physician Engagement and keep them handy.
- Read through the Introduction and record your answers to the questions there.

10 Laws of Physician Engagement

Law of Physician Engagement

Lessons of High Performers

1. Physicians answer a call to service.	Adopt a spirit of service.
2. Physicians behave like tropical fish.	Focus on groups of like-minded “fish-icians.”
3. The most influential person in a doctor’s life is another doctor.	Tell stories about other doctors and plan to build a culture of introductions.
4. Physicians manage their wealth as patients manage their health.	Look for the medical metaphor.
5. Physicians want to work with experts.	Plant your flag in the medical market.
6. Emotions drive motion.	Engage the emotional brain by telling stories.
7. Physicians need repeated exposure to messages before they act.	Stay in regular contact with prospects and clients.
8. Busy physicians triage and delegate.	Help physicians solve pressing problems.
9. Physicians value the doctor-patient relationship.	Re-create the doctor-patient relationship.
10. Physicians are people.	Know that physicians need you now.

The biggest secret to success in the medical market:

**If you want to conduct business with physicians,
conduct yourself as one.**