



Data-Driven Sales and Marketing

How MedQuest Radiology Management Services Helps Clients Grow Revenue in Challenging Times

With many hospitals and radiology centers facing greater price competition and shrinking reimbursement, marketing efforts are becoming increasingly important to secure referrals and drive revenue in radiology.

To be truly effective, however, these efforts must go well beyond commonly used marketing approaches, which often fail to connect with physicians on a clinical level, identify key drivers of referrals, establish service feedback loops and create high levels of accountability for marketing personnel.

MedQuest takes a scientific approach to sales and marketing, with strategic, results-oriented initiatives that have been proven to increase volume, and therefore revenue. The company employs a four-step program that allows for continual measurement and improvement.

Step 1 – Access Current Situation

MedQuest begins by performing a detailed assessment of your current marketing activities, referral patterns and local competition. Drawing upon extensive experience, MedQuest's consultants can pinpoint opportunities for growth as well as challenges that might be suppressing referrals.

Step 2 – Put the Right People in Place

Trying to add sales duties to employees who lack sales skills and/or who already have heavy workloads is doomed to fail. MedQuest deploys one or more sales and marketing specialists, then provides them with extensive training, systems and oversight. The job of a dedicated radiology salesperson is to actively work with referral sources and data to increase volume and satisfaction levels.

Step 3 – Build Clinically Based Relationships

MedQuest sales and marketing specialists increase referrals by building productive, clinically based relationships with referring physicians and their office staffs. Working closely with seasoned MedQuest sales and marketing leaders, these specialists assess referral sources and develop physician-specific sales plans.

If past problems have decreased referrals from a particular physician or practice, the specialist works closely with the radiology staff to address and resolve issues.

Step 4 – Track and Measure Results

Using a robust Customer Relationship Management (CRM) system with a proprietary application overlay, MedQuest tracks and measures sales and marketing to determine ROI and effectiveness. Referral volumes are compared against industry standards and individual physician potential, and a system is developed that establishes accountability and provides forecasting based upon real-time referral trend data by modality and provider.

The MedQuest Difference

- Onsite, dedicated radiology marketing staff for clinical selling
- Structured, thorough oversight from MedQuest's professional marketing leaders
- Comprehensive sales and marketing plan
- Proprietary CRM system to supply critical referral data and tracking
- Data-based forecasting and measurement
- Development of print and electronic sales materials