

# Survival Pediatrics

How to Engage Families & Improve Your Practice



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## Chad Hermann

Communication Director



## So·cial Me·di·a

*noun*

1. the use of web-based and mobile technologies to turn communication into **interactive dialogue**



## Why Social Media?

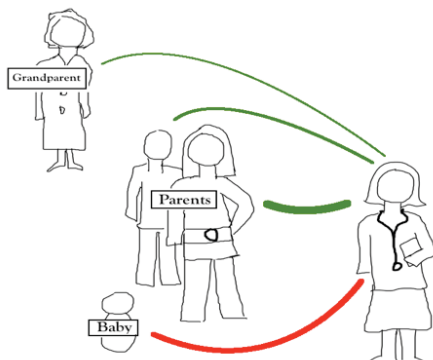
**Your Families are Doing It**  
(it's where they live their lives)



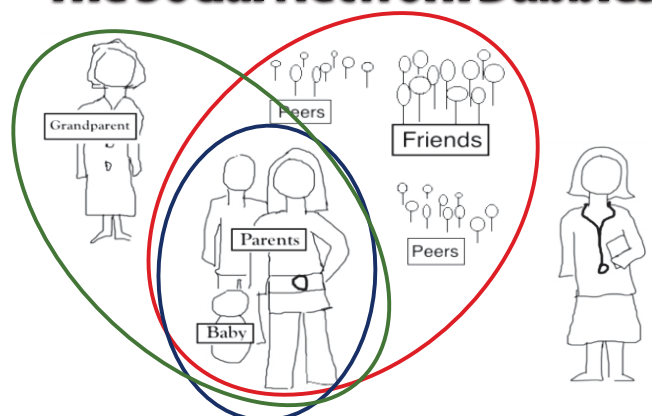
**You *Should* Be Doing It**  
(it's smart business practice)



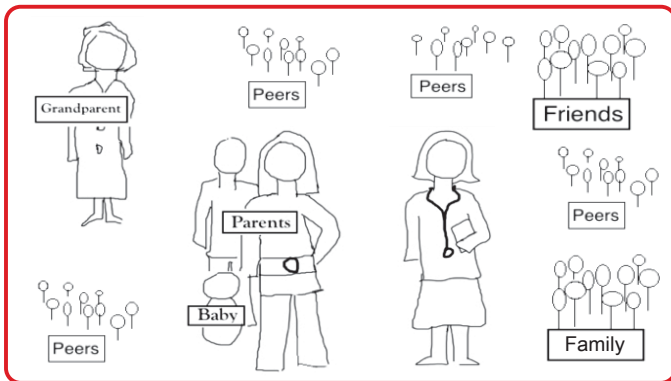
## The Pediatrician's Relationship



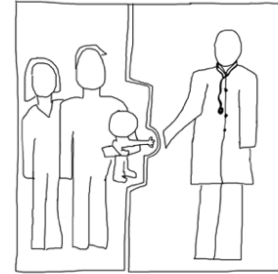
## The Social Network Bubbles



## The Social Media Sanctum



## Leverage Your Relationship



And remain relevant.



## The Math : Contacts

One Year of a Child		5
One Year of an Infant		12
One Year of Child + Infant		17
One Week of Facebook		12
One Year Facebook	(way too many     to show)	624

## The 21st Century House Call



Every single day.

## You Like This

1. Improve Marketing/Brand Identity
2. Decrease Calls & Questions to the Office
3. Increase Parent & Family Satisfaction
4. (Re-)Establish Authority & Credibility
5. Maintain Constant Connectivity
6. Engage & Listen to Your Families



# KNOW YOUR AUDIENCE

## 4 Modes of Communication

~~Press Agency~~

~~Public Information~~

~~2-Way Asymmetric~~

2-Way Symmetric



Kids Plus Pediatrics

Timeline

Recent

Admin Panel

If You Build It, They Will Come

kids+pediatrics

Kids Plus Pediatrics

3,843 likes · 225 talking about this

Pediatrics

Pittsburgh, Pennsylvania

412.521.6511 | 412.466.5004 | 724.761.2020

Today 8:15 am - 8:00 pm

About

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Notes 178

Twitter

Update Page Info

✓ Liked

Highlights

ABOUT +

+DOCS

+OFFICES

+VISITS

+FORMS

+PAYMENTS

+EDUCATION

Nutrition Notes

Doctor's Notes

Every Wednesday afternoon on our Kids Plus Facebook Page, we post a Kids Plus "Doctor's Note" on some medical or developmental topic that we think will be valuable and interesting to our families. Each Doctor's Note is a few paragraphs long, written in a clear, straightforward style designed to engage and inform you.

Because the Notes are designed as references for our Kids Plus families, we've created a library of them here - grouped by topic and listed alphabetically by subject. Just click the title to read the Note.

### Allergies & Asthma

Allergies | Dr. Hartung

Asthma | Dr. McGee

Peanut Allergy | Dr. McGee

### Breastfeeding & Bottlefeeding

Bottles, Nipples, Cups, and Straws | Dr. Springer  
Bottlefeeding for Breastfed Babies | Beverly Curtis  
Breast Milk Storage | Dr. Brent  
Clogged Ducts in Breastfeeding Moms | Dr. Brent  
Cold Remedies for Nursing Moms | Beverly Curtis  
Increasing Milk Supply | Dr. Brent  
Latching Basics | Dr. Hartung  
Yeast Infections | Dr. Hartung

### Behavior, Discipline, & Development

ADHD | Dr. Springer  
Biting | Dr. Springer  
Breath-Holding Spells | Travis Lewis  
Bullying | Terri Bailey  
Crying | Dr. Stevens  
Divorce | Dr. Springer  
Hair Pulling & Twirling | Katie LaMendola  
Helping Kids Cope When a Friend Moves Away | Katie LaMendola  
Hitting & Discipline | Diana Schwab  
Learning Disabilities & Children Who Struggle in School | Dr. Springer  
Leaving Kids Home Alone | Brianna Mosso  
Potty Training | Katie LaMendola  
Soothing Infants | Dr. Wolyn  
Speech Development & Delay | Dr. Karlovits  
Stuttering | Terri Bailey  
Tachycardia & Children | Dr. Springer  
Transitions | Diana Schwab  
Traveling With Children, Part I (Overnight & Infants) | Dr. Springer  
Traveling With Children, Part II (Toddlers & Preschoolers) | Dr. Springer  
Traveling With Children, Part III (School-Age & Teens) | Dr. Springer

ABOUT +

+DOCS

+OFFICES

+VISITS

+FORMS

+PAYMENTS

+EDUCATION

### Nutrition Notes

Every Wednesday afternoon on our Kids Plus Facebook Page, we post one of our Kids Plus Doctor's Notes on a medical or developmental topic we think will be valuable and interesting to our families. Some of those notes are on the subjects of Food & Nutrition. Once a month, we post a special, additional Nutrition Note written by our Kids Plus Nutrition Consultant, Anne Marie Kuchera, who's a licensed professional counselor and registered dietitian.

Because these Notes are designed as references for our Kids Plus families, we've created a special library of them here - listed alphabetically by subject. Just click the title to read the Note.

### Allergies & Other Food Concerns

Allergy or Intolerance? | Anne Marie Kuchera

Honey, Nuts, & Other Infant Food Concerns | Anne Marie Kuchera

### Drinks

Energy Drinks: What Parents Should Know | Anne Marie Kuchera

Milk & Dairy Products | Anne Marie Kuchera

Sugar-Sweetened Beverages | Dr. Godinez

### General Eating & Nutrition

A Healthy Food Attitude | Anne Marie Kuchera

Breakfast | Anne Marie Kuchera

Family Mealtime | Katie LaMendola

Feeding Children w/ Autism Spectrum/Sensory Defensiveness Disorders | Anne Marie Kuchera

How Much is Enough (for 2-5 Year Olds)? | Anne Marie Kuchera

Life (and Food) in the Fast Lane | Anne Marie Kuchera

Meals for the Weekday Rush | Anne Marie Kuchera

Nutrition | Dr. Brent

Obesity Prevention | Stacey Stratton

Packing School Lunches | Anne Marie Kuchera

Picky Eaters | Anne Marie Kuchera

kids+ new mom's coffee


kids+ new mom's coffee


kids+ new mom's coffee

**k i d s +**   
*not-so-new mom's coffee*

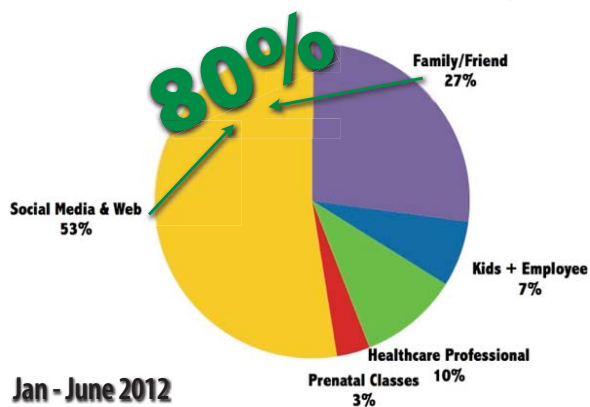
**k i d s +**   
*multiple mom's coffee*

**k i d s +**   
*working mom's coffee*

**k i d s +**   
**Puberty. Seriously?**  
 An interactive workshop about changing bodies, periods, and privacy,  
 for 9-12 year-old girls and their Moms (or other female mentors)  
**\$700**

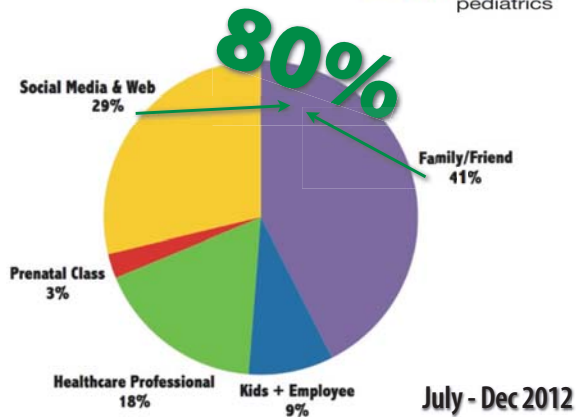
Dr. Todd Wolynn's  
**k i d s +**  
**QUIET NIGHT**  
**SLEEP CLASS**  
  
 "Do, or do not. There is no try." Yoda  
**\$1,500**

**HOW NEW PATIENTS FIND** **k i d s +** pediatrics





## HOW NEW PATIENTS FIND **kids+** pediatrics



## Why Social Media?

**Your Families are Doing It**  
(it's where they live their lives)



**You Should Be Doing It**  
(it's smart business practice)



## Dr. Todd Wolynn

President & CEO

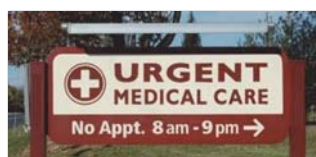
**kids+** pediatrics

## Manufacturers (DTC)



## Urgent Cares

**MedExpress+**  
Great Care. Fast.®



## Retail-Based Health Clinics

**minute clinic**



**take care clinic**  
at select  
*Walgreens*

**The Clinic**  
at Walmart

# Vaccinating Pharmacies



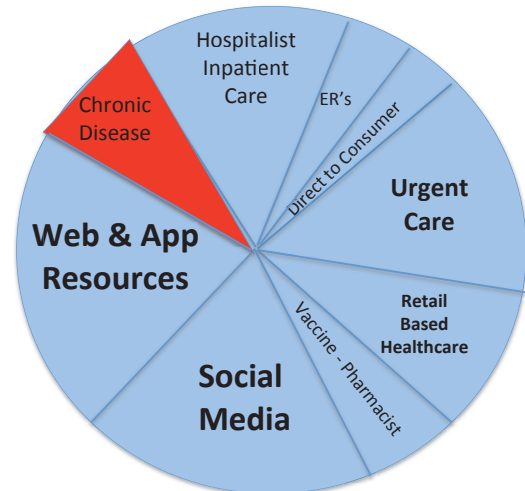
Walmart Flu Shot Clinics



# Web-Based Health Resources



# What's Left For Your Practice?



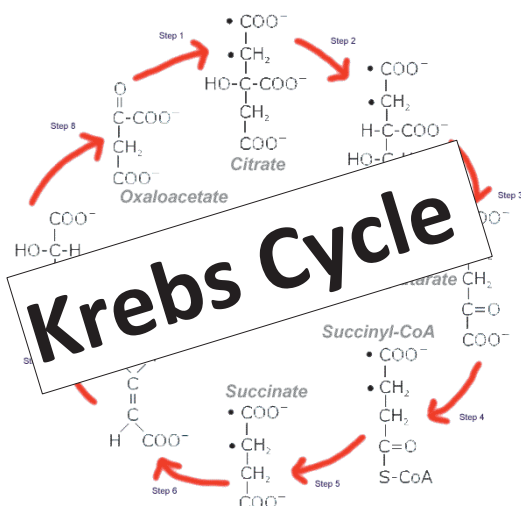
# #s RBC & UC

> 1000 RBCs

CVS 650+, Walgreens 350+, Kroger 90+

~ 3500 Urgent Cares

Concentra ~350, AFC ~140, MedExpress ~110



## CMU Questions - Listening

- Have You visited UC/RBC?
- Reason for Visit?
- Why UC/RBC vs KPP?
- Distance to UC/RBC?
- Your Child's Age? Any Chronic Conditions?
- Insurance Type?
- # of times to UC/RBC in past Year?
- Satisfaction w UC/RBC? Satisfaction w KPP?
- Quality re: UC/RBC? Quality re: KPP?

## Listening: Survey

Have You visited UC/RBC?  
Reason for Visit?  
Why UC/RBC vs KPP?  
Distance to UC/RBC?  
Your Child's Age?  
Any Chronic Conditions?  
Insurance Type?  
# of UC/RBC Visits in Past Yea  
Quality of UC/RBC? KPP?  
Satisfaction w. UC/RBC? KPP



## Listening: Walk-Ins

**13/15** parents who'd previously taken a child to a UCC or RBC said they would NEVER do it if Kids+ had some type of Walk-In Hours

**2/15** parents said they would consider coming to Kids+ first, but still leave a UCC as an option



## Listening: Scheduling

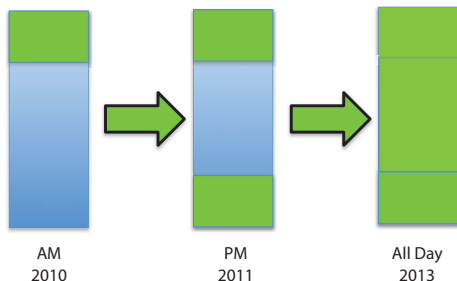
Found Significant Empty Slots at times KPP Families were utilizing UC/RBC's...

Triage Staff pressured by *some* providers NOT to schedule past 6:30PM (slots 'til 8PM)

Night Staff pressured by *some* providers to 'move up' Pts to fill earlier slots, allowing providers to leave earlier (6:30PM? 6:45PM?)



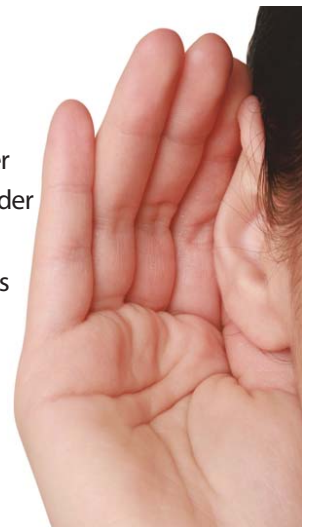
Open



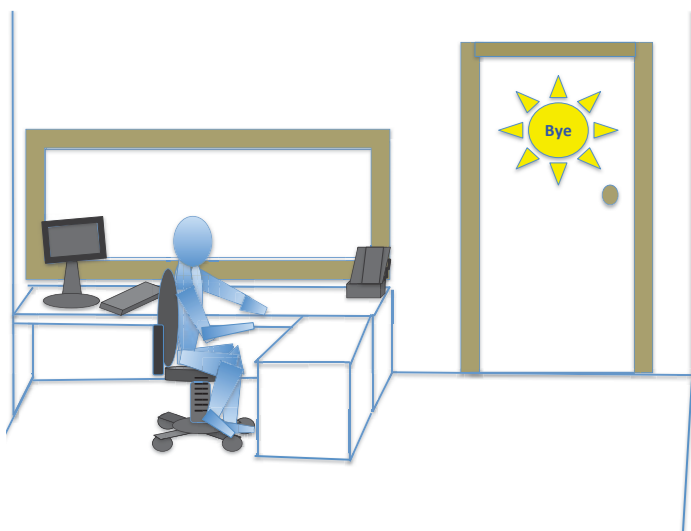
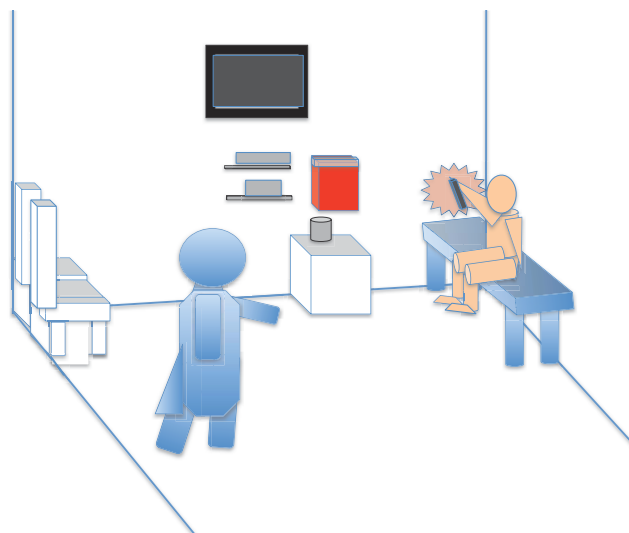
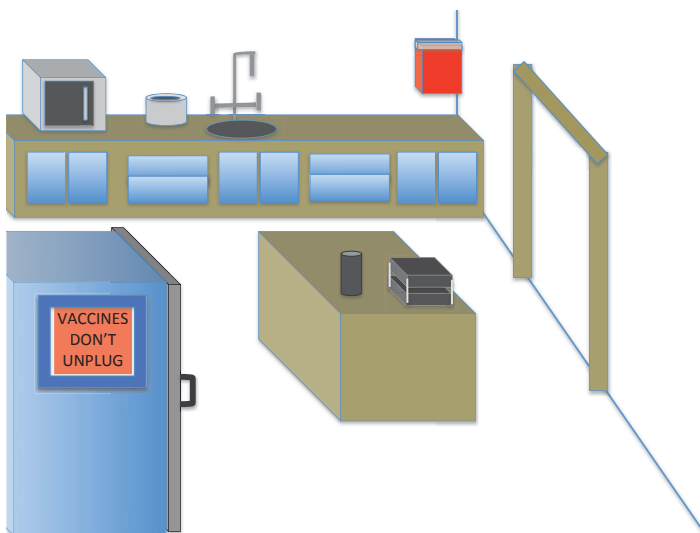
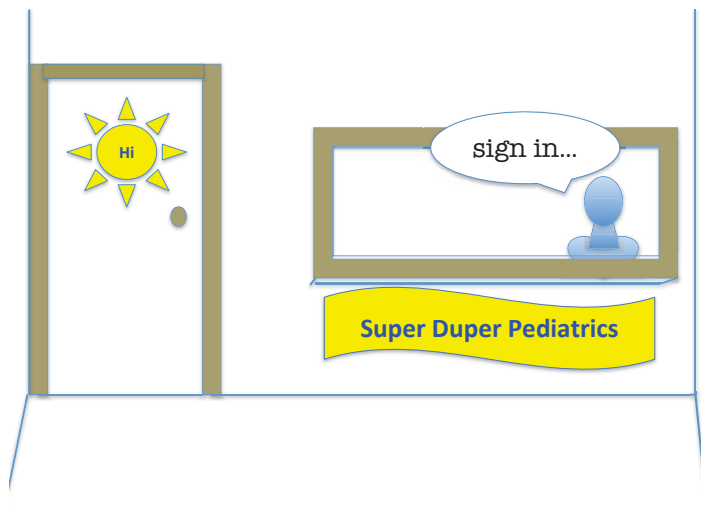
Conditions: (A) Established Pt, (B) > 4mo old, (C) <3d of Common Symptom

## IMPACT

Staffed w. 100% Allocated Provider  
Backed up w. 50% Allocated Provider  
No Cannibalizing Regular Slots  
Recaptured Patients from RBC/UCs  
Major Marketing Opportunity  
*Key Differentiator*  
PCMH Alignment  
Huge Family Satisfaction Boost  
*Avoid Loss? Increase Loyalty?*



# Do You See Opportunity?



**Obesity**

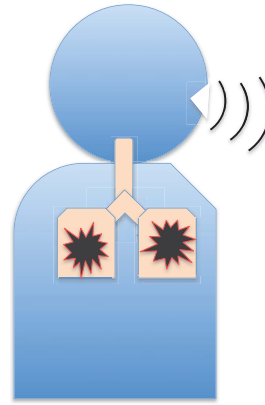
**National Agenda**





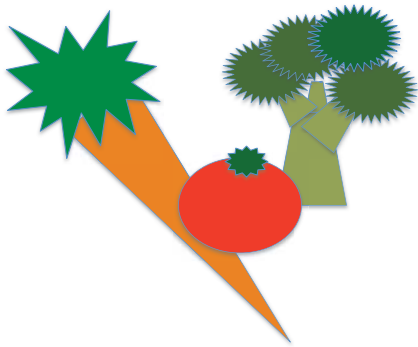
**Mental Health**

**National Agenda**



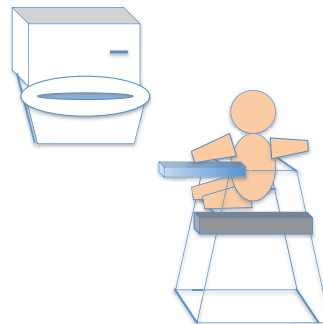
**Asthma**

**National Agenda**



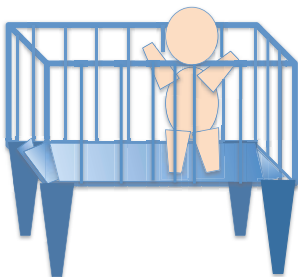
**Diet & Nutrition**

**Parent Agenda**



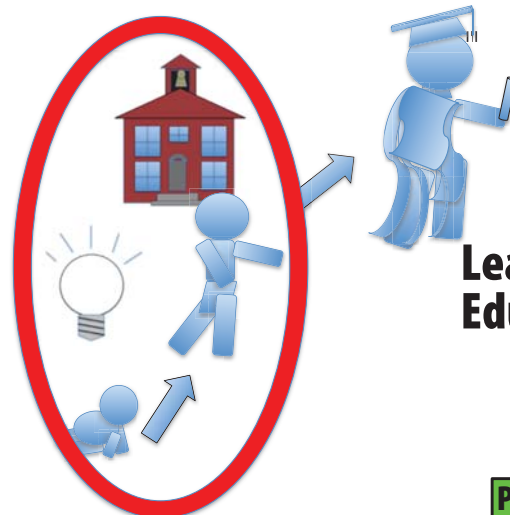
**Potty Training**

**Parent Agenda**



**Sleep Training**

**Parent Agenda**



**Learning & Education**

**Parent Agenda**

**LISTEN. ENGAGE.  
IMPROVE.**

